



# KEIM MINERAL PAINTS

---

THE ART OF UPCYCLING

# THE ART OF UPCYCLING

Welcome to our newest mini brochure – ‘The Art Of Upcycling’.

This brochure highlights some recent projects where retaining the original building structure during refurbishment has required a coating system to provide a modern aesthetic and protective finish to the building façade.

With climate change, climate crisis, upcycling and reuse on everybody’s minds at the moment, we are pleased to confirm that we have been helping architects and clients upcycle existing building facades for a number of years now.

When specifying paint finishes, it is important to consider a mineral coating system because there are so many great environmental benefits compared to a conventional masonry paint system.

KEIM Mineral Paints are waterborne, odour free, non-toxic, solvent free and manufactured using materials which are in abundant supply.

Mineral paints, unlike conventional acrylic paints, form a permanent crystalline bond with the underlying substrate, rather than a purely adhesive bond. This retains the breathability of the substrate and ensures that moisture vapour continues to pass through the substrate unimpeded, with no risk of blistering and cracking of the paint finish. This ensures that KEIM Mineral Paints provide an extremely long-term decorative solution which works in harmony with buildings.

**KEIM Mineral Paints provide a high-quality matt mineral finish that is breathable, and which utilises natural earth oxide colour pigments, so the colours are guaranteed not to fade.**



For decorators, the added environmental benefits come from the fact that all brushes, rollers or spray equipment can be cleaned using just water – no solvents are needed.

With clever use of colour and design, some fantastic results can be achieved. We can assist with site colour samples or sample boards to help you visualise your design and finish.

With client liaison and careful specification, we can provide the most suitable product, taking into account some of the following criteria:

- Aesthetic finish required
- Lifespan required
- Substrate type
- Ease of application

With a wide range of products, we can help with brickwork, concrete, renders and even granite to name a few different substrates. A very popular solution recently has been to decorate brickwork a different colour, either with KEIM Restauro Lasur colourwash, or with a solid opaque colour – black or dark grey are in vogue.

The enclosed examples should give a 'taster' of what can be achieved – please do not hesitate to get in touch and talk with us about your project – we would be delighted to help and show you what is possible.







**Architect:** Stiff + Trivillon

**Decorator:** H & S Decorating

**Developer:** Brockton Capital

**Use:** Mixed use consisting of a design led workspace with meetings rooms, lounges, event spaces and podcast recording studios

**Surfaces:** A mix of textured and polished granite and reconstituted Portland stone

**Product Applied:** KEIM Royalan in a special mix of black with a blue hue

**Completed:** 2018







**Architect:** AHMM

**Decorator:** Rubynest Ltd

**Main Contractor:** Contrakt Ltd

**Client:** Derwent London

**Use:** 20 Farringdon was a tired 1980's office building adjacent to Farringdon Station. It has been given a new lease of life for continued use as a modern office space with extensive internal refurbishment (with the use of the colour black as a feature) and this colour theme extends to the exterior of the building to create a bold statement

**Surfaces:** Weathered polished and textured granite and some existing glazing panels

**Product Applied:** KEIM Royalan 9008 (jet black). Additionally protected using KEIM Wax Coating.

**Completed:** 2017





# Greenwood House, Chelmsford

Before



**Contractor/Decorator:** Fenchurch Contracts Ltd

**Client:** Private

**Use:** Greenwood House was looking tired and weathered, it was refurbished both internally and externally using KEIM Soldalit to update the exterior ceramic tile façade. It has made a fantastic difference and has helped give the exterior façade a fresh modern look to this office building

**Surfaces:** Matt finish ceramic tile façade

**Product Applied:** KEIM Soldalit 9582

**Completed:** 2016







## Before



**Architect:** PLC Architects

### Decorator: Multi Colours

**Use:** Redevelopment of former Tax Office into Student Accommodation, with 295 study studios, gym, common rooms and ancillary accommodation.

**Surfaces:** Unpainted brickwork and previously painted concrete

**Product Applied:** KEIM Royalan in a bespoke colour was applied to provide a bright, clean highly attractive finish to the external façade

Completed: 2019







**Architect:** AWW Architects

**Contractor/Decorator:** APA Concrete Repairs Limited

**Client:** CRM Students

**Use:** Conversion of a 1970's 13 storey concrete office building to provide purpose built student accommodation

**Surfaces:** Unpainted concrete

**Product Applied:** After concrete inspection, repair and clean, KEIM Concretal Lasur CL024 was applied via rope access

**Completed:** 2018







**Architect:** Buckley Gray Yeoman

**Contractor:** Rosewood Ltd

**Decorator:** Williams Restoration

**Client:** Blue Coast Capital

**Use:** A 1960s office building of brick, concrete and render, showing its age and lacking any invitation as a thinking workspace. The building has been remodelled with new glazing, exterior panels and cladding

**Surfaces:** Existing weathered brickwork

**Product Applied:** KEIM Royalan 9008 (black) onto external brickwork to help unlock the buildings real potential

**Completed:** 2019





# Devonshire House, Manchester

Before



**Contractor:** Clan Contracting Ltd

**Client:** Alliance Property Group

**Use:** Located just off New York Street in Manchester city centre, Devonshire House, newly named as Manhattan, is a seven-storey development comprising 42 one and two-bedroom apartments. In a New York loft style, each property features floor to ceiling windows and private terraces set into a multi-level garden wall. On the seventh floor, there are duplex penthouses offering views over King Street and across the city. The ground floor also offers 2,000 sq ft of retail space.

