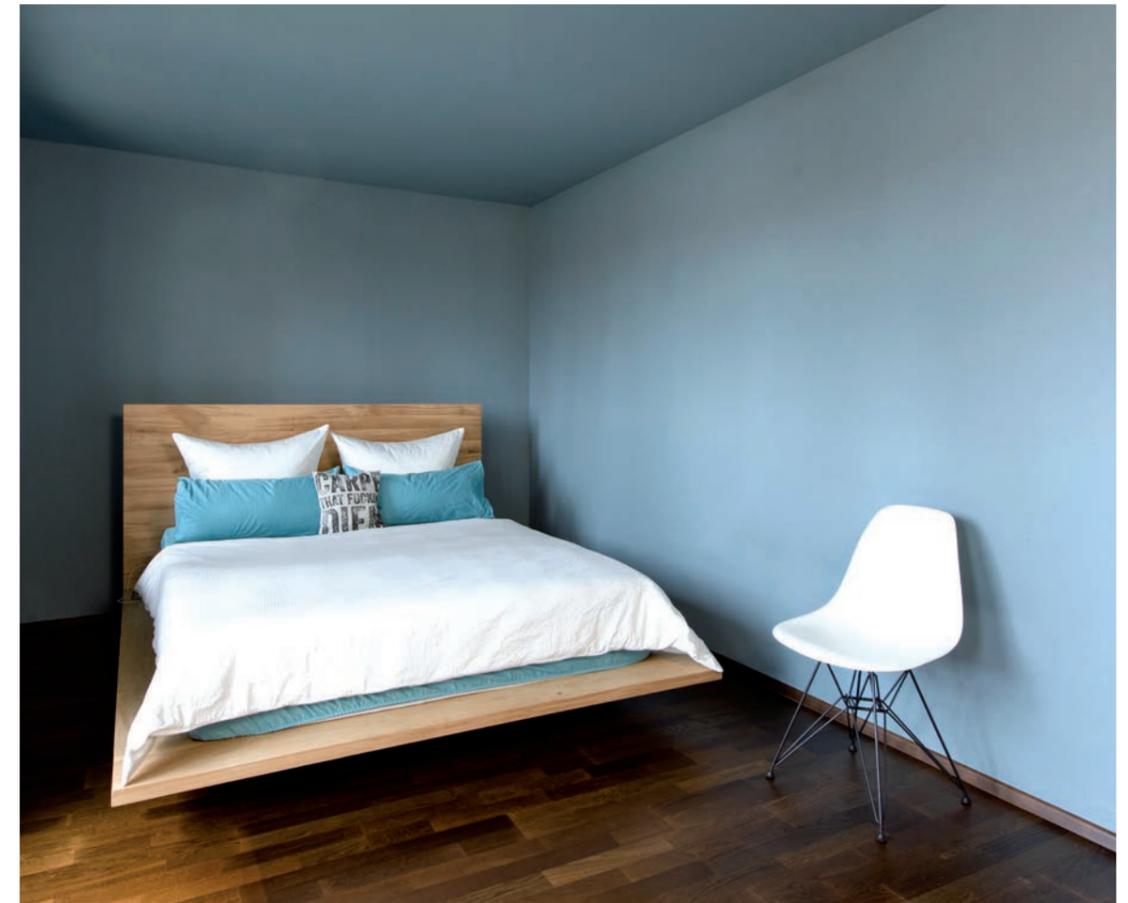


**KEIM**



**KEIM. BEAUTIFUL COLOURS  
FOR HEALTHY LIVING.**

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## DESIGN YOUR LIVING SPACE – HEALTHY, DURABLE AND PLEASANT

Everywhere we are surrounded by colours, they might be natural or manufactured. Colours in form of paints bring atmosphere, set accents and provide life quality. But they can also change the breathing air and release substances which we don't really appreciate. KEIM paints are mineral, emission-free and optimal in terms of structural physics. In this sense they provide the ideal requirements for a healthy indoor environment, since minerals are a basic element of nature. There are no pollutants added and they are solid as a rock. That makes KEIM paints unrivalled in quality.

