

LOHO

CLAY FINISH





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01 CLAY FINISH

Clay finish is a blend of carefully selected sands and unfired clays, mixed with pigments and minerals into a high quality natural plaster. The material is able to breathe and therefore a healthy alternative to existing products. Clay is one of the most sustainable materials for the building process because it is recyclable, compostable and above all reusable.

Clay finish is a 100% natural material and does not contain synthetic or other toxic components. Its moisture and temperature regulating properties contribute to a healthy and comfortable environment. The textures and vibrant color tones specific to clay often form the decisive motivation and cannot be imitated by other products.





02 ABOUT US

Studio LoHo was founded by Karel Loontjens and Jo Hoeven. The studio's focus lies on the application and distribution of sustainable, environmentally friendly materials and products aimed for high end interior projects.

10 years earlier, Karel started his ecological building company called Aardig Gedacht. In collaboration with renowned Belgian architects he reintroduced the use of forgotten natural materials and techniques in contemporary Belgian architecture. The demand for these products used for flooring, wall and ceiling application have been increasing year after year and expand over the Belgian border.

This also applies to Studio LoHo's projects and designs which are formed within the same philosophy and which numerous architects and designers worldwide have appealed to. Increasingly more of our clients started to ask us about the materials used at the locations where we presented our products. So in addition to the design office, Studio LoHo started offering their products for flooring, walls and ceiling application to international clients, collaborating with and supported by their close partner Aardig Gedacht.



03 PHILOSOPHY

The ecological awareness lies at the heart of our company's nature: drawing on natural materials and ancient techniques to be applied in an innovative way in contemporary architecture and design.



© Benoit Viaene

Wall finish: Clay finish

© Renaud Depoorter + Anje D'hondt

Handrail: Clay Paint



Wall finish: Clay finish

Handrail: Clay Paint

04 FINISHES

Fine

Silky smooth walls and ceilings, refined textures and playing silhouettes in the ever changing daylight create warm and pleasant spaces.

Medium

Tactile, vibrant surfaces delicately shaping the surroundings. Nicely balanced between elegance and sturdiness.

Large

Clay as pure as it gets, whether or not enriched with other natural ingredients. A raw, rustic texture perfectly matching contemporary and sleek spaces with a twist.



Fine



Large

05 COLOURS

Different finishes are available in all 72 standard colours or colours on request. RAL- or other colour charts can be used as reference.

Natural materials e.g. straw, aggregates or other minerals can be added for a specific result.

All finishes are applied at 3 mm thickness.



COLOURS

A
M
A
R
A
N
T
H



CF Amaranth I



CF Amaranth II



CF Amaranth III

B
E
I
G
E



CF Beige I



CF Beige II



CF Beige III

B
L
A
C
K



CF Black I



CF Black II



CF Black III

clay finish

Order Samples

B
L
U
E



CF Blue I



CF Blue II



CF Blue III

B
O
N
E



CF Bone I



CF Bone II



CF Bone III

C
R
E
A
M



CF Cream I



CF Cream II



CF Cream III

COLOURS

G
R
E
Y



CF Grey I



CF Grey II



CF Grey III

L
A
G
O
O
N



CF Lagoon I



CF Lagoon II



CF Lagoon III

L
A
T
T
E



CF Latte I



CF Latte II

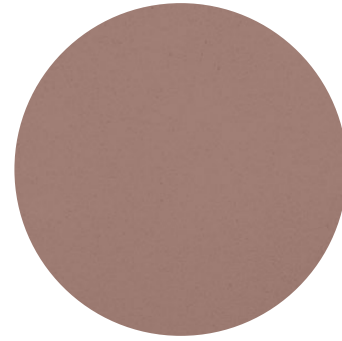


CF Latte III

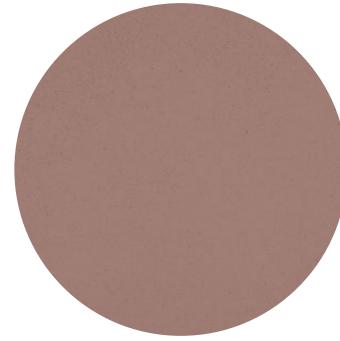
clay finish

Order Samples

R
E
D



CF Red I



CF Red II



CF Red III

S
A
G
E



CF Sage I



CF Sage II



CF Sage III

S
A
N
D



CF Sand I



CF Sand II



CF Sand III

COLOURS

T
E
R
R
A

C
O
T
T
A



CF Terra Cotta I



CF Terra Cotta II



CF Terra Cotta III

W
H
I
T
E



CF White Almond I



CF White Almond II



CF White Almond III

W
H
I
T
E



CF White Ivory I



CF White Ivory II



CF White Titan

clay finish

Order Samples

06 MAINTENANCE & REPAIRS

Chips & scratches

Chips and scratches are less visible due to the through-bodied colouring. They can be easily repaired by simply adding new material. Note that lighter colors are easier to repair locally/invisibly. Watch our video manual for more detailed information.

Stains

Superficial stains can be removed by using a clean moist sponge to wipe the surface. Also walls which show profound stains can quickly be restored. It is recommended to contact your installer.

UV stability

Mineral pigments are UV stable and don't fade in sunlight.





