



# SPECIFYING VISUAL CONCRETE

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KEIM MINERAL PAINTS

# SPECIFYING VISUAL CONCRETE

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In the current design and construction climate, architectural exposed concrete features have become increasingly popular requirements from clients and specifiers, creating a need to supply concrete columns, soffits and other surfaces to a specific standard, finish and colour. The use of exposed concrete allows the thermal mass of the concrete to help control heating and cooling of the building, incorporating efficiency and sustainability in design.

Due to the inherent nature of concrete and the limitations of practical construction, variations in texture, colour and appearance often occur, despite effective specification, planning and execution.

KEIM Mineral Paints manufacture a unique product, KEIM Concretal Lasur, which is the ideal solution for unifying uneven or variable concrete finishes and can be used to ensure that the required finish can be achieved to the client's or specifier's standard.

KEIM Concretal Lasur is a mineral silicate paint system which, in addition to its use as a remedial solution, offers a range of features and benefits.

Soffit Before



Soffit after KEIM Concretal Lasur applied



# KEIM CONCRETAL LASUR

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KEIM Concretal Lasur is a colour wash finish specifically developed for concrete surfaces. It is diluted using a complementary product using differing ratios and opacities to achieve the required colour and coverage, whilst still enabling surfaces to look like unpainted concrete. The system can also be employed to minimise unsightly repairs, blemishes and colour variations in the concrete after installation.

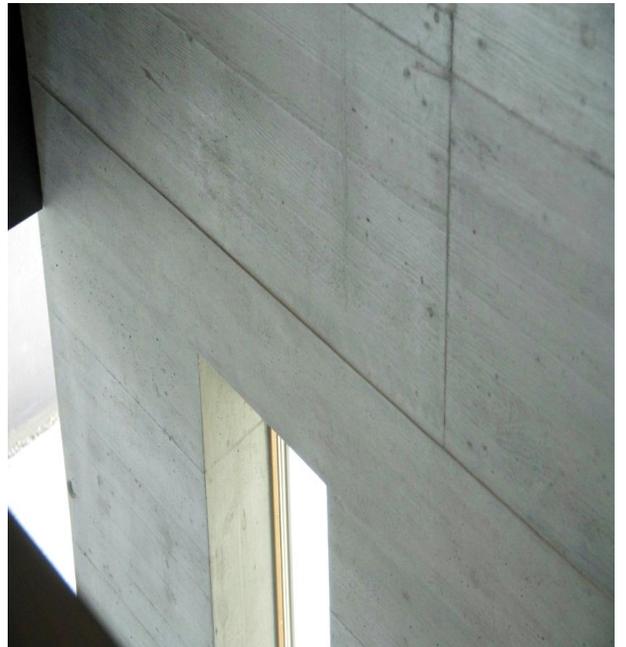
KEIM Concretal Lasur bonds to the concrete surface creating a microcrystalline structure which allows the free passage of moisture vapour which will not inhibit heat transfer for thermal mass purposes.

KEIM Concretal Lasur is highly light reflective, even a strongly diluted application will increase the light reflectivity of the substrate, maximising the effect of both natural and artificial light. Manufactured using natural earth oxide pigments, KEIM Concretal Lasur is not affected by UV light, ensuring colour stability throughout its lifetime.



Concrete Before

Concrete after KEIM Concretal Lasur applied



# KEIM CONCRETAL LASUR

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Photos: Worcester Library 'The Hive' courtesy of Feilden Clegg Bradley Studios



KEIM Concretal Lasur can be used after installation to apply colour to concrete. Applying the finish ensures an even application and achieves colours which are not always possible, or which are prohibitively expensive for the client by traditional colouring methods. KEIM Concretal Lasur allows significant lightening or darkening of a finished concrete surface if the needs or wishes of the client change after installation.

Mineral paints, unlike conventional acrylic paints, form a permanent crystalline bond with the underlying substrate, rather than a purely adhesive bond. This retains the inherent breathability of the system, and ensures that moisture vapour continues to pass through concrete unimpeded, with no risk of blistering and cracking of the paint finish.

# KEIM CONCRETAL LASUR

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In order to achieve the best individual result for any project KEIM undertake on-site trials in order to ascertain the correct colour shades and opacities. We also provide project dedicated proposal reports and comprehensive technical and application advice.

KEIM Concretal Lasur has been applied at various projects through out the UK and worldwide such as Heathrow Terminal 5, O2 Arena, Wembley Stadium, London Underground, Manchester Metropolitan University and the McManus Gallery in Glasgow, to provide the quality of visual concrete required.