### CRADLE-TO-CRADLE CERTIFIED®

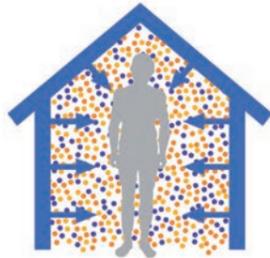
KEIM takes responsibility for society and for the environment. The certificate Cradle to Cradle Certified® confirms our commitment and the use of environmentally friendly, healthy and recyclable materials, a climate-friendly and responsible production process and the use of renewable energy.



# IMPROVE YOUR INDOOR CLIMATE

People spend about 90% of their lifetime indoors. More than ever is the room climate an important factor for well-being and life quality. Wall paints have quite an influence on the quality of our indoor environment. Decisive for a healthy and balanced room climate is the interplay between temperature, air moisture and the absence of emissions.

Common dispersion paints consist for a large part of synthetic materials. Often times, they contain solvents, plasticisers or pot preservatives. These are all substances that can affect our environment. Even after the coating has dried these ingredients emit unpleasant vapours for months. Moreover, dispersion paints form a dense film on the surface and impair in this way the permeability of walls. As a consequence, the air quality declines and the mould risk increases.



Even after the coating has dried solvents, plasticisers and pot preservatives emit from common dispersion paints. And they do this for months!



KEIM paints do not contain harmful substances, they are open-pored and absolutely vapour permeable. This is the optimal precondition for a healthy indoor climate.

So it is very important for which paint material we decide. There are paints that promote a healthy breathing air, namely silicate paints from KEIM. KEIM paints are without added pollutants and allow an excellent moisture exchange between the wall surface and the room air. They are open-pore and absolutely water vapour permeable. For this reason, the existing air moisture in the rooms cannot condense on the wall. And with this, mould growth e.g. behind cabinets, along window reveals or in bathrooms is almost impossible. Especially in living rooms, bedrooms or children's rooms KEIM paints provide the good feeling to do something important for our health.

## NO PAINT ODOUR

KEIM paints are based on the binding agent water glass. That is why they do not contain solvents. When applied the paint material forms an insoluble bond with the substrate by an alkaline reaction. While curing the paint absorbs carbon dioxide. That's all. After drying the bond is stable and nothing evaporates into the breathing air.

## SUITABLE FOR ALLERGY SUFFERERS

Allergic people are especially sensitive to organic influences. KEIM paints are verifiably well-suited for those persons because they are without added preservatives, solvents and plasticisers. Numerous, independent testing institutes confirm this time and time again. It is not for nothing that KEIM Biosil has been awarded the quality seal „natureplus“ already years ago - a seal that imposes much more stringent requirements than the ecolabel „Blue Angel“.





Quartz – base material for the silicate binder „water glass“ or „potassium silicate“

## THE KEIM PRINCIPLE: NATURE PURE!

Colours underline a building's individuality and provide a room with a specific appeal. KEIM paints appear particularly velvet-matt and elegant, but also pleasantly warm almost like a cloth fabric. Surfaces coated with mineral paints have a certain beauty which you can easily see and also feel. All KEIM paints are based on mineral fillers and the colour pigments come from nature. Whether the colour shades are vibrant or subtle – KEIM paints always have a very natural, living look.

