



KEIM MINERAL PAINTS CASE STUDY: THE ROWE, LONDON

KEIM SOLDALIT® ONTO PAINTED CONCRETE



Before

After



After



After



THE ROWE, 59-63 WHITECHAPEL HIGH STREET

The Rowe is a new architecturally designed office space in Whitechapel London, where tradition meets innovation. With outside space on every level, the building sets a sustainable benchmark for new office space in central London. The new elements mimics the horizontal banding of the 1960s concrete building as well as contrasting with a steel structure and dark metal palette.

The architects, Allford Hall Monaghan Morris, had used KEIM previously. They contacted KEIM as they wanted a sustainable product in keeping with their core values. Samples were carried out, as shown in the photo below, to determine the most suitable colour.

First off, KEIM Concrete Repair Mortar (KEIM Concretal-MR 2.0) was used for large repairs within the concrete. KEIM Fine Finishing Mortar (KEIM Concretal-FSP 0.2) was then used for levelling repairs as it is a much finer aggregate mix.

KEIM Soldalit CL018, a light grey colour, was chosen to compliment the steel structure and due to its characteristics, was applied onto the previously painted surface without the need for a primer. It is fire resistant - A2-s1, d0 classified and Cradle to Cradle certified.

The Rowe has been shortlisted for an AJ Retrofit Award 2023 in the Workspace (£10m and over) category. It was also awarded BREEAM 'Excellent', WELL 'Platinum' and received SmartScore certification.



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](#)
- [Cradle to Cradle Certified®](#)



[KEIM Concrete Repair Mortar \(KEIM Concretal-MR 2.0\)](#)

Cementitious, polymer modified repair mortar designed for repair work to concrete surfaces.



[KEIM Fine Finishing Mortar \(KEIM Concretal-FSP 0.2\)](#)

Cementitious repair mortar with a fine grain size to enable smooth finishes and detail repairs to be achieved.



CREDITS

Client: Frasers Property

Architect: AHMM Architects

Contractors: BAM Construction Limited,
Szerelmey Limited, High Five Construction
Limited

Location: The Rowe (formerly Central House),
59-63 Whitechapel High Street, London E1
7PF

Project Photographs: KEIM Mineral Paints
Limited

Completed: 2022





KEIM MINERAL PAINTS LTD.
Santok Building, Deer Park Way, Donnington Wood
Telford, Shropshire, TF2 7NA
01952 231250 / www.KEIMpaints.co.uk / sales@KEIMpaints.co.uk

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