# VISUAL CONCRETE & KEIM CONCRETAL LASUR

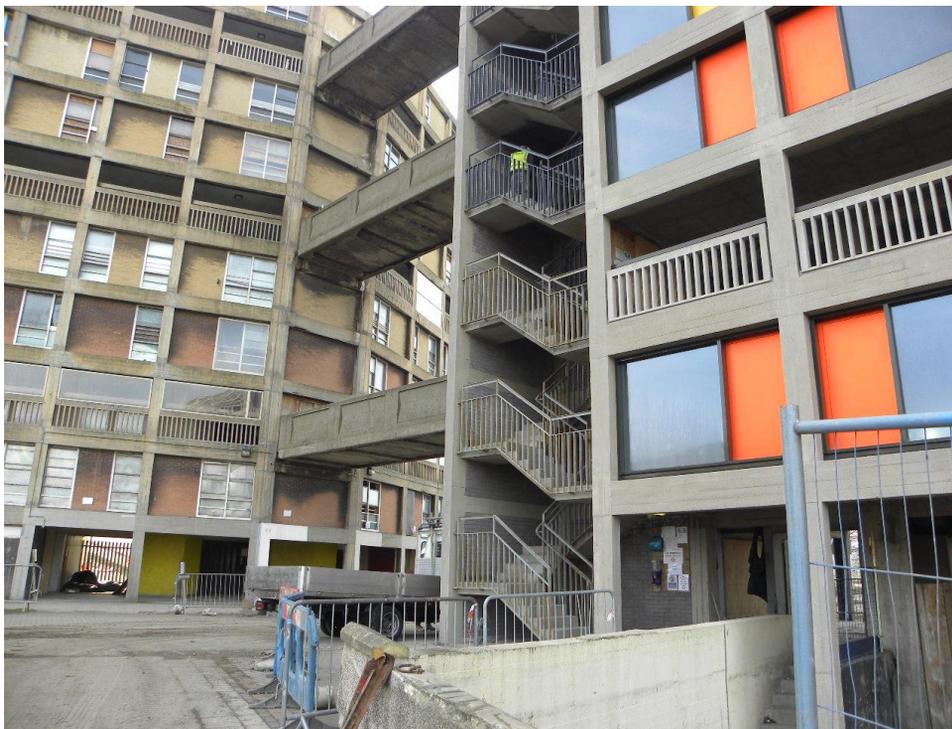
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## KEIM CONCRETAL LASUR

- Achieves unification of repairs or colour variations
- Maintains the unpainted look and feel of concrete
- Can be applied in a wide range of colours
- Gives integral protection to the concrete and water repellence
- Provides durable, fade free and UV stable finishes
- Maximises light reflectivity of the substrate

The aim of specifying visual concrete is to achieve a natural, high quality concrete appearance and where necessary KEIM Concretal Lasur can be employed to help achieve this.



Left: Park Hill Estate, Sheffield – KEIM Concretal Lasur used for the external concrete frame

# OPAQUE & CLEAR FINISHES

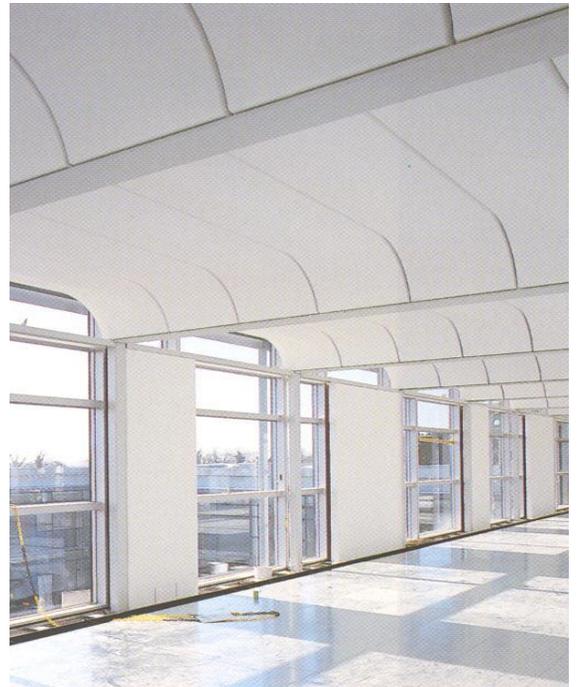
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KEIM Mineral Paints offer a range of other products suitable for concrete surfaces -

**Opaque Finishes** - KEIM Mineral Paints offer both internal and external paint systems in opaque, flat matt finishes which bond to the surfaces providing the inherent benefits of a mineral paint. Mineral paints provide added light reflectivity to a concrete finish, which can maximise natural and artificial light, helping to reduce associated lighting costs. Depending on the building design, this may help to offset shading measures taken to reduce solar gains.

**Water Repellent & Dust Suppressant Treatments** - KEIM Mineral Paints offer several products which are clear and almost invisible once applied and suitable for application onto concrete surfaces for protection and dust suppression.

For further information on any of KEIM Mineral Paints and treatments, please contact our sales office on 01952 231250 or [info@keimpaints.co.uk](mailto:info@keimpaints.co.uk).



Above: KEIM Lotexan, clear water repellent treatment,  
Right: KEIM Ecosil-ME, opaque white mineral coating



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