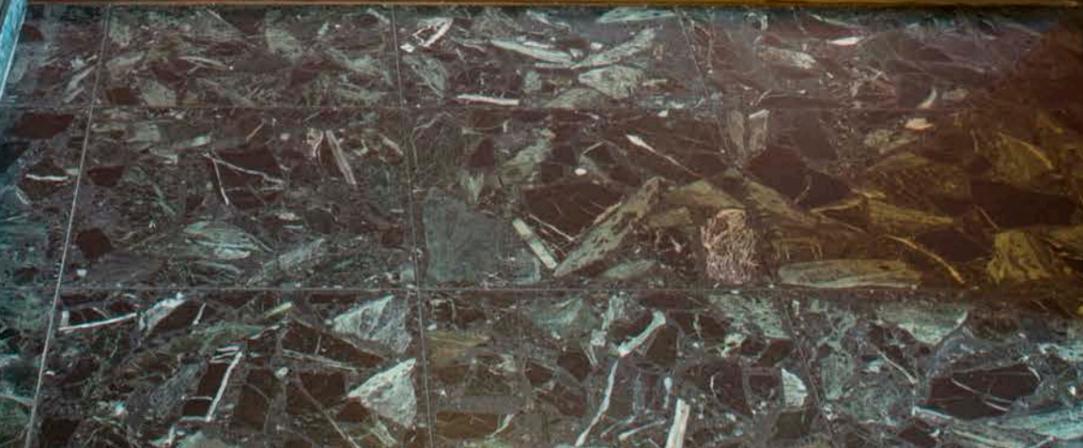
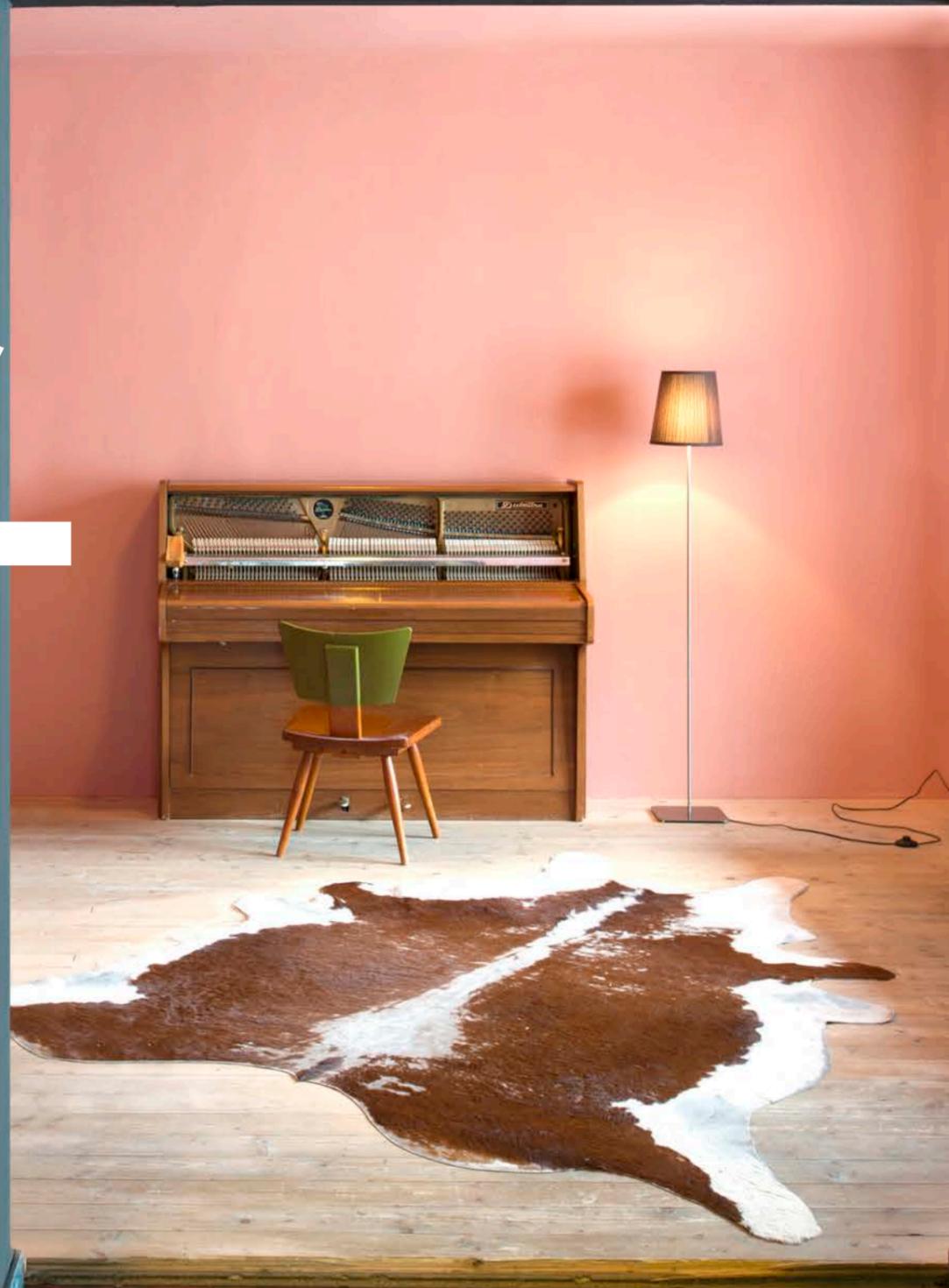
The answer to this unique appearance is among other things a special water glass engineered by KEIM. „Water glass“ is clear. So the pigments are practically embedded in glass and can shine straight through. KEIM paints reflect the light solely in the colours of the pigments.

