



KEIM MINERAL PAINTS CASE STUDY: PARADISE VIEW, BIRMINGHAM

KEIM CONCRETAL-W® ONTO PAINTED CONCRETE





After



After

PARADISE VIEW, 28 PARADISE STREET, BIRMINGHAM

Paradise View is the latest landmark residential development completed by developer Topland and partner Colico Living.

It is a £25 million regeneration project, transforming Birmingham city centre's Beneficial Building which had laid unoccupied for 13 years.

Acquired in February 2022, the development plan included 159 build to rent apartments, 24 hour gym, 5,000 sq ft of retail space as well as a rooftop terrace.

The main contractor BAM Construction Limited, approached KEIM as they required a paint system that was not only fire resistant, but also anti-carbonation to use on the exterior aspects of the high rise building.

Unsurprisingly, the exterior was in a state of disrepair, with rust and rebar showing in some areas. Repairs were carried out to the concrete, with Concretal W specified to protect the old surface, due to its A2-s1, d0 fire resistant capabilities. This system will reduce the spread of flames onto the previously painted sections, but noted that full A2-s1, d0 fire rating couldn't be achieved without the removal of the old masonry paint.

Paradise View is one of many recent programmes where KEIM have been involved transforming inner city commercial blocks into alternative use buildings in a bid to re-imagine, rejuvenate and reuse.



WHAT IS KEIM CONCRETAL-W®?

[KEIM Concretal W](#) is a water repellent sol-silicate paint formulated for protection of concrete surfaces against weathering and water.

Key features & benefits:

- Water vapour permeable
- Non film forming and micro-porous
- Extremely durable
- Colourfast
- Resistant to mould and fungal growth
- Free from solvents and biocides
- Non flammable - A2-s1, d0
- Optimised for concrete surfaces
- [Cradle to Cradle Certified®](#)



[KEIM Concretal Fixativ](#) is a silicate-based thinner and primer developed for concrete substrates.



CREDITS

Client: Topland and Colico Living

Specifier: Day Architectural

Contractor: BAM Construction Ltd

Decorator: Sealability Ltd

Location: Paradise View, 28 Paradise Street,
Birmingham, West Midlands, B1 2BJ

Project photographs: KEIM Mineral Paints Ltd

Completed: 2024





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