



SUSTAINABLE COLOURS

KEIM. ECOLOGICAL. ECONOMICAL. SOCIAL.

FOR
BUIL



WARD THINKING. SUSTAINABLE DING WITH KEIM.

The idea of sustainability shapes and guides our shared business activities. Our conviction that mineral building products add value takes this premise into account. We want our actions to preserve and protect existing values and create new ones without restricting the opportunities available to future generations.





"We want to live, work, struggle,
fight, take care of our fellow
human beings and work for
our descendants to make things
better on earth." A. W. Keim

**TRADITIONALLY
SUSTAINABLE**

KEIM. DURABILITY AND CHANGE.



A GROUND-BREAKING IDEA

Our company founder Adolf Wilhelm Keim (1851–1913) felt a commitment to sustainability long before it became a concept. At the request of Ludwig I of Bavaria, the craftsman and researcher was concerned with the question of how to produce a paint that looks like lime but at the same time looks as indestructible as rock and is durable over a long period of time.

The inventor Keim finally succeeded in developing a binding agent made of liquid potassium water glass and so made the ground-breaking discovery of the principle of "silicification", an inseparable combination of paint and masonry. In 1878 he was granted an imperial patent for his mineral paints, which set new standards in terms of durability, colour strength and light reflection.

BETWEEN TRADITION AND INNOVATION

And so A. W. Keim laid the foundations for a special kind of company history. Since then, the development of innovative and occasionally revolutionary products has been a recurring theme in KEIM's company history. We have always been supported by tradition and inspired by visionary ideas. To this day, we develop and produce exclusively mineral products and systems. With our competence, experience and passion, we see ourselves as pioneers in mineral building protection. Our range of products and services has extended beyond pure coating products for a long time: Mineral plasters and levelling compounds, wood systems, products to restore concrete and concrete cosmetics, thermal insulation systems for inside and outside as well as natural stone systems round off our product portfolio.

OVER 140 YEARS OF MINERAL EXPERTISE

1878

With KEIM Purkristalat, A. W. Keim developed the first practical silicate paint consisting of a powder component with mineral colour pigments and fillers and a liquid component, the binding agent potassium water glass.



1920s

The new opportunities provided by mineral paint formed the technical basis for the architectural movement "Die Farbige Stadt" (The Colourful Town) in Germany, Austria and Switzerland. KEIM's mineral paint became a classic during this period.



KEIM. FROM "PRECAUTIONARY APPROACH" TO MISSION STATEMENT.



SUSTAINABLE BY PRINCIPLE

The spirit of its founder has shaped the character of our company. For more than 140 years we have consistently remained faithful to A. W. Keim's guiding principle that was mentioned at the start, namely to be mindful of the future and later generations. To this day, this premise has guided our actions as a business far beyond the innovative use of natural raw materials – by creating local jobs, valuing our employees and conserving our limited resources.

THE BOTTOM LINE:
Sustainable building and renovation makes a decisive contribution to better health, quality of life and a better future.

1962

KEIM Granital introduced the second generation of silicate paints. The "silicate emulsion paint" is ready for action, as it is easy to use and extremely safe to apply.



1983

Keim Biosil came on to the market as the first interior paint in the world that was designed for healthy living. The environmentally friendly paint for walls provides a healthy climate indoors and is even ideal for persons who suffer from allergies.

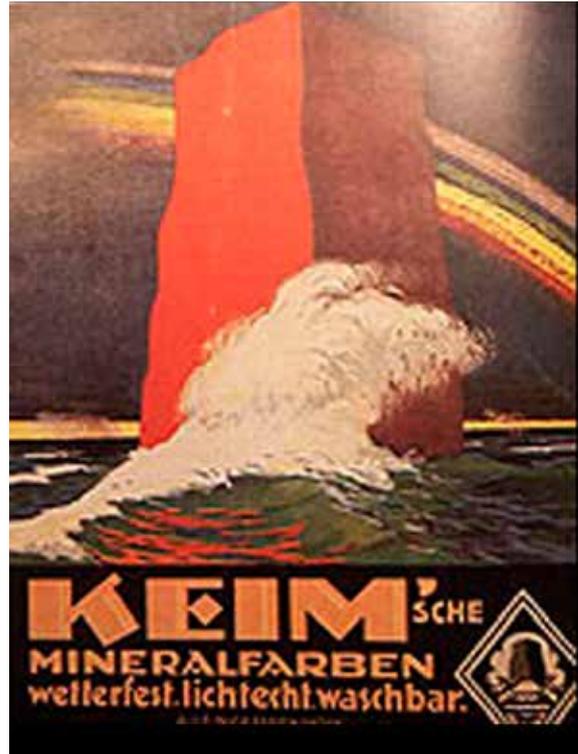


2002

The development of the "Sol silicate paint" revolutionised the market for façade paints. Thanks to a novel binding agent principle, KEIM Soldalit can be applied to all common substrates

