



## KEIM MINERAL PAINTS CASE STUDY THE GEORGE HOTEL, RYE

KEIM UNIVERSAL RENDER FINE® & KEIM SOLDALIT®



THE GEORGE

BREAKFAST



W J BENNETT



# THE GEORGE HOTEL, HIGH STREET, RYE

The George Hotel is located in the middle of the cobbled high street in the medieval town of Rye. Built between the 15<sup>th</sup> and 19<sup>th</sup> century, the hotel consists of several buildings that have been knocked together. The Grade II listed building suffered from an electrical fire which gutted the building three years ago. It has been completely renovated to create a refined boutique hotel.

Richard Perry, Area Business Development Manager of KEIM Paints, visited the project and produced a comprehensive specification. KEIM STS 7M, an environmentally friendly paint stripper, and the DOFF system were used to remove as much of the existing coatings.

Once the paint was removed, KEIM Universal Render Fine was applied to the mathematical bricks onto the front elevations to cover the uneven brickwork. This was then removed using a grout float to once again reveal the brickwork effect.

Removing the existing coatings enables the building to breathe. This allows any moisture vapour to pass through the brickwork and reduces the risk of flaking caused by dampness. KEIM Soldalit was the recommended paint system due to the depth of colours chosen. One of the main benefits of using KEIM Soldalit is that it is fire resistant and meets the category A2-s1, d0. Fire certificates are available upon request.



# WHAT IS KEIM SOLDALIT®?

[KEIM Soldalit®](#) is a modern paint system for use on mineral and previously painted substrates.

## Key features & benefits:

- Breathable
- Economical and easy to apply
- Extreme long life/durable
- Environmentally friendly ISO14001
- Increases light reflectivity
- UV stable
- Advanced weathering protection
- Inherently incombustible
- Fire classification: A2-s1, d0
- [Natureplus certified](#)

[KEIM Universal Render Fine®](#) is a pre-bagged fine mineral render which is extremely flexible, versatile and easy to apply.



# CREDITS

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**Architect:** RX Architects

**Applicator:** Oats Decorating

**Location:** The George Hotel, High Street,  
Rye, East Sussex, TN31 7JN

**Project Photographs:** KEIM Mineral  
Paints Ltd

**Completed:** 2022





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