

KEIM MINERAL PAINTS
CASE STUDY: 36 & 37 HERTFORD STREET

KEIM SOLDALIT ONTO LIME RENDER



Before

After





After



36 & 37 HERTFORD STREET RESIDENCES

Situated at 36 & 37 Hertford Street, sits two grand Georgian buildings that form part of the boutique hidden gem in Mayfair's Shepherd Market.
The building, which is located next to Mayfair's newest luxury hotel, has recently undergone refurbishment to create 16 premium one and two bedroomed apartments each benefiting from period large windows and high ceilings to maximise natural light.

These W1 buildings were enhanced by Shoreditch based firm Buckley Gray Yeoman who specialise in both architecture and interior design, and who describe the project as offering a 'slice of privacy, luxury and intrigue.'

As part of the refurbishment, the exterior facade was in need of repairs, and were first treated using KEIM Soldalit Fixativ that acts as a primer and consolidates surfaces as preparation for painting. KEIM Soldalit Grob was then applied over the total surface area to help even out and disguise repair areas. The facade was then coated using KEIM Soldalit, in a subtle shade of magnolia to harmoniously blend the buildings.

36 & 37 Hertford Street Residences have been carefully crafted to create lavish indulgence. They sit next to Mayfair's Teddy's cocktail bar and Maxie's cafe, and are nearby neighbours with London's leafy Royal Parks.



WHAT IS KEIM SOLDALIT®

KEIM Soldalit® is a modern paint system for use on mineral and previously painted substrates.



Key features & benefits:

- Breathable
- Economical and easy to apply
- Extreme long life/durable
- Environmentally friendly ISO14001
- Increases light reflectivity
- UV stable
- Advanced weathering protection
- Inherently incombustible
- Fire classification: A2-s1,d0
- Natureplus certified
- Cradle to Cradle Certified®



KEIM Soldalit Fixativ® is sol-silicate binding agent and dilution for use with the KEIM Soldalit system.

KEIM Soldalit-Grob® is a base coat for filling hairline cracks and textural variations.



natureplus®

CERTIFIED cradle to cradle SILVER

CREDITS

Specifier: Buckley Gray Yeoman

Applicator: SGT Contracts Limited

Location: 36 & 37 Hertford Street Residences, London W1J 7BT

Project Photographs: KEIM Mineral Paints Limited & SGT Contracts Limited

Completed: 2025



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