



MINERAL MASONRY PAINT

Long, Long
Lasting

There's No
Greater
Bond

Let Your
Brick
Breathe



Mineral Masonry Paint in White

Nothing protects your brick home better,
lasts longer, and is lower maintenance.
Guaranteed.

For Brick, Stone, Stucco and Cement Fiber Board

Beauty and Protection for a Long, Long Time

No paint lasts longer than Mineral Masonry Paint. Since 1878 Keim mineral paints have guarded some of the world's most beautiful landmarks. Mineral paint life is measured in decades not years.

This extraordinary lifespan is due to the unique bond, a chemical fusion, of Mineral Masonry Paint and brick. Mineral paint's ingredients are naturally U.V. and weather resistant, just like stone in nature. Harsh sunlight, wind and even coastal rains have little effect on mineral paint. Your home's brick and masonry will be completely protected from the weather. Some Keim paints have lasted since 1881 and still look fantastic today!



Mineral Masonry Paint in White



Painted in 1905, the Jupiter Lighthouse in Florida is Keim's first project in the United States. The iconic red mineral finish has only been refurbished twice.

Now that's
durability you can
count on.

There is No Greater Bond

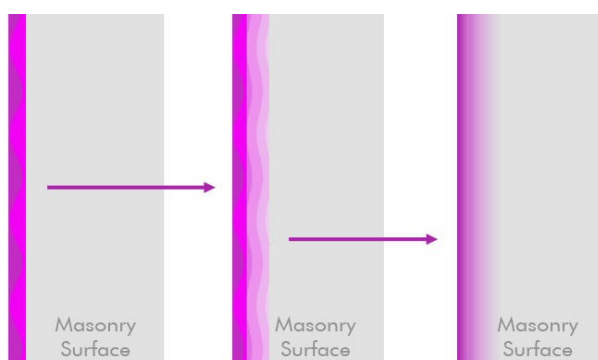
Painting brick is a big commitment, so you'll want to be sure your paint/brick relationship is going to last. Mineral Masonry Paint penetrates your home's masonry and chemically fuses, both at the surface, but also deep within it. And the pure mineral ingredients are a natural companion for your brick.

You can see that brick and Mineral Paint were made for each other!

Ordinary latex and acrylic masonry paints are quite different and pale in comparison. These thermo-plastic based paints form a mechanical only bond/layer at the surface. Their plastic composition is not naturally compatible with brick.



Mineral Masonry Paint becomes part of your masonry



Mineral Paint forms a crystalline layer on the surface, and penetrates to chemically fuse, forming permanent covalent bonds within. No paint bond is stronger.

BRICK IS MEANT TO BREATHE

Brick and masonry are natural building materials made from earthen raw materials which naturally allow moisture vapor to escape. Mineral paints are micro-porous and crystalline in nature, and are extremely vapor permeable, even more so than your home's brick. Vapor permeability equals a breathable paint that will protect your bricks from deterioration from moisture.

Mineral paint lets your brick breathe easy.

Ordinary latex and acrylic masonry paints are made from thermo-plastic resins that act like a plastic "glove" on your home's brick exterior. Moisture vapor that collects in the brick cannot escape and frequently "breaks" through acrylic paint.



Mineral paint diffuses moisture outside without damage



MINERAL COLORS WILL NOT FADE AND LOOK MORE NATURAL

Mineral colors are unique and color-fast. Keim uses only earthen mineral pigments that are U.V. resistant by nature's design. The pigments are inert and are not affected by even the harshest sunshine. And, like masonry, these colors are matte flat and never look artificial or "painted". Mineral paints even darken when wet from rain just like the masonry and brick of your home. Latex/acrylic paints are based on plastic resins and can have an "artificial" appearance on brick and masonry, and almost always have an angular "sheen" which is unnatural.



Mineral Masonry Paint in color #9057



Mineral Masonry Paint in White

NO PAINT LASTS LONGER

Keim Mineral Paints are engineered to protect your brick and masonry home for decades. Longest lasting. Lowest Maintenance. Guaranteed.

THERE'S NO GREATER BOND

Make sure your masonry/paint relationship is going to last. Keim paints and brick are made for each other. No flaking or peeling.

LET YOUR BRICK BEATHE

Don't suffocate your brick with ordinary paints. Keim Mineral Paints become one with the masonry of your home so bricks breathe easy. No blistering or peeling.



Mineral Masonry Paint in White