This feature was formerly in a very poetic way called „mineral luminosity“, a characteristic that also many crystals have. Common dispersion paints have in contrast „milky“ synthetic binders which wrap the pigments and take their intensity away.

Certain technical crafting skills and knowhow are required to manufacture KEIM paints. For every order we produce the paint for our customers individually in our plant and ship them out in the shortest possible time. KEIM's colour range comprises classic and naturally beautiful colour shades up to strong and expressive colour tones. Templates are the KEIM colour swatches or any other kind of a colour sample.



KEIM PAINTS:  
MORE VIBRANT,  
MORE DURABLE,  
MORE HEALTHY.



# ARCHITECTS RECOMMEND KEIM

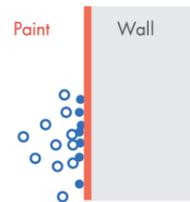
Architects as well as the owners prefer buildings with a lasting value. Besides a timeless, demanding appearance should the structure be perfect in terms of building physics and preserve the big investments in constructions. Craftsmen and architects rely on KEIM products especially in the field of old and historic buildings or renovation because breathable walls are good for the houses and also for the people who live in them.



## COMMON DISPERSION PAINTS

### DENSE DISPERSION PAINTS DO NOT ALLOW ANY MOISTURE EXCHANGE.

Moisture in room air cannot diffuse through a dense paint layer and condense on the wall surface which may lead to mould infestation.

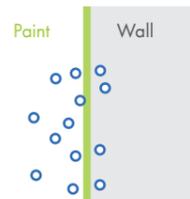


Walls coated with KEIM paints remain breathable and dry even under high moisture load. This is important for a healthy room climate and a precondition to avoid mould. Plus, a high ph-value which is typical of silicates acts as a mould inhibitor. Ultimately, this means mould prevention entirely without any addition of toxic biocides or fungicides – a massive advantage for all and especially for sensitive people such as children or allergy sufferers.

## KEIM INTERIOR PAINTS

### KEIM INTERIOR PAINTS ALLOW THE MOISTURE TO DIFFUSE UNHINDERED.

Moisture in the room air can diffuse easily through the openpore paint layer. The room moisture is regulated and the wall surfaces remain dry.



### KEIM PAINTS AVOID FOGGING

You can find black dust often times over the heating or in corners. It consists of household dust and semi-volatile organic compounds (e.g. plasticisers) which evaporate out of paints, furniture or flooring materials. With KEIM paints you prevent this so-called fogging effect actively. Because, mineral paints from KEIM contain no plasticisers and therefore no fogging-active substances.

### KEIM PAINTS PREVENT MOULD GROWTH

Mould spores are everywhere. But mould only occurs under certain preconditions: Moisture and organic nutrients. Dispersion paints are based on carbon compounds and thus they are organic. If then moisture comes into play the preconditions for mould growth are fulfilled quite fast. KEIM paints are alkaline. Therefore, they don't provide nutrients for mould. No air moisture accumulates on the surface because it is absorbed through the paint layer by the wall and released again.

### SAFETY IN CASE OF FIRE

KEIM paints have a particular positive feature even in case of a fire: They are non-combustible and thus do not release any toxic combustion gases that are so fatal for fire victims.



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TO LEARN MORE ABOUT THE  
FASCINATING COLOUR IMPRESSIONS  
OF MAESTRO LE CORBUSIER'S  
POLYCHROMIE ARCHITECTURALE.

