KEIM CONCRETAL®

THE BEAUTY OF CONCRETE!

CONCRETE IS THE MOST WIDELY USED BUILDING MATERIAL IN THE WORLD.

CONCRETE – A BUILDING MATERIAL AS VERSATILE AS LIFE.

REVIVAL OF A BUILDING MATERIAL
Cold, grey, dull – for a long time concrete unfortunately had quite negative associations. This mix made of cement, sand and water had a real image problem even though it is the most used building material worldwide. But times have changed and today concrete is once again taking its rightful place as a reputable building material. Planners, designers or builders – they all appreciate the raw and original aesthetics of fair-faced concrete.

COLOUR MEETS CONCRETE
Whether the facade or the interior– the modern possibilities of designing and finishing concrete have an unlimited potential. A colour finish in glazing technique for example with tinted semi-transparent coatings enhances the character of the concrete, underlines its unique texture and mineral beauty.

CONCRETE COSMETICS
Sometimes concrete behaves like a diva and tends to have unexplainable streaks, discolouration or blowholes that affect the surface appearance substantially. At this point the concrete glaze comes into play, a mineral stain which, when diluted in various degrees, helps to conceal visual shortcomings so that the finish looks like original intented. This special kind of cosmetics has already salvaged a number of famous buildings by reviving its concrete surface.

„Concrete is a very demanding material. The beauty of what you create emerges when you respect the building material's nature." Louis J. Kahn

MINERAL PAINTS FOR A MINERAL BUILDING MATERIAL!

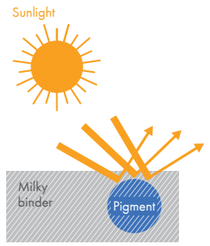
SILICATE PAINTS ON CONCRETE

Silicate paint materials do not form a film on the concrete surface like synthetic resin based coatings. The binding agent is a water-soluble potassium water glass which forms an insoluble bond with the substrate by a chemical reaction, the so-called silicification.

CRYSTALLINE REFLECTION

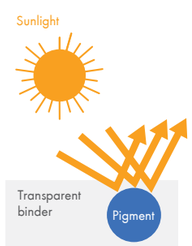
Mineral binders allow light rays to hit the colour pigment directly creating a brilliant reflection bringing the structure to life. The texture is coated but still shines through. This retains and even enhances the material character when concrete parts under the surface show in places a different absorbency resulting in different colour intensities.

COMMON DISPERSION PAINTS



THE PIGMENT IS COATED BY THE MILKY BINDER. LIGHT REFLECTION IS DULL AND FLAT.

KEIM SILICATE PAINTS



THE PIGMENT IS EMBEDDED IN TRANSPARENT WATER GLASS, CREATING DIRECT AND BRILLIANT LIGHT REFLECTION THAT UNDERLINES THE STRUCTURE.

MINERAL NATURE OF THE CONCRETE LOOK

Matt, silicate coatings look much more natural than synthetic coatings. Dispersions lead to dry layer thickness between 0.3 mm and 0.5 mm thus levelling irregularities and cover the material texture of the concrete. Appearance and haptics are distorted, violating the natural beauty of the concrete.

Mineral coatings don't overlay the natural concrete texture, in fact they accentuate. This is especially the case when the application is performed in glazing technique with semi-transparent up to highly translucent coatings. Mineral paints, stains and glazes retain the aesthetic of the material even with a colour design and provide clearly more flexibility than tinted concrete.

Design in glazing technique with different dilution degrees

„Concrete has a rough quality which I like. Architecture should have a vital, earthy charisma and not look smooth and polished." Zaha Hadid

KEIM CONCRETAL®-LASUR PURE AESTHETICS

Fair-faced concrete – one of the biggest challenges and at the same time an important element in architecture. Contrary to highly synthetic-modified systems the mineral glaze highlights the natural character of concrete in a unique way and provides an additional weathering protection. KEIM Concretal-Lasur offers unlimited design possibilities – from highly transparent to opaque – and is definitely much more flexible and economical than tinting concrete!

KEIM CONCRETAL®-LASUR REFINES THE LOOK OF CONCRETE

FOR HIGHEST DEMANDS
Protection and finishing of fair-faced concrete surfaces is always associated with two aspects: A definition of protection requirements that are suitable for the situation and condition and the preservation of the characteristic look of concrete surfaces. KEIM Concretal-Lasur combines both demands and represents on the market an exceptional system.

SENSATIONAL DESIGN ELEMENT
Concrete as building material characterises our building environment significantly. It defines the character of individual constructions or entire residential areas and it influences the urban landscape and working environments. The focus of planners and builders is more and more oriented towards the aspects of design. Architects especially appreciate the chance to be able to use the same material for both the construction and the design.

BENEFITS
- Original concrete aesthetics
- Retaining of texture and structure
- UV-stable
- Perfect equalisation of unevenly appearing fair-faced concrete surfaces
- Strengthening action by silicification

KEIM Concretal-Lasur was applied semi-transparent to the concrete surface to enhance the character und to underline the texture, the inner structure and the visual feature.

EVERYTHING GREY IN GREY OR BETTER COLOURFUL? WE CAN DO BOTH!

THE CHOICE IS YOURS!
KEIM Concretal-Lasur-System consists of KEIM Concretal-Lasur, KEIM Concretal-Base and KEIM Concretal-Fixativ. All three system components can be mixed with each other in any desired ratio. This is a maximum of flexibility and enables a natural and visual colour matching of the concrete surface.

REPRESENTATION OF DIFFERENT DILUTION LEVELS
From opaque (left) to very transparent (right)

EQUUS SOUTHERN
Christchurch | Ph: 03 353 2434
EQUUS CENTRAL
Wellington | Ph: 04 576 0333
EQUUS NORTHERN
Auckland | Ph: 09 415 4314

info@equus.nz
www.equus.nz

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www.keim.com

Version 09/2025