

KEIM



KEIM MINERAL PAINTS

COLOURS FOR EVER PRESENTATION

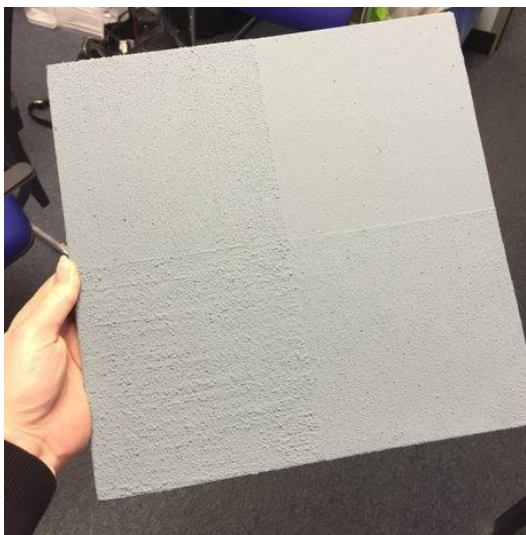
KEIM COLOURS FOR EVER PRESENTATION

This presentation is ideal for specifiers, contractors and anyone with an interest in different colours and textures.

Our seminars usually last between 45-60 minutes and we ask for access approximately 30 minutes before to allow time to set up equipment and presentation materials. We would be pleased to reimburse you for a buffet luncheon for those attending the seminar.

SEMINAR on THE WAY COLOURS CAN APPEAR DIFFERENT ON VARIOUS SUBSTRATES

- Technical introduction to Keim Mineral Paints
- Benefits of specifying Keim colours
- Colour psychology and the colour wheel
- Proof of durability and longevity
- Keim colours and lighting
- Texture and colour
- Project examples

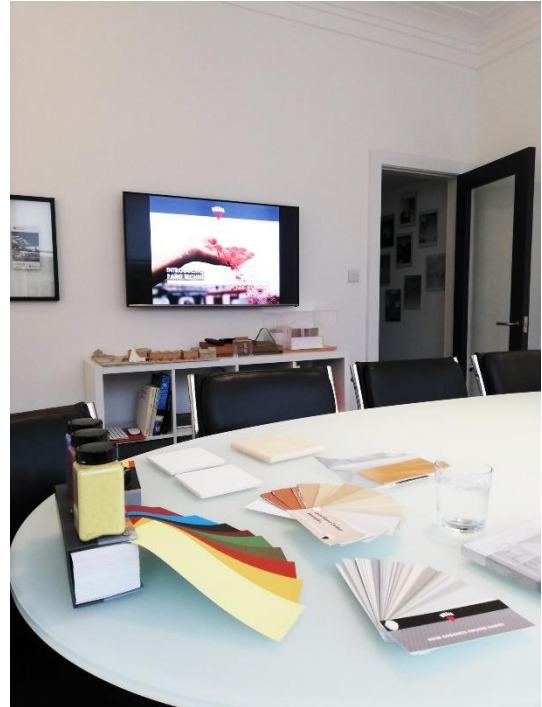


KEIM MINERAL PAINTS SEMINAR CONTENT

This seminar introduces and explains how colours can appear different on various substrates. Colours always exist in context. It should always be taken into consideration that colours have a reciprocating influence on each other. Colours opposite each other on the colour wheel will emphasize their strength (think of traffic lights using the strongest opposite colour to maximize the difference for safety). A green painted front door will appear to be much more green next to red brick than grey stone for example.

Bold colours can work together to produce exciting innovative design or complementary colours can be used to subtle effect, highlighting features harmoniously.

The paint material also has an influence on the colour effect: The surface of an acrylic or dispersion paint often appears dull and flat, particularly when under the influence of direct light. The same shade of colour in a mineral paint, on the other hand, demonstrates a significant depth of colour.



We offer a visual and hands on presentation by offering opportunities to handle samples and materials.

Keim Mineral Paints give specifiers confidence in the longevity of decoration and can be used on a variety of projects, such as historic, modern, restoration, new build, private and public. There are a wide range of colours and materials available from essential pre-treatments, translucent washes, anti graffiti coatings, water repellents, dust suppressive coatings, repair materials and complete opaque paint finish systems to name a few.



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