



# MINERAL MASONRY PAINT

BREATHABLE AND EXTREMELY DURABLE  
MINERAL PAINT FROM EUROPE

FOR BRICK, STONE, STUCCO AND FIBER  
CEMENT SIDING

Mineral White

# KEIM® MINERAL MASONRY PAINT

## THE PERFECT PAINT *for all* MASONRY

Today, Keim gives you a choice to paint the exterior of your brick, stone or stucco home without having to worry about future maintenance or peeling paint problems. Many home remodel experts have shied away from painting brick exteriors because water and moisture can cause problems and damage for ordinary acrylic and latex house paints. These paints are not breathable, and seal masonry so it can no longer breathe naturally. Mineral Masonry Paint never seals the brick and allows moisture to release without any damage to your beautiful paint finish and it keeps wind-driven rain out too!



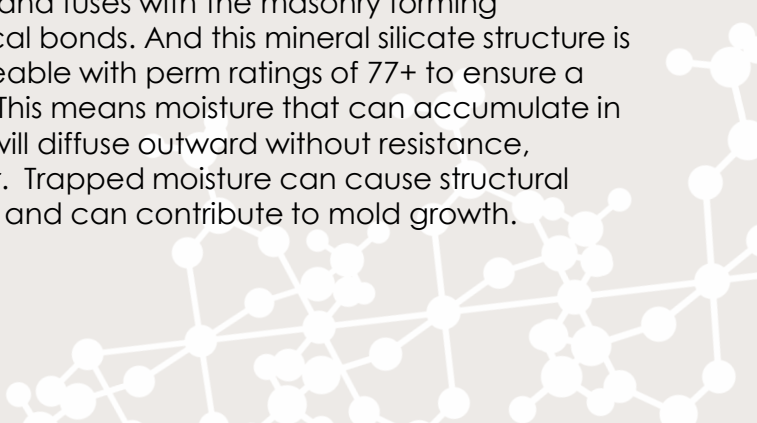
Mineral Masonry Paint is made from naturally occurring materials including mineral silicate binder for a highly durable, long-lasting paint that won't peel or flake off. And because Granital uses only UV resistant pigments, colors are permanent and won't fade or change, no matter how harsh the environment. This mineral paint is also naturally hygienic due to its high pH and is resistant to mold and mildew growth, without the addition of pesticides or biocides. Your new paint finish will look cleaner and fresher for decades.



Mineral paint will never peel from brick. Here, ordinary acrylic latex paint is peeling due to moisture escaping from the masonry surface.

## A VERY LOW MAINTENANCE PAINT *for* BRICK, STONE *and* MASONRY SURFACES

Granital is quite different from ordinary latex or acrylic house paints. The mineral molecular structure of Granital is very similar to brick and masonry, giving it a natural affinity. Granital literally penetrates and fuses with the masonry forming permanent chemical bonds. And this mineral silicate structure is highly vapor permeable with perm ratings of 77+ to ensure a breathable paint. This means moisture that can accumulate in your home's walls will diffuse outward without resistance, keeping walls dryer. Trapped moisture can cause structural damage over time and can contribute to mold growth.