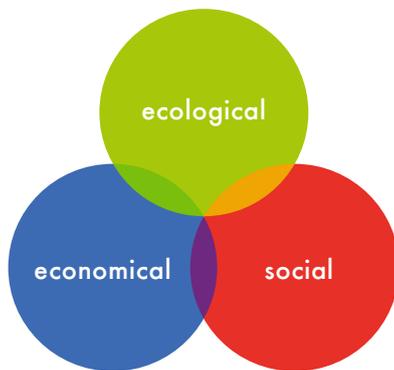
FROM THE KEIM COMPANY'S MISSION STATEMENT

- We understand the protection of the environment as an opportunity: Our aim is to find comprehensive solutions that are in harmony with our environment. This is why every ecological aspect is an integral part of the way we design our product portfolio.
- Quality takes priority. This means that we link this to a long-term time perspective in terms of product life, economic efficiency and customer satisfaction.
- We are well aware of our responsibility for the social implications of our actions and we face this with determination. In public we understand our social responsibility as an obligation to use building materials that are not harmful to health.
- We also consider the careful and responsible treatment of our environment to be an opportunity to strengthen the success of our business.



Original advertisement from 1929, Industrierwerke Lohwald AG

SUSTAINABILITY AS A PRINCIPLE OF ACTION



THE 21ST CENTURY'S GUIDING PRINCIPLE

The "precautionary approach" has been formed over generations and condensed into the term "sustainability". The word is often quoted and is sometimes used in a somewhat inflationary way in many areas of our lives and business activity. As the "formulation of sustainable development of the economic, ecological and social dimensions of human existence"* it has become the guiding principle of the 21st century. For sustainable building and renovation, this means bringing people, space and the environment into harmony.

(* Final report of the Commission of Inquiry „Protection of Humankind and the Environment - Goals and Framework Conditions for Sustainable Development“.)



2013
KEIM Lignosil, the world's first mineral composite coating for weather protection of wood, was launched into the market.



2019
No more waiting! The development of the Pigment Powder Fluids (PPF) together with the "KEIM Local Colour studio" allows colourful shades to be taken away in KEIM original factory quality.



A woman with long, wavy hair is shown from the chest up, holding a dandelion seed head in her right hand. She is looking down at the seed head. The background is a solid blue color. The text is overlaid on the image in white.

"We understand the protection of the environment as an opportunity: Our aim is to find comprehensive solutions that are in harmony with our environment. This is why every ecological aspect is an integral part of our product portfolio."

**ECOLOGICALLY
SUSTAINABLE**

KEIM. IN HARMONY WITH NATURE AND THE ENVIRONMENT.



PERMANENTLY ENVIRONMENTALLY FRIENDLY

Long-term and socially acceptable economic activity is impossible without intact natural resources. Sustainable development is therefore environmentally friendly in the long term. The primary goal of protecting the ecological dimension of sustainability is the conservation of resources. For environmentally friendly building, this means energy-efficient planning, but also the conscious selection of durable, pollutant-free materials that can be disposed of appropriately.

EXCELLENT ECOLOGICAL PROFILE

KEIM mineral paints demonstrate their positive properties in full here. You can rely on an excellent ecological profile over the entire product life cycle: from resource-saving production and decades of use of the paints to easy renovation and finally disposal of the old paint.

Detailed environmental specification for KEIM facade paints and interior paints can be found in the Environmental Product Declarations that our company has had since 2013. Anyone with an interest in this can use the EPDs to obtain an overview of the life cycle assessment characteristics and environmental effects of our products.

Thanks to their extremely long service life and the associated lower renovation frequency, KEIM paints are making a contribution to the protection of our natural resources.

KEIM. PROTECTION OF THE CLIMATE AND RESOURCES.