07 PERFORMANCE

Clay is the future's material and is already being applied in combination with the newest methods in today's building techniques. Being a pure material, soft and healthy for its environment, with excellent acoustic and indoor climate regulating features, nonflammable, clay is suited for residential and pCBic projects.

- + Nonflammable
- + UV resistant, through body coloured
- + Easy to repair and maintain (light colors)
- + Filters the air and neutralizes odours
- + Regulates indoor climate and moisture level

08 SUSTAINABILITY

The impact of the human race on the environment has never been more visible than today. This strengthens our belief to continue in our pursuit to discover new and environmentally friendly methods and materials to help build a new sustainable world.

Clay finish is a 100% pure and natural material and does not contain any toxic or synthetic additives. There are no waste materials involved during processing and all packaging is recyclable.

- + 100% natural
- + Recyclable and compostable
- + Non caustic
- + No water used during processing
- + Lifespan significantly longer than paintwork





09 WELLBEING

Our surroundings have a huge impact on our everyday quality of life. It is important for those places to offer mental peace and to guarantee healthy living conditions.

Clay finish is 100% natural and is therefore a perfect alternative to paint products which contain harmful substances in the majority of cases.

- + 100% natural
- + Absorbs and neutralizes odours
- + Converts CO₂ into oxygen
- + Does not contain toxic substances
- + Excellent acoustic features
- + Regulates moisture levels and indoor climate

10 TECHNICAL INFO

INSTRUCTIONS

TECHNICAL TERMS

TERMS AND CONDITIONS



INSTRUCTIONS

Clay Finish (CF)

The basic layers for CF can be a basic clay layer, an industrial concrete plate or a gypsum plate. All plate materials used as a surface for CF should be equipped with a universal primer for optimal adhesion. On top of the universal primer, the Clay Base (CB) should be applied.

The CB works as a homogeneous surface so, there is an even absorption of the product. The application of CB follows the same procedure as CF. (See application of CF) CB and CF layer share the same thickness of 2 to 3 mm.

Clay finish is very easy to restore deep scratches, (coffee) stains, mud... This makes CF very suitable for residential projects, hotels, restaurants, bars...

1. PREPARE THE CF MIXTURE

Mix the water with the dry CF, so there is a smooth homogeneous mixture.

CB: 5 to 6-liter water / 25KG CB

CF: 7.5-liter water / 25KG CF



Water in bucket (0:15)



Dry CF with water (0:45)



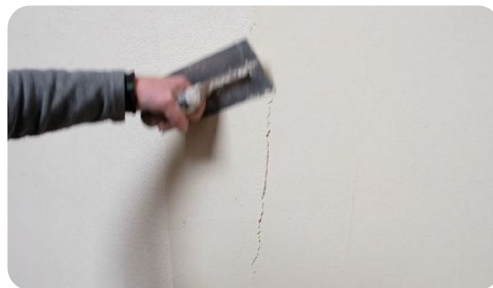
Mix with mixer (0:50)



Finished mixture (1:10)

2. APPLICATION OF CF

- 2.1 CF can be applied by hand or sprayed.
 2.2 Once the CF is applied on to the wall, the CF has to be straightened/smoothened with a plasterer trowel.



CF application by hand (2:00)

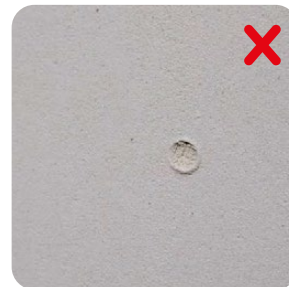


Smoothing of CF (2:45)

- 2.3 After the surface is smoothened, it has to be 'leather dry' before moving to the next phase. Depending on the weather, indoor climate, etc. this usually takes between 3 to 6 hours. When the surface is harder and it's more difficult to leave a fingerprint, it is leather dry.



Leather dry (3:00)



Surface too wet (2:55)

- 2.4 Next the CF needs to be wiped with a damp sponge. The right amount of water absorbed is important. If it's too dry, it will start to bounce while wiping the surface. If it's too damp, you'll risk removing too many particles of CF.



Wiping the CF with a damp sponge (3:10)

- If the surface is quite humid: irregularities are easier to remove but particles will be more visible once the CF has dried out.
- If the surface is less humid: irregularities are more difficult to remove but the end result will be smoother.
- It's important to use clear water. If not, the water will leave traces on the surface.

- 2.5 The particles are being pushed closer towards each other. This improves the mechanical binding, since CF doesn't contain any binders.
 2.6 Now all the water needs to evaporate, this usually takes around 1 to 3 days.
 2.7 Final phase: The surface has to be wiped again to optimize the mechanical binding. This time a semi dry sponge is being used. It's important to treat the entire surface. There always will remain some loose particles, a brush is being used for the finishing touch.



Final phase: wiping the surface (4:00)



Final phase: brushing the surface (4:30)

3. REPAIR DEEP SCRATCHES

- 3.1 Prepare the clay finish, make sure it's a smooth homogeneous mixture. Fill the scratches with CF.
- 3.2 Smooth out the applied CF by using a damp sponge on the edges, that way the transition between old and new CF will already be less visible.