## RANGE OF KEIM INTERIOR PAINTS

KEIM provides a complete range of interior paints that change any room into a precious living space. KEIM mineral paints meet both aesthetical impressions and the demand for a healthy indoor environment.

### KEIM INNOSTAR®

#### Ultra coverage interior paint

Highly efficient, mineral, interior paint providing sensational coverage with only one single paint coat. KEIM Innostar is first choice wherever the demand is on an excellent white colour shade in combination with a healthy material.

### KEIM BIOSIL®

#### Ecological paint for healthy living

This classic living space interior paint is especially suitable for sensitive areas like bedrooms or children's rooms. Biosil is certified with the „natureplus“ quality seal and verifiably well-suited for allergy sufferers. Plus, its alkalinity provides an ideal protection from mould infestation in a natural way without any harmful additives.

### KEIM INNOTOP®

#### Multi-purpose interior paint

KEIM Innotop is the perfect all-rounder. Suitable for almost any substrate and provides a comfortable ambience for new constructions or when renovating existing spaces. Whether living or office room, kitchen or hallway, whether plaster, woodchip wallpaper or gypsum plaster board: Innotop is so easy, safe and mineral!

### KEIM INNOPRO®

#### Comfort paint for professionals

KEIM Innopro is a high-class sol-silicate paint for all interior spaces. No matter if you prefer vibrant colours or if you decide on a comfort white for a harmonious room atmosphere, KEIM Innopro is always highly covering and easy to apply. The paint remain scrub-resistant even in the case of stressed surfaces. KEIM Innopro is the optimal paint material for a healthy living environment since it is manufactured without the addition of pot preservatives.

### KEIM ECOSIL®-ME

#### Mineral paint as active room air improver

This paint has a special effect besides the typical benefits of silicate paints: KEIM Ecosil-ME contains a certain mineral that can together with UV light and oxygen decompose air pollutants like nitrogen oxides or formaldehydes into harmless components. This is an additional improvement for the breathing air. By the way, this technology also minimises odours. KEIM Ecosil-Me is particularly suited for spaces with high traffic load in the surrounding area, smoking areas, kitchens, canteens or restaurants.

### KEIM OPTIL®

#### Highest colour brilliance for intensive colour experiences

KEIM Optil is the perfect symbiosis of a brilliant look and top-class mineral quality for modern colour designs. This interior paint creates a very elegant, velvety matt appearance. It is the only paint material that can be tinted in gold and silver. KEIM Optil provides a unique colour effect even when the tones are very intensive, and of course, absolutely lightfast while underlining the architectural statement with their impressive surfaces.

### KEIM MYCAL®

#### In case of mould risk

KEIM Mycal-Top provides an alkali depot and does verifiably not provide any nutrient base for mould fungi. This paint has an additional mould-inhibiting effect thanks to a special mineral. Mycal-Top is complemented by a series of special products that are required if the paint coat alone is not sufficient enough in case of mould infestation. Our mineral mould remediation system KEIM MYCAL comprises sustainable, toxic-free products that are harmless to health. IMPORTANT NOTE: Large area mould infestation indicates structural defects or problems that have to be examined and remedied by a specialist!

## KEIM'S FOCUS IS ON GOOD CRAFTSMANSHIP



KEIM works very close with specialist craftsmen from the painting trade and architects to achieve the best possible results for your house. KEIM paints are highly covering, very efficient and can be applied like any other interior paint.

A master painter, however, has the expertise which paint would be ideal and how to apply it properly. It all starts with a good consultation, the protection of your furniture and floors up to design techniques and a perfect application. Only a good craftsman has the knowhow and professional tools to provide a perfect final result.

KEIM will assist you to find a qualified craftsman for the colour design of facades and interior spaces.

### KEIM INTERIOR PAINTS – OVERVIEW

- Beautiful, natural, velvety appearance
- Perfect for a healthy indoor climate, free of pollutants
- Very long-lasting
- Highly colour stable
- Ideal structural physics
- Well-suited for allergy sufferers
- Cradle to Cradle Certified®





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**KEIM. COLOURS FOR EVER.**