

LIMESTRONG BUILD™

HIGH PERFORMANCE POZZOLAN + LIME

limestonebuild.com • support@limestonebuild.com

Custom Color Service

THE LIMESTRONG BUILD COLOR SYSTEM is structured to deliver finished-color component of a lime plaster rendering via two methods—colorizing the finish coat or limewashing the finish coat—and three options^[1], to determine which color to use. This publication details the steps in the process of working with Limestone to develop a custom color based on a paint swatch^[2] of your choice.

STEP 1

Purchase the Custom Color Service via the website shopping cart (limestonebuild.com/color-system.html#service). Once payment is processed, you will receive (via the email address you provide) a link to an online information form.

STEP 2

Complete the form by providing the following:

A—provide us with the **paint color name + code** from either the Benjamin Moore® or Sherwin Williams® paint color libraries^[2]. **B**—indicate whether you want to color the finish coat or will color the plaster finish using a limewash. **C**—provide return-mail address and contact information. **D**—provide total square feet to be covered.

STEP 3

Allow up to 14 days for us to create a lime plaster color match from your chosen color. Note that some of the exotic and/or very bright colors are not reproducible with the core pigments and lime plaster base we use. If we deem a color impossible to match, we will ask you to choose another color or will provide a refund.

STEP 4

We will return a 6 x 6-inch hand-troweled plaster swatch with our best match in either Limestone Build Finish plaster or as a limewashed color finish. Included will be a “recipe” card printed with the formula for the matched color, instructions on how to mix it for application, and direction on how much^[3] of which core color pigment(s) to purchase (based on total square footage of job).

STEP 5

Return to the website (limestonebuild.com/color-system.html#order) and purchase the core pigment(s) needed (as indicated on the recipe card).



FOOTNOTES [0]

[1] The three options within the Limestone Build Color System for choosing a final plaster color: 1—Select a color/shade from our Standard Color Pallet. 2—Purchase our Custom Color Service. 3—Use our Custom Color Formulation Guide to formulate your own color shades and/or blended colors. All three methods are based on using our eight core color pigments.

[2] There are many paint companies and brands, but we have chosen to limit the references you provide to the Benjamin Moore and Sherwin Williams color libraries. This allows us to stay current with our reference material while still providing a pair of widely accessible and extensive libraries from which to choose.

[3] In the event the coverage square footage changes from the original number provided on the form, the recipe card also provides the formula, multipliers, and process from which to calculate the pigment needed for any square footage number.