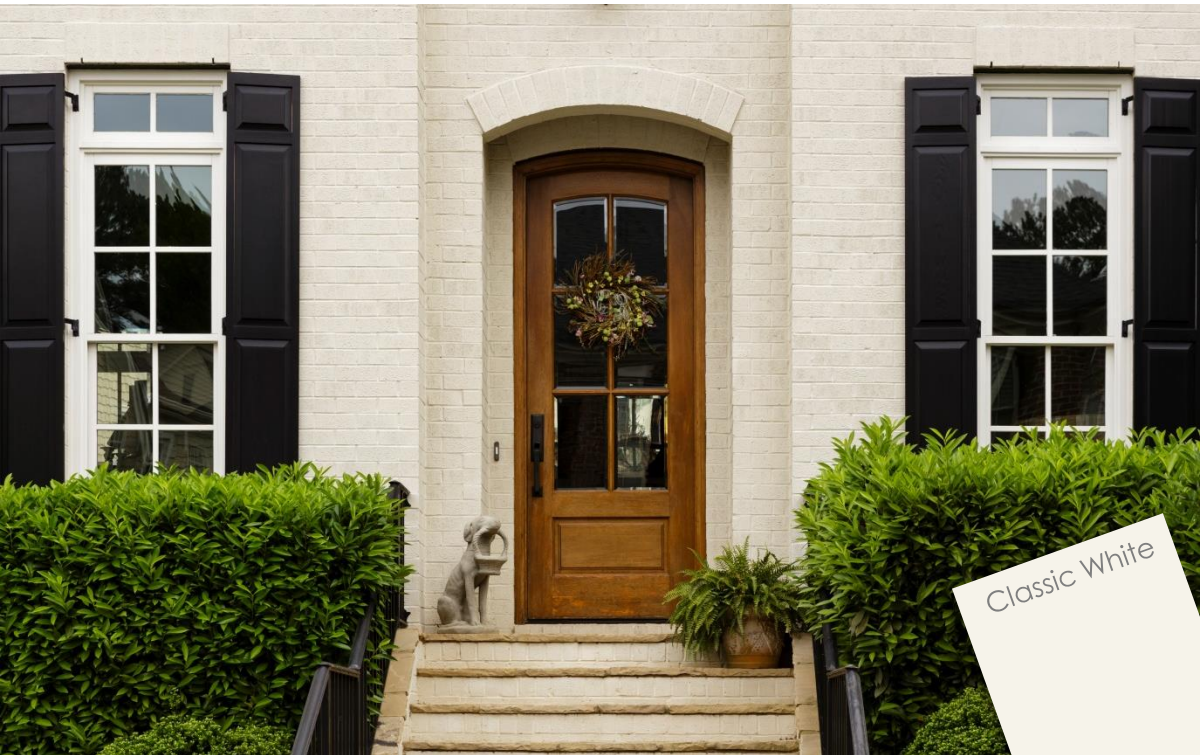


# COLOR *and* BEAUTY THAT LASTS DECADES

Mineral Masonry Paint is extremely resistant to harsh UV, which also extends the weather resistance of your home's finish. Both the paint's mineral silicate binder and the earthen mineral oxide colors are not affected by UV. These pigments, that occur in Nature, never fade and the entire paint finish is completely "inert" and cannot be degraded.

And mineral colors have a depth of beauty and radiance only found in Nature. Ordinary house paints cannot match the brilliance and true colors of Granital, nor can they match the extraordinary mineral matte finish, which some describe as "velvety".

Mineral Masonry Paint's penetration into the masonry, the chemical fusion that takes place and the UV stability of both silicate binder and mineral pigments are the fundamental reasons for the extraordinarily high lifetime of silicate paints. In Europe, some of Keim's first paint projects date back to 1881 and still look gorgeous today!