Tap to play video



Filling scratches (1:00)



Smoothing out edges of CF (1:45)

- 3.3 The surface needs to be dry before applying the next layer. A heat gun can be used to speed up the drying process.
- 3.4 The repaired scratch will still be visible once the surface is dry. We'll need to spread out an extra layer over a larger surface to fade out the scratch. (at the end, you'll see the difference between the horizontal/vertical scratch. The vertical scratch has only had one layer) it's important to iron the edges for a smooth transition.

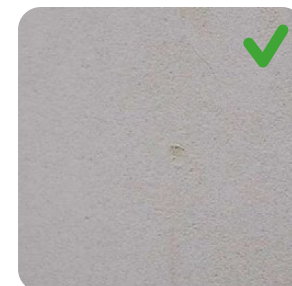


Drying the surface with a heat gun (2:00)



Iron edges for smooth transition (2:30)

- 3.5 The layer needs to be 'leather dry' before proceeding to the next step. A heat gun can again be used to speed up the drying process.



Leather dry (3:00)

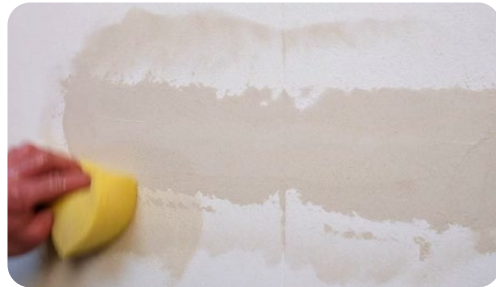


Surface too wet (2:55)



Drying the surface with a heat gun until leather dry (2:50)

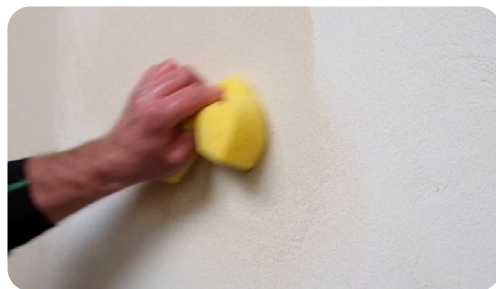
- 3.6 Start wiping the edges with a damp sponge, make sure to use clear water. Proceed wiping toward the center. Until the old and new layer flow smoothly into each other. Start drying the surface again, a heat gun can be used for this step.



Wiping edges with a sponge (3:05)

- 3.7 Once the repairs are done, follow the initial steps. Make sure to use the semi dry sponge to wipe the surface. CF doesn't contain any binders, wiping improves the mechanical binding of the CF.

- 3.8 Use a brush to get rid of loose particles.



Final phase: wiping the surface (4:45)



Final phase: brushing the surface (5:00)

4. REPAIR DEEPLY PENETRATED STAINS

- 4.1 Use a heat gun or let the spillage dry naturally.
4.2 Use a spatula to remove most of the stained CF. Avoid scouring off the Clay Base (CB)



Removing most of stained CF (1:00)



Removing most of stained CF (1:25)

- 4.3 Use a damp sponge for the next phase. Prepare the surface for the new CF by wiping it leather dry again. Make sure to wipe over a larger area than the actual stain. This improves a smooth transition between the repaired – and the initial surface.
4.4 Prepare the clay finish, make sure it's a smooth homogeneous mixture. Apply a new layer of CF.



Making the CF 'leather dry' again (1:30)

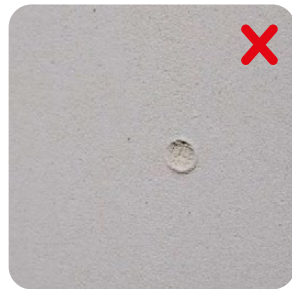


Applying the CF (2:05)

- 4.5 Make sure to iron the edges of the new CF for a smooth transition. Use the heat gun to make the new CF layer, leather dry.



Leather dry (3:00)



Surface too wet (2:55)

- 4.6 Use a damp sponge to wipe the repaired surface. CF doesn't contain any binders, wiping improves the mechanical binding of the CF. Wipe over a larger surface than the actual stain, for a smooth transition.
- 4.7 Use a heat gun to dry the surface faster.



Wiping repaired surface (2:40)



Drying the surface with a heat gun (3:30)

- 4.8 Once the repairs are done, follow the initial steps. Use a semi dry sponge to wipe the surface one last time, this helps the mechanical binding. This is also important to get rid of loose particles.
- 4.9 Finish of by brushing the surface.



Final phase: wiping the surface (3:40)



Final phase: brushing the surface (4:15)

TECHNICAL TERMS

EN

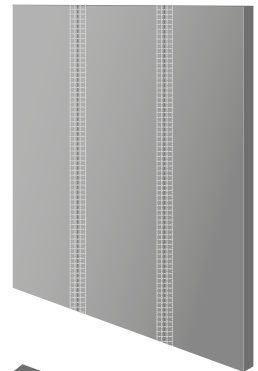
CLAY FINISH (CF) is a blend of carefully selected sands and unfired clays, mixed with pigments and minerals into a high quality natural plaster, serving as a stylish finish of walls.