PURE NATURE

Thanks to the use of natural raw materials and the harmless product composition without the addition of solvents, preservatives and plasticisers, harmful emissions and polluting waste are not an issue with KEIM paints. Thanks to their ideal moisture balance and drying behaviour, mineral paints do not require any biocides to prevent algae, which are then washed out by rain and flushed into the groundwater. The natureplus quality seal is proof of the special quality of our paints for interiors and façades. This quality mark is awarded by accredited testing institutes and is based on independent guidelines. A large number of different criteria are assessed, ranging from production to working conditions, from low-pollution use through to disposal or return to the recycling circuit.



THERMAL INSULATION WITH KEIM – A MINERAL POSITIVE FOR THE ENVIRONMENT

35 % of the final energy consumption and 30 % of the CO₂ emissions in Germany are caused by buildings. Especially by the the approximately 12 million older properties, which were built before the 1st thermal insulation regulation came into force in 1979. The climate protection plan has set the course for a largely climate-neutral Germany by 2050. This is a very ambitious goal, but one that offers great opportunities for sustainable construction and renovation.

KEIM mineral thermal insulation composite systems represent energy saving and active protection of the environment. KEIM's own mineral surface coatings made of render and paint save additional resources due to the reduced frequency of renovation.







"Quality takes priority.
This means that we link this
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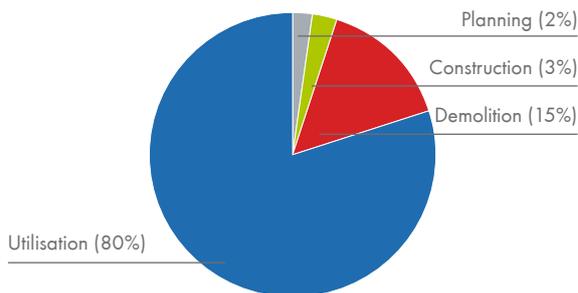
**ECONOMICALLY
SUSTAINABLE**

KEIM. UNIQUELY LONG LIFE – UNIQUELY ECONOMICAL.

VISIONARY ACTION

Anyone who builds or renovates thinks and calculates in terms of decades. Economic efficiency increases with the longevity of an investment. Considering the life cycle costs of a building shows this very clearly: About 80 % of the costs generated during use are for things like maintenance and repairs.

LIFE CYCLE COSTS OF A BUILDING



Town hall Schwyz, original painting from 1891

This means that the choice of building materials should not be based on short-term financial benefits, but on the stability of value and quality over the entire service life of a building. A simple calculation that also includes the façade: Longer renovation cycles lower maintenance costs. This makes the choice of coating system a key factor. KEIM mineral paints are proving to be really cost-saving here. A facade coating should last at least 20 years – for KEIM paints this is not a big challenge, they can easily double the service life. Even hundred-year-old coatings are not uncommon.

In contrast to dispersions, as the binding agent water glass does not incorporate colour pigments in a film. Instead the rays of light hit the pigment directly. The colours shine directly from the matt velvet surface and show an astonishing, lasting depth and brilliance. Facades do not fade, but remain unchanged for decades.

GUARANTEED COLOUR STABILITY

The optimum combination of liquid potassium silicate as the binding agent, mineral fillers from natural sources and inorganic colour pigments ensures maximum weather resistance and unsurpassed durability.

KEIM. QUALITY THAT PAYS OFF.

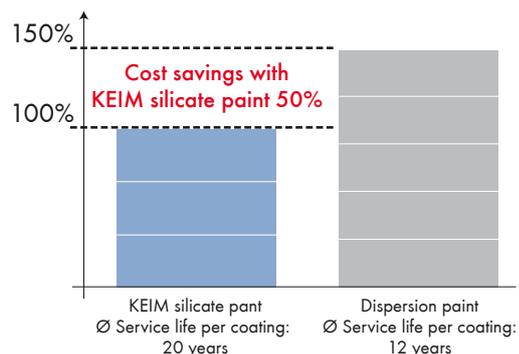


PAINTS FOR LASTING VALUES

The high water vapour permeability of mineral paints ensures a balanced moisture balance of the building structure. There is nothing to stop the moisture it contains being released quickly to the outside, which prevents the dangerous build-up of moisture behind coatings that are too thick and so prevents long-term damage. In addition, mineral surfaces are also not appealing to algae and fungi thanks to their alkalinity and rapid drying. Plus, KEIM silicate paints are antistatic and non-thermoplastic, so hardly any dirt particles adhere to the surface.

In building, quality proves to be the better and less expensive solution. With their long-term effectiveness, KEIM mineral paints are impressive, because they produce low maintenance costs and remain functional and also attractive for a long time.