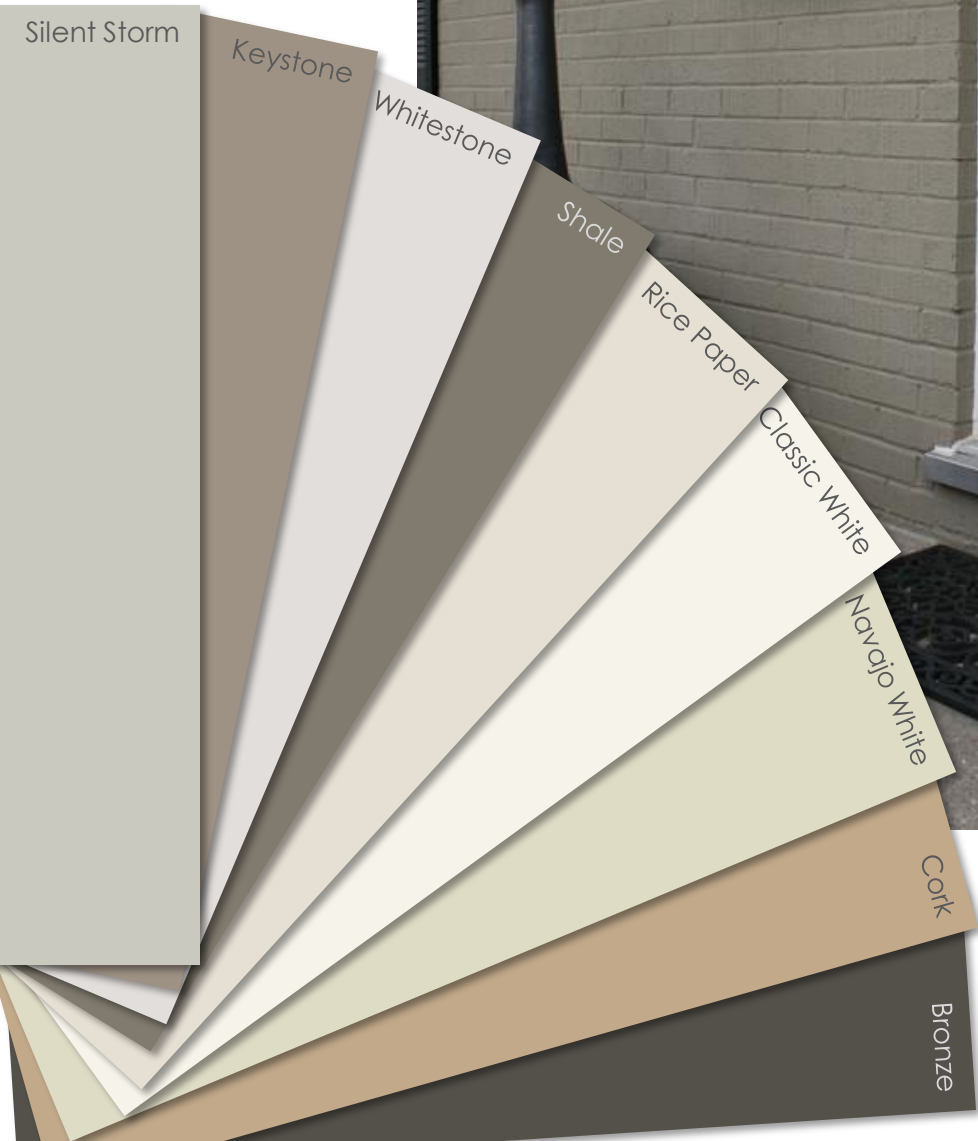
# DURABLE *and* EASY TO RENEW

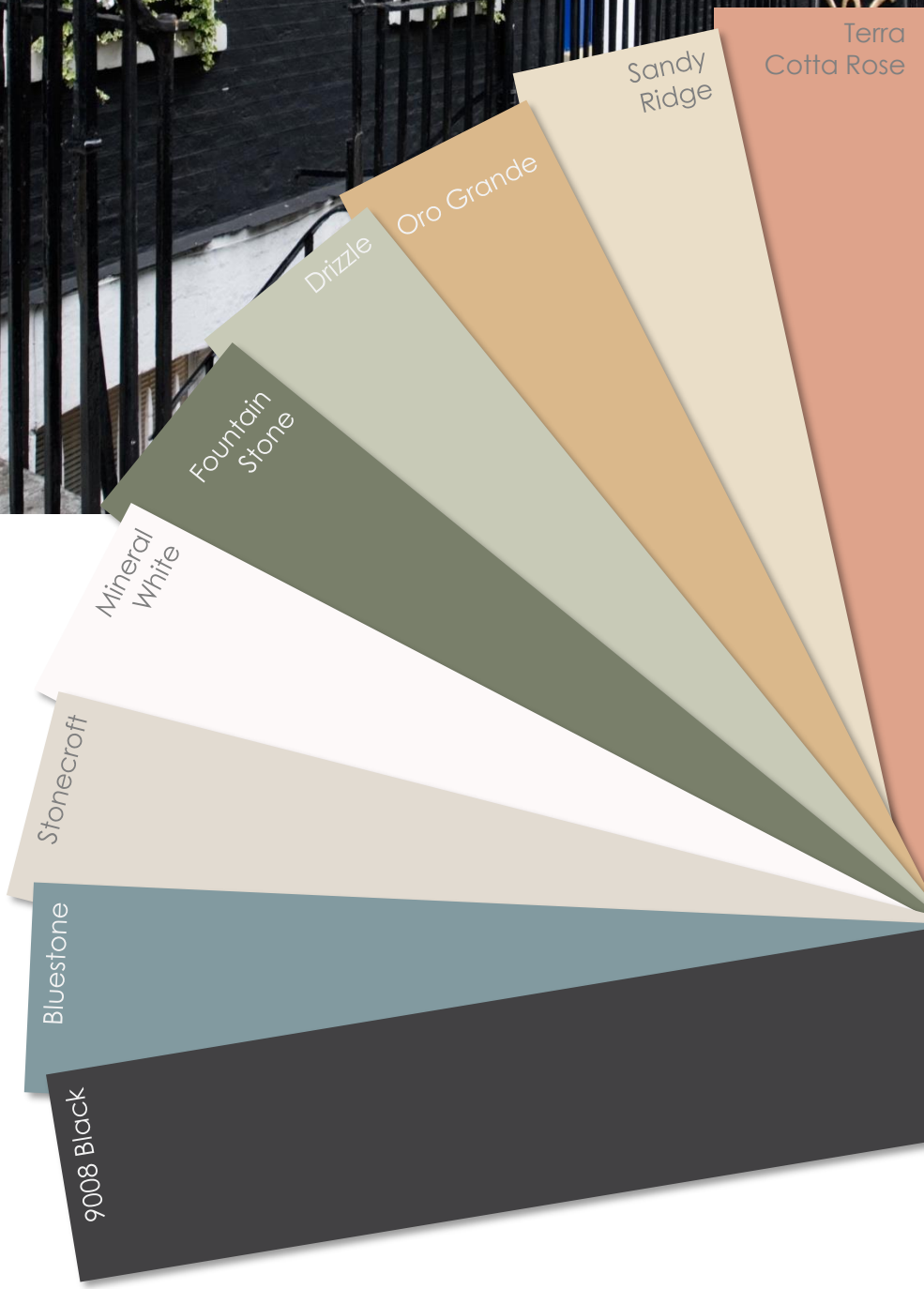
While the look and feel of Mineral Masonry Paint is stunning, it is easier to maintain and renew than ordinary house paints. It will never peel, bubble or blister, so you will never need to scrape surfaces of loose paint to ready it for another fresh coat. Simply wash aged surfaces to remove dirt, dust or bio-growth, then refresh with another coat. It's that simple. And adding layers of new paint never changes the breathability of the finish. Additional layers simply add more character to the finish and never locks in moisture.

# MINERAL MASONRY PAINT COLORS *are* RARE *and* EXTRAORDINARY

Mineral colors are gorgeous and radiate natural light in a way no other paint can. Granital sparkles in bright daylight yet looks radiant on gloomy days. Sunlight is radiated across the mineral surface and never glares or shines—mimicking the look and feel of the original brick, masonry or stucco. And mineral silicate surfaces react to rainwater naturally darkening when wet and damp, giving your exterior façade a unique look that is weather dependent.

Here are some of our favorite colors for brick. Or we can custom-match most any color!







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KEIM  
COLORS FOREVER.

