



# INTERIOR MINERAL WALL PAINT

INCREDIBLE COLOR, BEAUTY AND  
BRILLIANCE

CHEMICAL FREE PAINT FOR HEALTHY LIVING



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# KEIM® MINERAL WALL PAINT



## DAZZLING MINERAL BEAUTY *for* INTERIOR WALLS *and* CEILINGS

What makes Mineral Wall Paint so special and unique? Paint that is made from wholly natural earthen materials, without added chemicals or toxins is only part of the story. Mineral pigments and materials meld with walls to create a “plaster-like” finish that is velvety matte flat yielding incredibly beautiful colors, even on drywall. And the crystalline surface reacts extraordinarily with light, making your walls come alive with light.



## RARE, GEM-LIKE COLOR ARISES *from* ARTIST QUALITY MINERAL INGREDIENTS

We create the lushest colors with only earthen pigments—uncommon gifts from Mother Nature. Coupled with crystal clear mineral binders, color is on display in its purest most unadulterated form. Your walls will come “alive” with depth and clarity of color not matched in today’s acrylic paints. Mineral color is quite simply extraordinary.



# MINERAL PAINT RADIATES LIGHT *like no* OTHER PAINT

Mineral paints are extremely matte flat and respond extraordinarily to all types of light. Light is diffused across the micro-crystalline surface for a luminous, luxurious look and feel. As light changes, so does your paint color's appearance. Bright light brings your wall colors to vibrant life. Twilight lends a moodier, more subdued richness of color. Simply the most beautiful paint you can buy.



## BEAUTY *and* LIGHT



Seeing a space painted with mineral paint for the first time might just take your breath away. The paint seems to meld into the walls for an incredibly natural appearance, unlike ordinary latex and acrylic paints. The texture and very matte finish provide a velvety, but rich and vibrant look and feel, while being incredibly light reflective. We've heard first time customers describe mineral colors as "lively" and "alive"—and we think it a very big compliment.



# THE HEALTHIEST PAINT— CERTIFIED PURE

Mineral paints are safe to use and protect your indoor air too. Zero VOC means they're free of toxic, carbon-based solvents that pollute the air and pose health risks. Tested and certified, our paints meet the most rigorous emissions standards. Simply the safest and healthiest paint you can use.



Non-Toxic



No Odor



Zero VOC



Free of harsh chemicals



Certified Pure

For more than 140 years we've helped homeowners create healthier living environments with our toxic-free, eco-friendly mineral silicate paints. We're proud to let you know what's in every can so you can have peace of mind when bringing KEIM into your home. And our manufacturing process is less harmful to the environment too. Paints that are safe and healthy from manufacturing, to installation and in your home.

- PAINT BORN IN NATURE—always Non-Toxic
- MINERALS ARE ODORLESS
- MINERAL PAINT IS TRULY VOC FREE—only water is used to formulate
- NEVER ANY HARSH CHEMICALS—no pesticides, preservatives or plasticizers are added
- TESTED PURE GUARANTEED—multiple third-party labs certify the purity of Keim's mineral paints



# TESTED PURE GUARANTEED



Keim's history is paved with a commitment to produce the purest mineral finishes with minimal impact to the environment. We are proud of our sustainable and eco-friendly heritage and provide complete transparency into our products and practices. We subscribe to stringent process and production controls and are certified an ISO production facility. Third-party certifications include Environmental Product Declarations (EPD's) which certify the sustainable nature of our raw materials, production processes and paint contents.

And your absolute guarantee that Keim finishes are safe, non-toxic and meet the highest EPA standards is documented with our UL GreenGuard Gold Certifications. These products are tested for over 10,000 chemicals and exceed chemical emission standards which contributes to cleaner indoor air quality for you and your family.





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