MAINTENANCE COSTS FOR A FACADE COATING OVER 60 YEARS OF RENDER LIFE EXPECTANCY



THE BOTTOM LINE:
Highest quality and real sustainable protection – KEIM is an investment with long-term environmental and economic benefits!



A couple is shown in a warm embrace, smiling at each other. The man is on the left, and the woman is on the right. They are in a room with a macramé plant hanger in the background. The image is overlaid with a blue gradient.

"We are well aware of our responsibility for the social implications of our actions and we face this with determination.

We understand our social responsibility as an obligation to use building materials that are not harmful to health."

**SOCIALLY
SUSTAINABLE**

KEIM. FOR WELL-BEING AND QUALITY OF LIFE.



THE AIR WE BREATHE

We spend about 90% of the day indoors. The air quality there has a great influence on our wellbeing. Materials with which we are in direct contact should be chosen with particular care. This is especially true for the material paint, because it surrounds us almost 24/7. It brings atmosphere, sets accents and creates quality of life. But it can also change the air we breathe and release substances that we do not appreciate so much. For a healthy, balanced indoor climate, the interplay of temperature, humidity and freedom from emissions is crucial. Dispersion paints usually form a dense film on the surface, which impairs the diffusibility of the wall – air quality decreases and the risk of mould increases.

A HEALTHY INDOOR CLIMATE

KEIM paints do not contain any harmful substances and have no added preservatives, solvents, or plasticisers. They allow moisture to be exchanged effectively between the wall surface and the indoor air, because they are very porous.

This means that the humidity present in rooms cannot condense on the walls – mould formation, e.g. behind cupboards, on window reveals or in bathrooms, is almost impossible.



Even months after the coating has dried, solvents, plasticisers and pot preservatives can still evaporate from common dispersion paints.



KEIM paints are not only completely free from pollutants but also absolutely vapour permeable which is the optimal precondition for a healthy indoor environment.

Even sensitive people such as children and those who may get allergic reactions can breathe a sigh of relief. KEIM paints have been proven to be particularly suitable for allergy sufferers. This has been confirmed repeatedly by numerous independent testing institutes.

KEIM. WORLDWIDE PIONEER.

GUARANTEED AND CERTIFIED

KEIM has been committed to developing and manufacturing products that promote healthy living for decades. As early as 1983, KEIM was the first manufacturer in the world to launch a healthy interior paint on the market. We pushed ahead with the certification of interior wall paints and we are the first manufacturer to receive a natureplus certificate for both interior and façade paints. This is a quality mark that places very tough demands on the environmental and health profile of paints.

SAFETY EVEN IN THE EVENT OF FIRE

Mineral wall paints are not flammable. They do not catch fire even under the flame from a welding torch. In the event of a fire, this means maximum safety, no toxic gases and no burning dripping – this is confirmed by fire tests in Germany and Great Britain. Increasingly, many public areas such as underground stations, tunnels, schools and cinemas are only being painted with silicate paints. Safety and health cannot be replaced.

PAINTS FOR YOU WELLBEING

However, "healthy living" means more than just avoiding harmful influences. Our well-being is also determined by the aesthetic quality of our surroundings. Paints underline the individuality of a building and give rooms a special radiance: calming or exciting, motivating or stimulating – paints have an effect on the body and soul and create emotions and moods. The surfaces of KEIM Mineral Paints have a special appearance that can be seen and felt.

Even with very intensive, full colour tones, the optical effect is never "loud", but fascinates with pleasant mattness and colour depth. Whether living rooms, bedrooms or workrooms, kindergartens, schools or hospitals – rooms painted with KEIM mineral paints are beautiful, let everyone breathe deeply and give a good feeling of security.



KEIM: Beautiful colours for a natural, healthy and safe living experience.

CERTIFIED HEALTHY LIVING SINCE 1983



1983

KEIM Biosil is the world's first interior paint for healthy living.



1998

KEIM receives the TÜV environmental quality mark for KEIM Biosil.



2000

KEIM is awarded the Austrian environmental label for wall paints.



2003

The first KEIM interior paint will be awarded with the IUG seal of approval "suitable for allergy sufferers".



2004

KEIM is awarded the world's first natureplus certification for interior paints, more to follow.



Mitglied der
DGNB
Deutsche Gesellschaft für Nachhaltiges Bauen
German Sustainable Building Council

2008

KEIM becomes a member of the DGNB, the Deutsche Gesellschaft for Sustainable Building.