1. WORKING PROCEDURE -

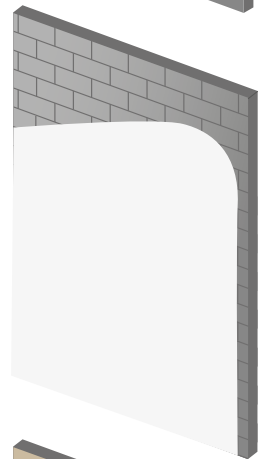
EN

One bag of 25 kilos can cover a surface of 8 till 10 m². To obtain a reliable result with the desired aesthetics it is important to follow the working procedure as been explained on [page 40](#).

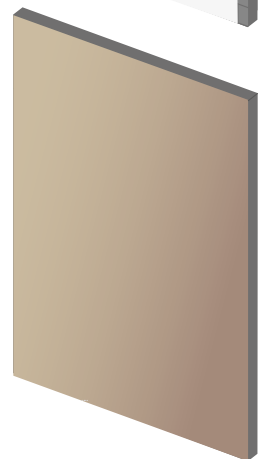
2. WALLS



Drywall

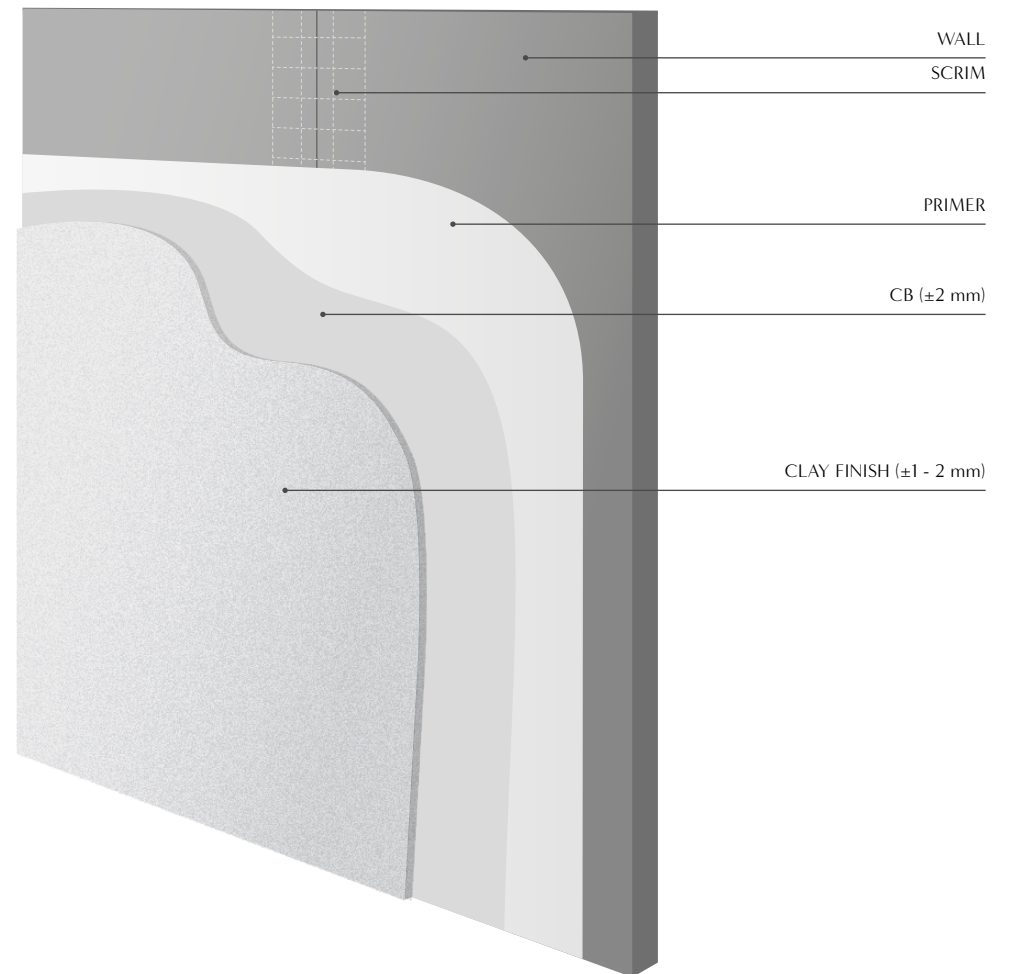


Brick (plastered) wall

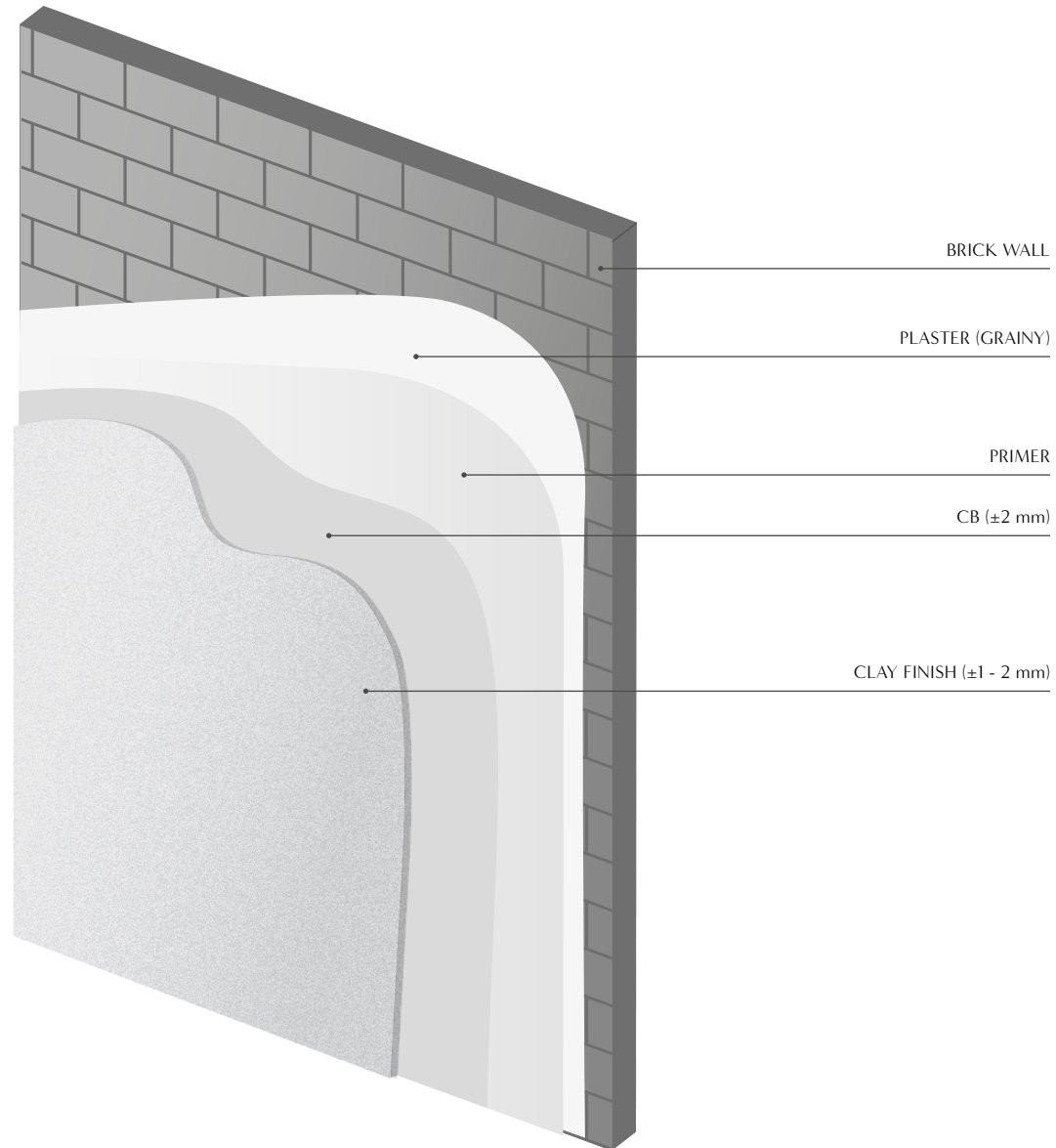


Painted wall