**Surfaces:** Unpainted brickwork

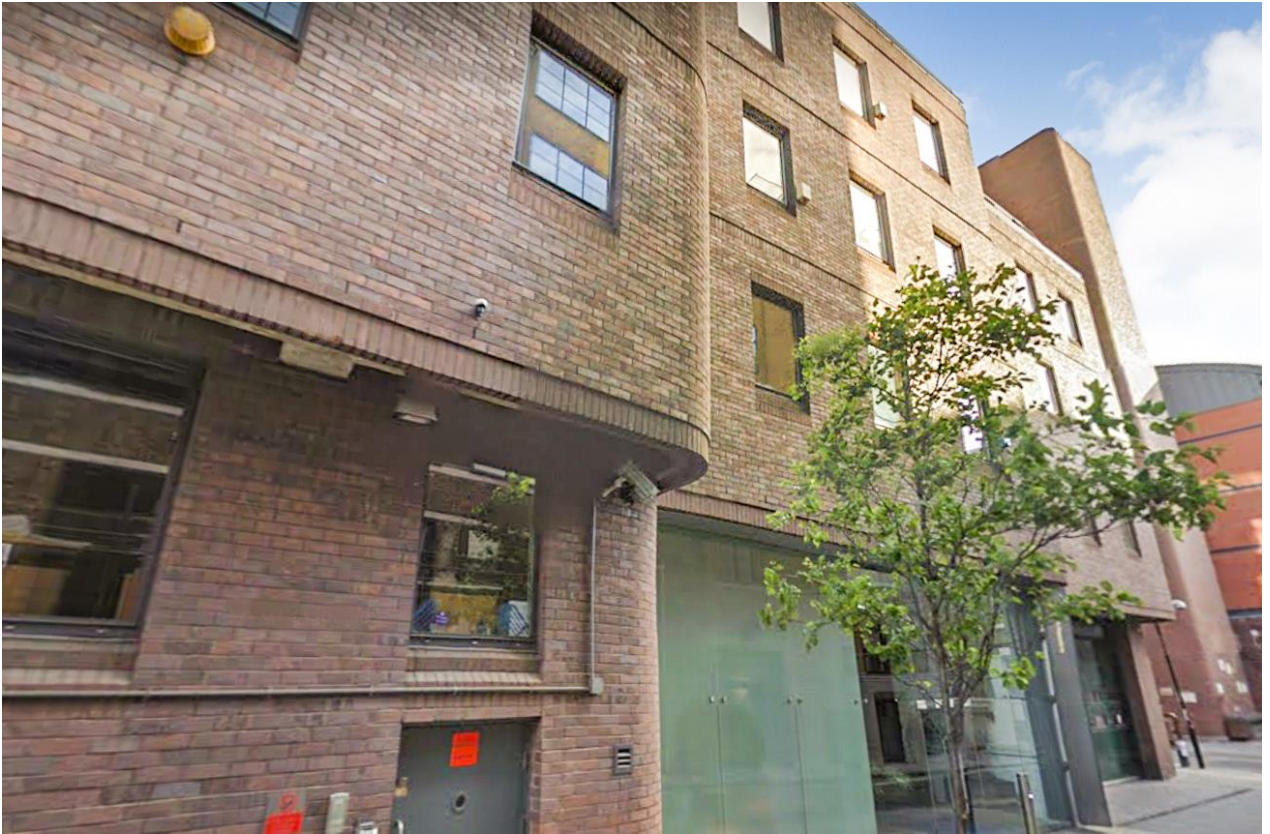
**Product Applied:** A four coat KEIM Restauro Lasur system, comprising of two coats of diluted bespoke black base colour in a fairly opaque finish, followed by two further coats of a combination of two differing colours, more heavily diluted.

**Completed:** 2019









**Architect:** Emrys Architects

**Main Contractor:** DDC Limited

**Client:** GMS Estates

**Use:** A sensitive renovation, refurbishment and extension to 15 Stukeley Street to provide 12,650 sq ft of grade A office space. Originally designed by Richard Seifert in the 1980's – his original design and influence has been respected, retained and celebrated within the additional works.

**Surfaces:** Unpainted brickwork

**Product Applied:** KEIM Royalan 9008 (jet black)

**Completed:** 2019



After





KEIM MINERAL PAINTS LTD.  
Santok Building, Deer Park Way, Donnington Wood  
Telford, Shropshire, TF2 7NA  
01952 231250 / [www.keimpaints.co.uk](http://www.keimpaints.co.uk) / [sales@keimpaints.co.uk](mailto:sales@keimpaints.co.uk)

KEIM. COLOURS FOR EVER.