2016

The world's first natureplus certification for facade paints is going to KEIM.



**SENTINEL HAUS
INSTITUT**

2019

KEIM cooperates with the Sentinel Haus Institut.



"We also consider the careful and responsible treatment of our environment to be an opportunity to strengthen the success of our business."

**STRATEGICALLY
SUSTAINABLE**

KEIM. RESPONSIBILITY BEYOND MORE THAN JUST PRODUCTS.



CROSS-INDUSTRY COMMITMENT

KEIM's commitment to sustainability is also matched by our commitment to associations and initiatives. As a member of the "Verband der Deutschen Lack- und Druckfarbenindustrie VdL" (Association of the German Paint and Printing Ink Industry), we support the goals and principles of the United Nations Global Compact, which the VdL joined in 2018. The UNGC is the world's largest and most important United Nations initiative for responsible corporate governance and a sustainable world economy. Joint action for an intact environment is also part of the basic understanding of the Environmental Pact of Bavaria – we have been a member of this for many years. This agreement between the Bavarian government and the Bavarian business community is based on the conviction that the protection of natural resources is possible not only through regulation but also through voluntary and reliable collaboration.



FROM THE START

At KEIM, environmental protection begins at the beginning of the value creation chain – with the extraction or mining of minerals. Most of these come from Germany and Austria. We take great care to select mining areas as close as possible to the production plant. Suppliers must also observe the principles of sustainability as a prerequisite for any partnership. After raw materials have been extracted for KEIM, new habitats are created through recultivation measures, which favour greater diversity of species.

We also attach great importance to reducing our CO₂ footprint at our production sites in Diedorf and Luckau. We cover all our electricity needs with green electricity, The "Renewable PLUS" certificate first of all guarantees, that 100% of the electricity generated comes from renewable sources and also that all CO₂ emissions resulting from the construction and operation of hydroelectric power plants are offset by the purchase of emission reduction certificates.

KEIM. THINK GLOBALLY. ACT REGIONALLY.

CERTIFIED ENVIRONMENTAL MANAGEMENT

KEIM's environmental management system was certified according to the international environmental management standard ISO 14001 back in 1998. Since then, an annual review has been carried out. The first thing that an environmental management system like this requires is the fulfilment of legal environmental obligations. It then needs voluntary environmental goals to be defined and implemented in the company. Our aim is not only to optimise internal processes with regard to their environmental impact, but also to support our customers and suppliers in the efficient use of energy resources. The most widespread certificate in Germany is issued by the "German Sustainable Building Council" (DGNB). International evaluation systems include LEED and BREEAM. KEIM products are used in numerous certified buildings worldwide.

VALUES - VISIONS - IDENTITY

"... committed to the idea of sustainability." As a leading specialist in mineral-based building protection, we do not just promote this through our products and system solutions, but also through our actions within

and beyond our company. Together with our employees, we share a culture that creates opportunities for personal initiative, encourages independent thinking and action, and is supported by shared values that demonstrate our responsibility for each other and for third parties. We always understand sustainable action as part of our responsibility towards our customers and partners. Sustainability is not a condition that has been achieved once and for all, but a continuous process with new challenges all the time. It is important to think ahead and act for the future today.



"For us, sustainability means precaution and care and is therefore more than just an economic principle. It is the most valuable link between generations."

Rüdiger Lugert, Managing Director KEIMFARBEN GmbH



LEED



Mitglied der
DGNB

Deutsche Gesellschaft für Nachhaltiges Bauen
German Sustainable Building Council

BREEAM® DE



1. Schmuttertal Grammar School, Diedorf: Ecological plus energy school as a positive role model, awarded numerous prizes, including the German Architecture Prize 2017 and the DGNB Prize for Sustainable Building 2016.
2. Hearst Tower, New York: Probably New York's most environmentally friendly office tower, designed by star architect Sir Norman Foster, awarded the golden LEED certificate.
3. "Try new directions" in Bremerhaven: The modernisation of simple housing from the 1950s provides inexpensive living space and encourages tenants to interact.
4. Marina One, Singapore: A large complex with apartments, offices and a 37,000 m² oasis with 350 different plant and animal species in the centre.
5. Alnatura Campus, Darmstadt: The new building of the Alnatura Working Environment is an architectural milestone in terms of sustainability and was awarded the DGNB Platinum certificate, the highest rating of the German Sustainable Building Council.



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