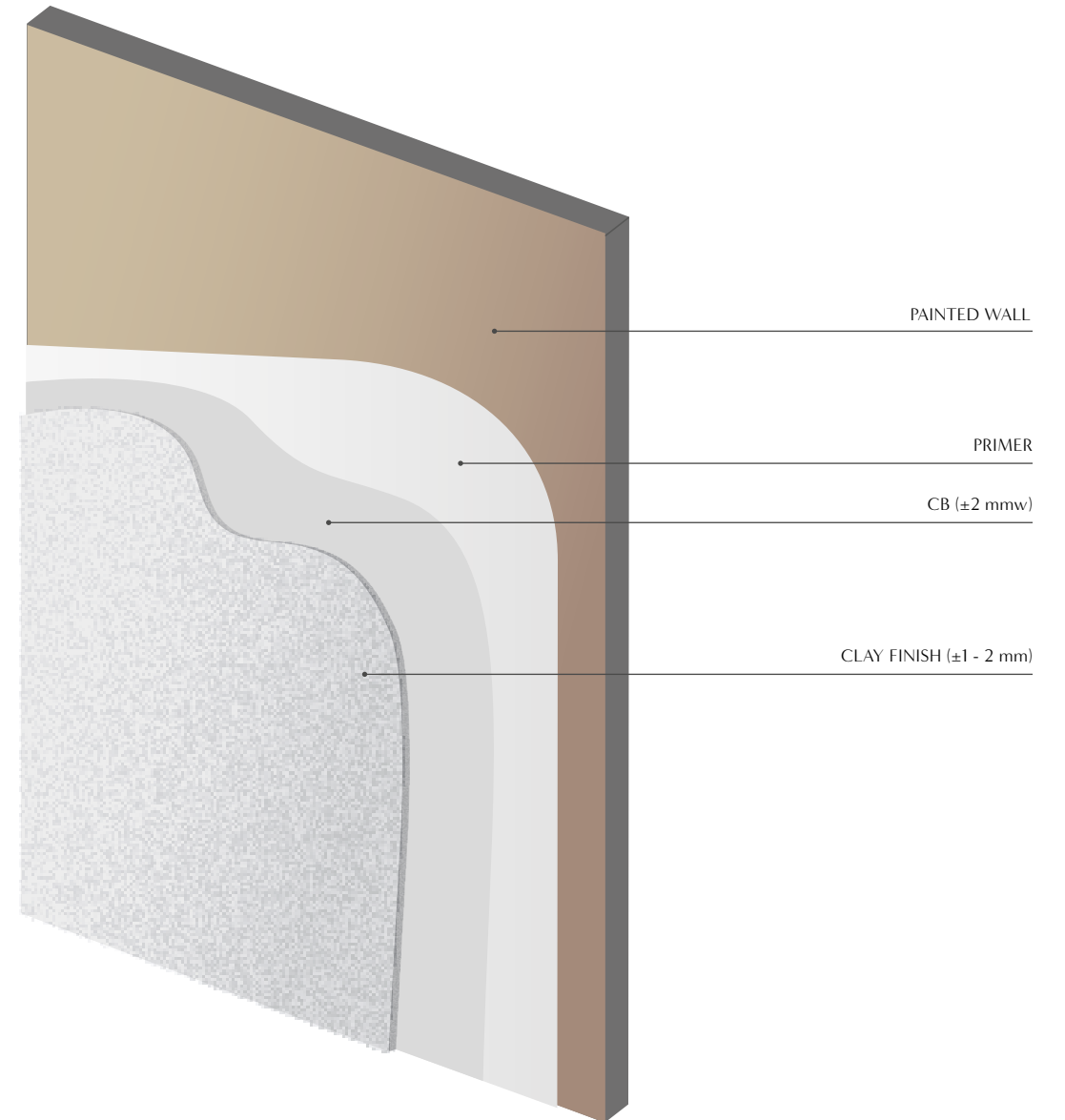
2.1 Drywall



2.2 Brick (plastered) wall

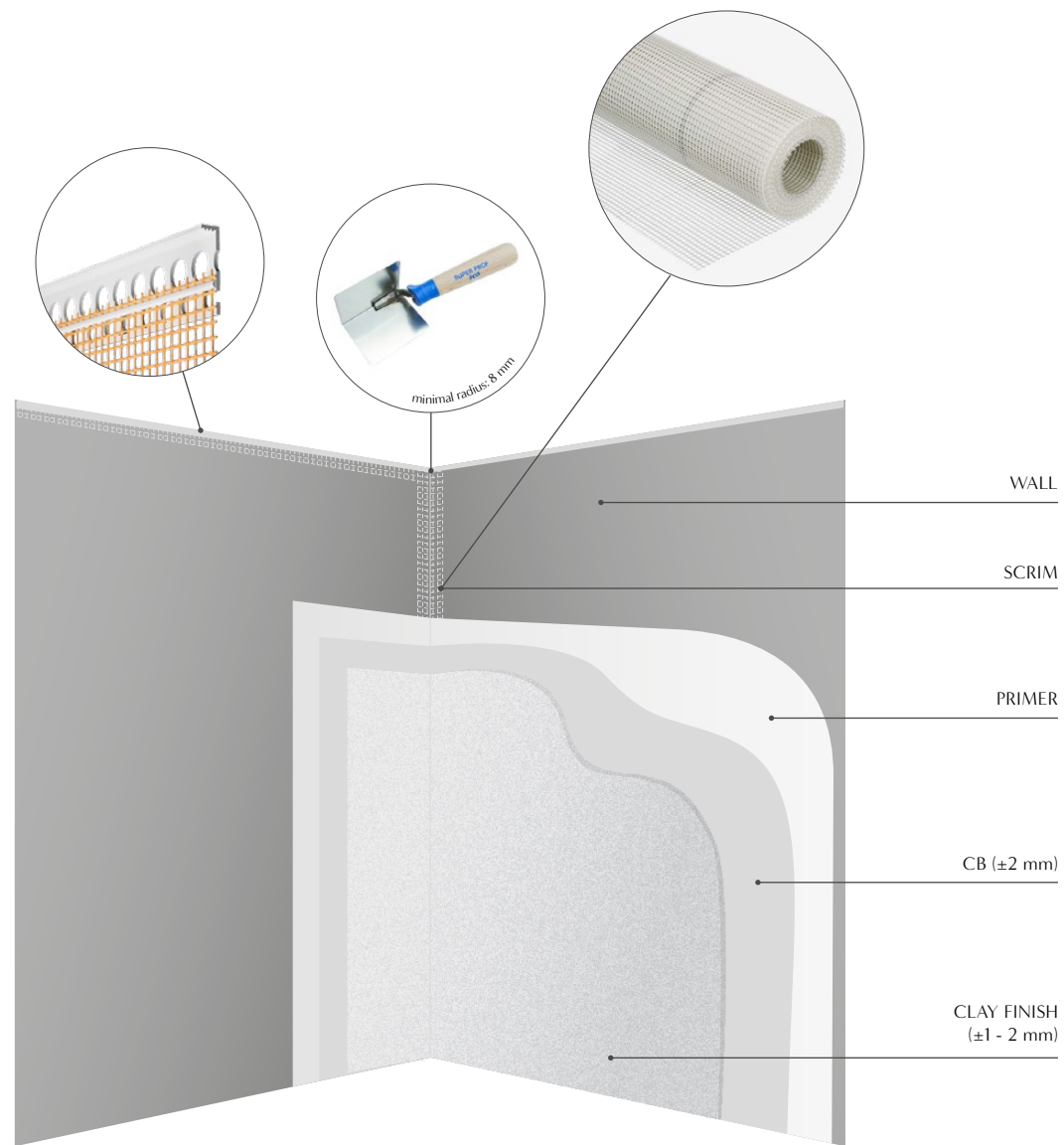


2.3 Painted wall

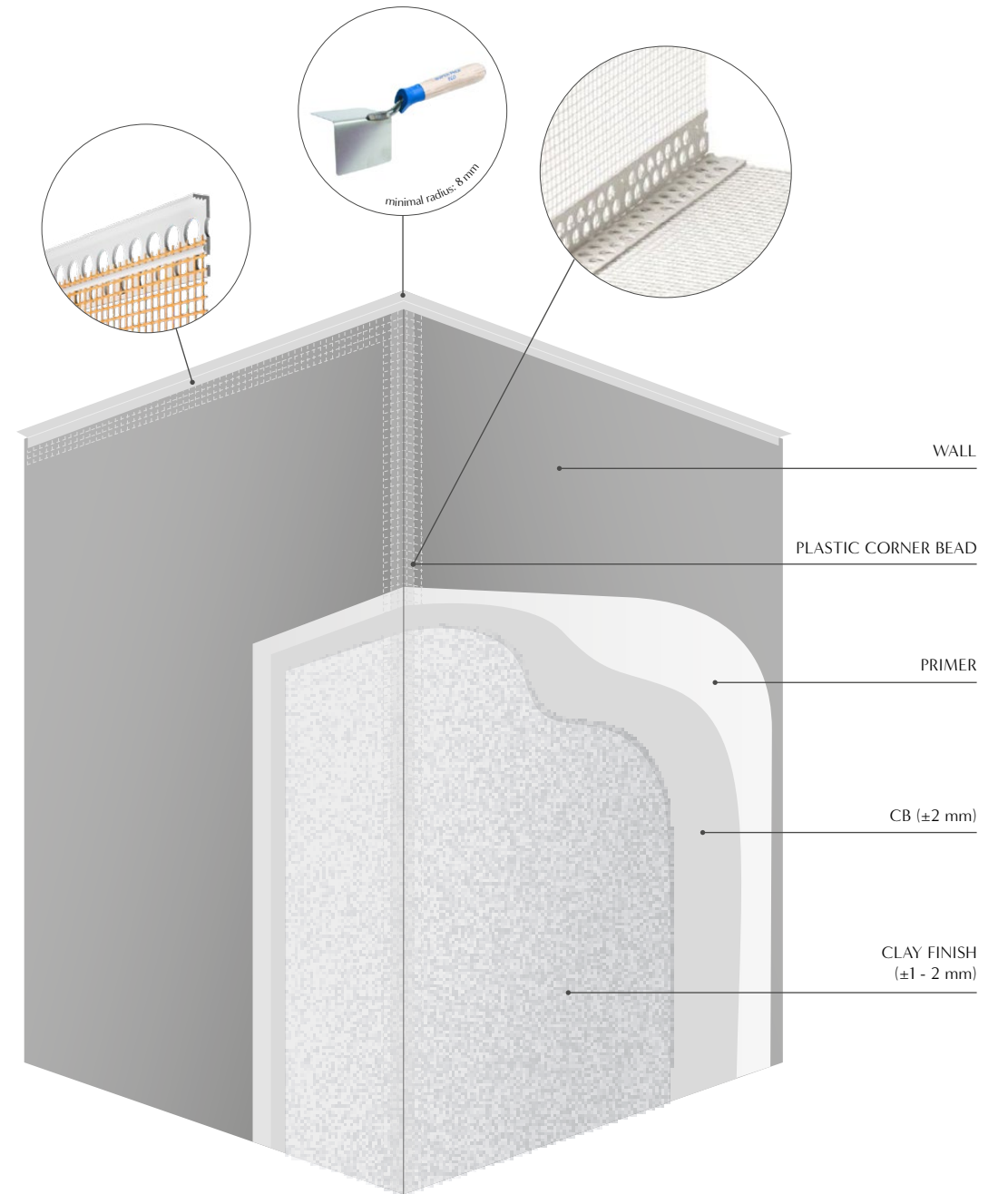


3. CORNERS

3.1 inner corner



3.2 outer corner



- CF cannot be used for external walls or floors.
- The color pigments of CF are UV-proof since they have a mineral origin.
- All colors listed in our catalogue have a mineral origin.
- The maintenance of CF walls can be done with a clean humid sponge.
- CF does not resist watersplashes or condensationwater running from the wall. All by all it can be used in a bathroom with enough ventilation.
- Avoid contact with sharp objects in general.
- Superficial spots can easily be removed by the client himself.
- Little spots may not be removed with sharp or abrasive objects.
- More profound spots or stain need to be treated by a professional.
- CF can be renovated in case of all kind of scratches.

ISSUES OF SPECIAL ATTENTION

TERMS & CONDITIONS

The order is made under the express acceptance by the buyer of the terms and conditions following hereafter, and well known by him.

CLAY FINISH (CF) is a blend of carefully selected sands and unfired clays, mixed with pigments and minerals into a high quality natural plaster, serving as a stylish finish of walls. The technical data and the working procedure for CLAY FINISH can be consulted at all time on www.studioloho.com.

