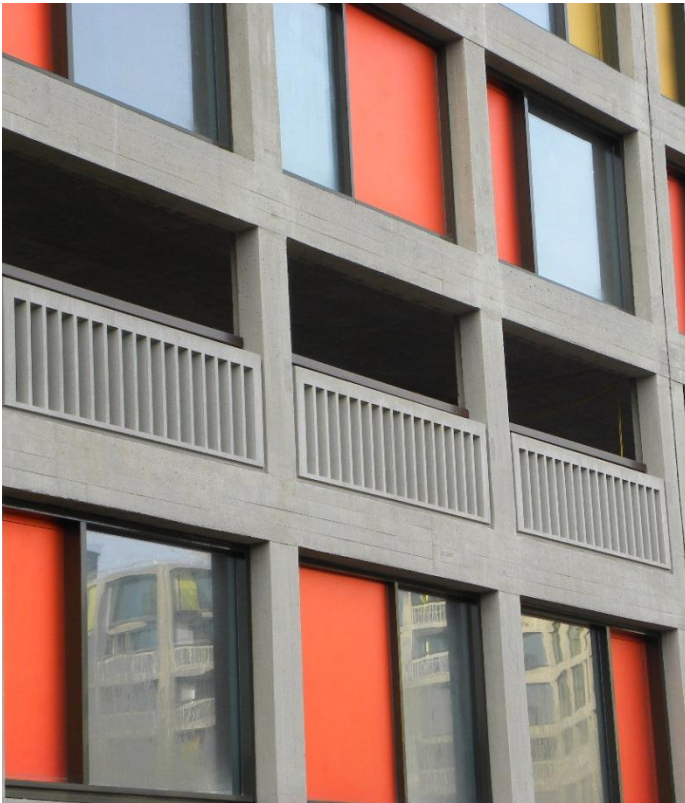


# Specifying Visual Concrete



## Highest Quality Finishes



Introducing Keim Concretal Lasur  
Think Concrete, Think Keim

# Specifying Visual Concrete



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 Concretal Lasur

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.

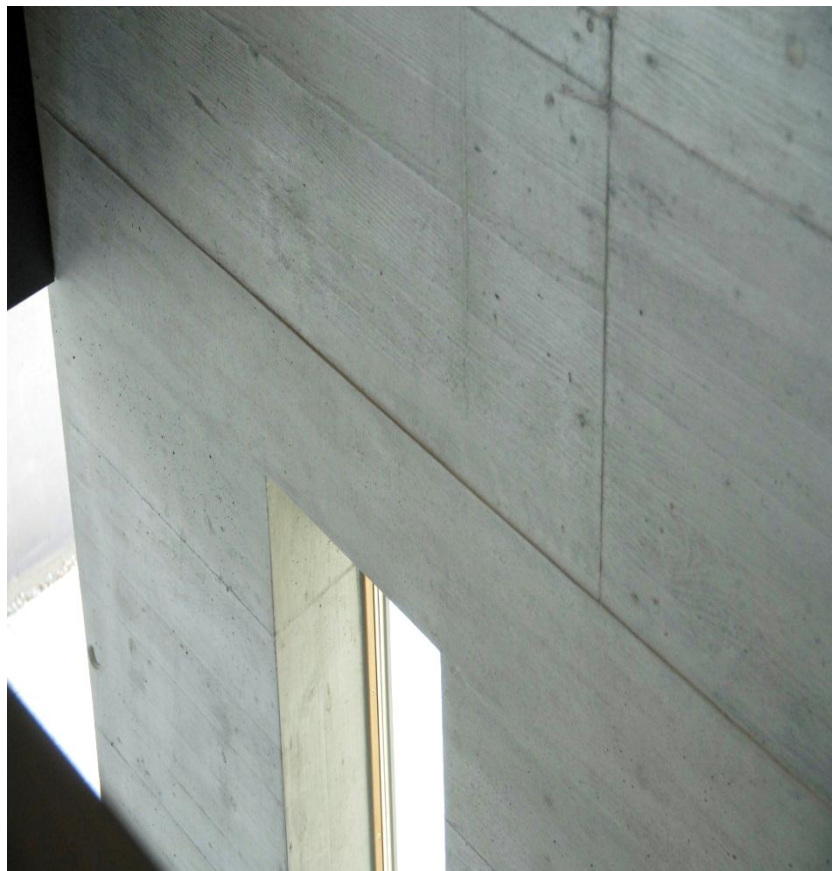
Keim Concretal Lasur is a mineral silicate paint system which, in addition to its use as a remedial solution, offers a range of features and benefits.

# Keim Concretal Lasur



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 any unsightly repairs to 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



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.

Keim Concretal Lasur can also be used after installation to apply colour to concrete. Applying the finish ensures an even application and achieves colours 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.



# Keim Concretal Lasur



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.

In order to achieve the best individual result for any project Keim offer a service which includes 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 employed at various projects through out the UK such as Heathrow Terminal 5, O2 Arena and Wembley Stadium to provide the quality of finish required.

# Visual Concrete & Keim Concretal Lasur

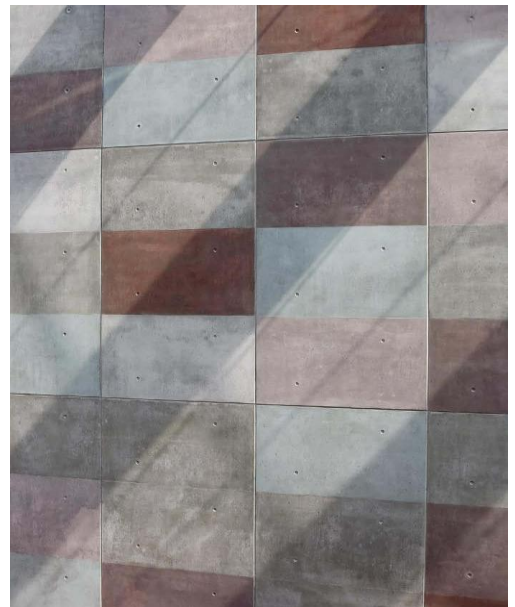


The aim of design is to achieve a natural concrete appearance and where necessary Keim Concretal Lasur can be employed to help achieve this.

## 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

For further information and assistance  
on paints and treatments, contact  
Keim Mineral Paints on 01952 231250  
or [sales@keimpaints.co.uk](mailto:sales@keimpaints.co.uk).



# Opaque & Clear Finishes



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

**Opaque Finishes** - Keim Mineral Paints offer internal and external paints with opaque finishes which bond to the surfaces creating a microcrystalline structure which provides the inherent benefits of a mineral paint. One specific benefit in relation to concrete is the added light reflectivity, which can maximise natural and artificial light, helping to reduce 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 also offer several products which are clear and invisible once applied for surface protection.





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## KEIM MINERAL PAINTS LTD

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