



KEIM MINERAL PAINTS CASE STUDY:
THE POLISHED GOSFORD

KEIM INNOSTAR & KEIM COLOURWASH



BEFORE



AFTER







BEFORE



AFTER

THE POLISHED GOSFORD

Klaudia and Michal purchased a brand-new property in Staffordshire in November 2021, built by David Wilson Homes. The couple's chic, minimalistic design aesthetic soon gained a following on Instagram with clean lines, sleek finishes, and a focus on simplicity. @ThePolishedGosford has become a popular account with other new-build homeowners with similar proportions and layout.

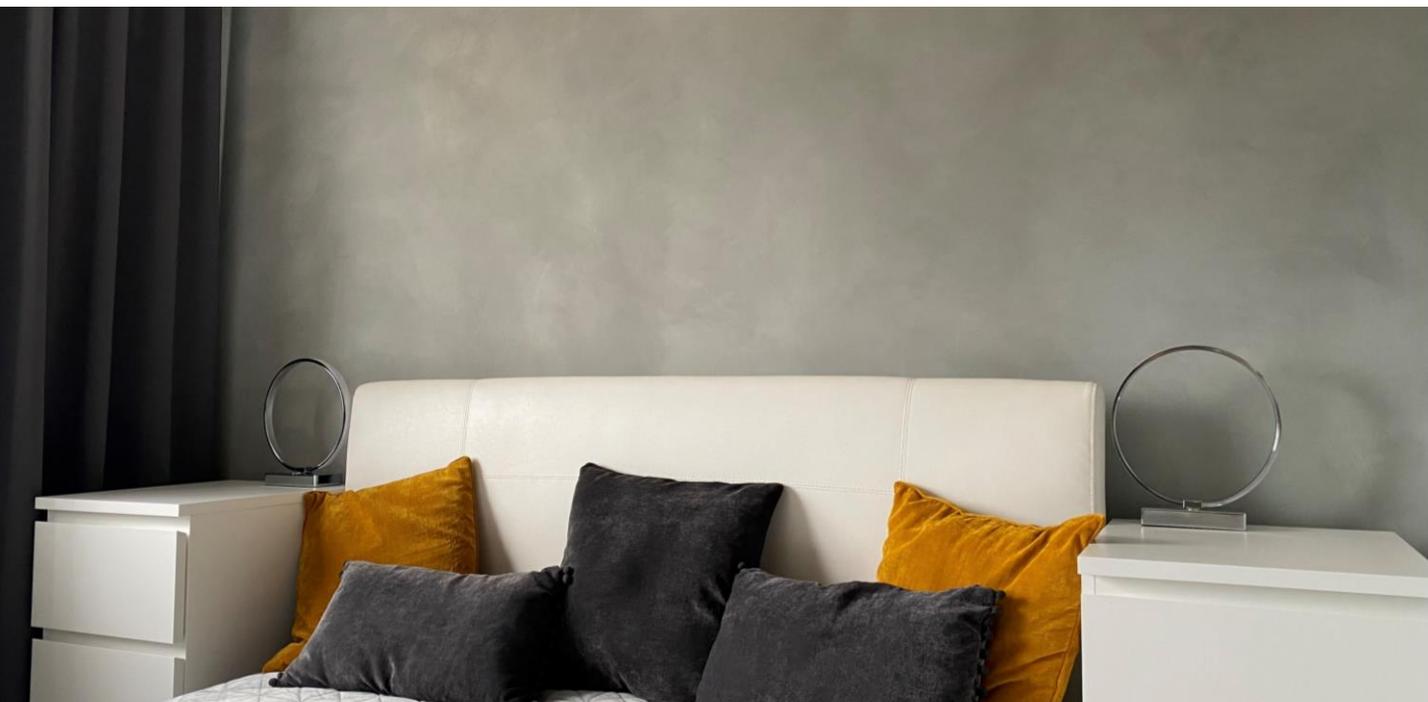
In their quest to enhance their interior design aesthetic, the couple sought out an artistic addition that would perfectly complement their existing décor. They received a recommendation from a friend suggesting KEIM Colourwash, and they eagerly embarked on a project to create captivating feature walls in both their kitchen and master bedroom.

Klaudia and Michal desired to incorporate a concrete effect, a task that is often challenging and time-consuming when using conventional materials. Seeking advice, Amie Paxton, Creative Finishes Designer at KEIM, provided personalised colour choices combining KEIM Innostar & KEIM Colourwash to achieve the desired outcome.

Available in over 200 colours, KEIM Innostar is an innovative interior paint, requiring just a single coat application to achieve full coverage and a luxuriously fully matt finish. Klaudia commented: "The paint was really easy to use, and the application was better than other brands we'd used in the past."

KEIM Colourwash offers a convenient and hassle-free solution for achieving a beautiful limewash effect. Unlike traditional limewash, which can be time-consuming and potentially hazardous, KEIM Colourwash provides a safe and easy alternative. When used in combination with KEIM Innostar, a trendy "perfectly imperfect" aesthetic can be applied to both bare and previously painted walls and ceilings.

Using a KEIM Oval Brush, the couple applied KEIM Colourwash to their selected feature walls, transforming the plain surfaces in a remarkably short time frame of less than 20 minutes per wall. Michal commented: "We originally wanted a concrete effect on our kitchen wall, which seemed very complex to do, unlike using KEIM."



THE POLISHED GOSFORD

If you have found inspiration in Klaudia and Michal's concrete wall effects, a hand-painted swatch of five curated KEIM Colourwash shades is available free of charge, in addition to a complimentary bespoke colour design service. Contact sales@keimpaints.co.uk for more information on how you can add artistic flair to your own walls.

KEIM INNOSTAR

The interior paint offering excellent durability, abrasion resistance and superior coverage for walls and ceilings.

- Efficient one-coat application onto walls and ceilings
- Sol-silicate composition, suitable for bare and painted surfaces
- Solvent, plasticiser & preservative free
- Ultra-low odour, <1g/lit VOC
- Superior vapour permeability (sd Value 0.01m)
- Fire resistant with Class A2-s1, d0 certification
- Cradle to Cradle Silver Certified & Certified Material Health Certificate™ Gold
- Class 1 wet abrasion resistant and resistant against disinfectants
- Algae & mould resistant
- High light reflectance contributes to energy bill reduction
- Suitable for use in any space

KEIM COLOURWASH

Apply over KEIM Innostar White to create on-trend limewash aesthetics without the hassle and hazards of traditional limewash.

- Single-coat application over KEIM Innostar
- Suitable for bare and painted walls and ceilings
- Solvent, plasticiser & preservative free
- Ultra-low odour, <1g/lit VOC
- Superior vapour permeability (sd Value 0.01m)
- Algae & mould resistant

Completed: 2023



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