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Little spots may not be removed with sharp or abrasive objects.
More profound spots or stain need to be treated by a professional.
CF can be renovated in case of all kind of scratches.

Mode of use

One bag of 25 kilos can cover a surface of 8 till 10 m².
To obtain a reliable result with the desired aesthetics it is important to follow the working procedure as been explained on the website www.studioloho.com.

The order is made under the express acceptance by the buyer of the terms and conditions following hereafter, and well known by him.

1. About the ordered products and technical characteristics

The buyer declares to know the product CLAY FINISH, and is accepting the technical characteristics, working procedure and maintenance advices as can be consulted at all time on the website of Studio LoHo from which the issues of special attention are mentioned hereabove under "TECHNICAL DATA AND WORKING PROCEDURE"

2. Wrapping

CLAY FINISH will be delivered on a shrink wrapped pallet with raised sides containing 33 paper bags plasticized inside.

3. Ordering

The products can be ordered by reply-mail to this sales proposal mail. The order – the purchase agreement – only will be effective upon receiving the advance on the total sales price as mentioned in the sales proposal, except other written agreement. The reply-mail can mention changes and remarks.

4. Altering the order.

The order cannot be changed when its production already started, meaning the moment Studio LoHo received the advance of 30%.

5. Canceling the order.

When canceled by the buyer less than two weeks before the planned delivery a compensation of 30% of the sales price will be due to Studio LoHo.

Studio LoHo will invoice this compensation to the buyer.

6. Terms of delivery and payment

The terms of payment and delivery only can be changed upon written agreement.

7. Assignment of this purchase agreement

Assignment to third parties is possible, under the express condition that the initial buyer remains responsible for the good execution of this purchase agreement.

8. Delivery time

The delivery time is an approximation and can be altered, due to holidays and vacation periods, or in case of force majeure. The production only starts upon order. The mentioned delivery time starts from the day the advance on the sales price has been received and is the time the purchased good will be available for pick up at the workshop to be transported to the buyer.

9. Force Majeure and corona pandemic related problems.

In case of Force Majeure or corona pandemic problems this purchase contract will not be dissolved, neither will give the purchaser the right to claim any compensation from Studio LoHo VOF. The purchaser can claim the dissolution of the purchase contract in case the delivery "FOB at factory" has been delayed for more than three months. Since this purchase contract is fully satisfied from the side of Studio Loho VOF through delivery "FOB at factory", Studio LoHo is in no case liable for any transport delay due to Force Majeure or corona pandemic.

10. Conformity of the delivery.

The client has to check the delivered colors upon receipt and must proceed immediately to an eventual swap.

11. Shipping and customs.

The buyer will be responsible for shipping, insurance and customs clearing of the purchased goods, and in some cases also for the crating.

In case the purchaser is asking Studio LoHo to mediate for the organization of international shipping, he has to settle these expenses in advance, and pay them eventually directly to the shipping agent or transport company. In this case Studio LoHo will only and exclusively have the quality of an intermediary and the purchaser agrees expressly that Studio LoHo has no liability for the good execution of that transport, never can be reliable for any damages that could occur during the transport, even when the expenses were invoiced to the purchaser by Studio LoHo and paid to Studio LoHo.

When the shipping is invoiced by Studio LoHo, all import taxes, VAT, custom clearing expenses and import administration of the country of destination are at the expense of the purchaser or have to be fulfilled by the purchaser. Clearing problems also have to be solved by the purchaser. For all kind of shipping services this remains the full and only responsibility of the purchaser, even in case of door-to-door shipping services. It is up to the purchaser to inform himself in advance about these issues.

12. Quality of the result

Only by following the right working procedure the promised quality of CLAY FINISH will be sustained.

13. Invoice – VAT exemption (export and intra-Community delivery)

Invoices for intra-Community delivery to a VAT-registered entity or person of another EC member state or export abroad the EC, can only be exempt of VAT for buyers with residence abroad and in case the goods are picked up by a registered shipping company or transporter, delivering the necessary documents which give guarantee that purchased goods left respectively the Belgian territory or the European Community. In case of intra-Community delivery the validity of the declared VAT-number of the invoiced buyer will be controlled.

If the goods are delivered in Belgium to the buyer himself or to his representative the paid VAT only can be reimbursed when it can be proved with customs documents that the goods left EC. In case of intra-Community delivery this can be proved true transport documents and payment of the invoice through a bank account on the name of the buyer in the EC-member state of destination.

14. Payment

The advances and invoices are to be paid in Bruges at the seat of VOF STUDIO LOHO according to modalities as mentioned in the sales proposal, except changes made upon written agreement. The balance must be paid when the order is available for pick up. Studio LoHo will notify this to the buyer.

In case of a balance overdue the buyer will be notified and as of that moment there will be a compensation of 10% and interests at a rate of 8% p. year, more eventual court fees. With no prejudice – if applicable – to the European payment arrears law and the use of a European payment order.

15. Applicable law and mediation



Both parties agree that in case of a dispute they will give preference to mediation before to go to court. Only the Belgian law is governing this purchase agreement and only the courts with competency *ratione loci* for the seat of V.O.F. STUDIO LOHO can treat future disputes in case there was no solution found by mediation.

LOHO

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