

KEIM MINERAL PAINTS CASE STUDY: ECHO BUILDING, LIVERPOOL

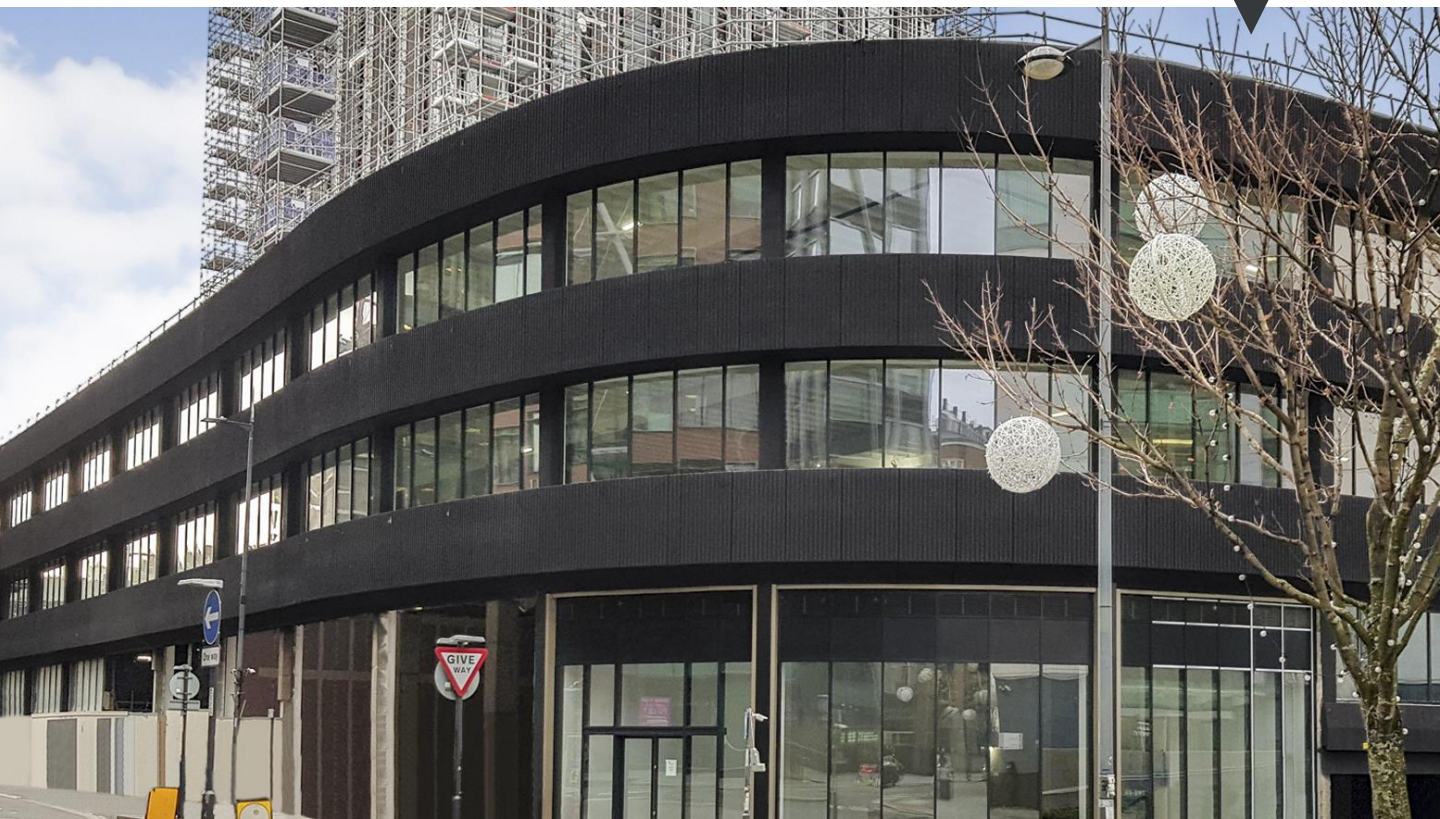
KEIM ROYALAN® ON CONCRETE



Before ↗ Unpainted exposed aggregate cement boards

Painted façade using KEIM Royalan 9008

↘ **After**



ECHO BUILDING, LIVERPOOL

The Echo Building is located at 95 Old Hall Street in Liverpool city centre. It was built in 1974 as a brutalist style building and stands 240ft tall at 18 storeys, making it the joint tenth highest building in Liverpool. It provides office spaces for the Liverpool Echo newspaper distribution centre and printing rooms.

The tower provides amazing panoramic views across the city of Liverpool and the renowned World Heritage waterfront.

It has now undergone a refurbishment and adaption into a mixed use building which includes; a hotel with a sky bar and restaurant on the upper floors, retail and office space and car parking.

The works also included improvements to the façade of both the podium levels and tower, to provide direct access from Old Hall Street and the frontage along Brook Street.

Paul Milligan, Area Business Development Manager, of KEIM Paints, visited site in June 2020 and it was decided by the decorator, Curtis Painting Group, that the KEIM Royalan system would be the best product because of the exposed location of the building.

The Echo Building now looks sleek and modern and will continue to do so for many years to come.



WHAT IS KEIM ROYALAN®?

[KEIM Royalan®](#) is a mineral silicate based paint system which has been developed to withstand harsh climate conditions in exposed locations.

Key features & benefits:

- Breathable
- Extreme long life/durable
- Environmentally friendly ISO14001
- Increases light reflectivity
- UV stable
- Advanced weathering protection
- Highly resistant to fungal & algae growth
- Resistance to airborne pollutants & acid rain
- Can be applied onto glass, ceramics and tiles

[KEIM Royalan® Dilution](#) is the liquid potassium silicate dilution for KEIM Royalan®.



CREDITS

Decorator: Curtis Painting Group

Location: Echo Building, 95 Old Hall Street,
Liverpool, Merseyside, L3 9PH

Project Photographs: KEIM Mineral
Paints Ltd



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