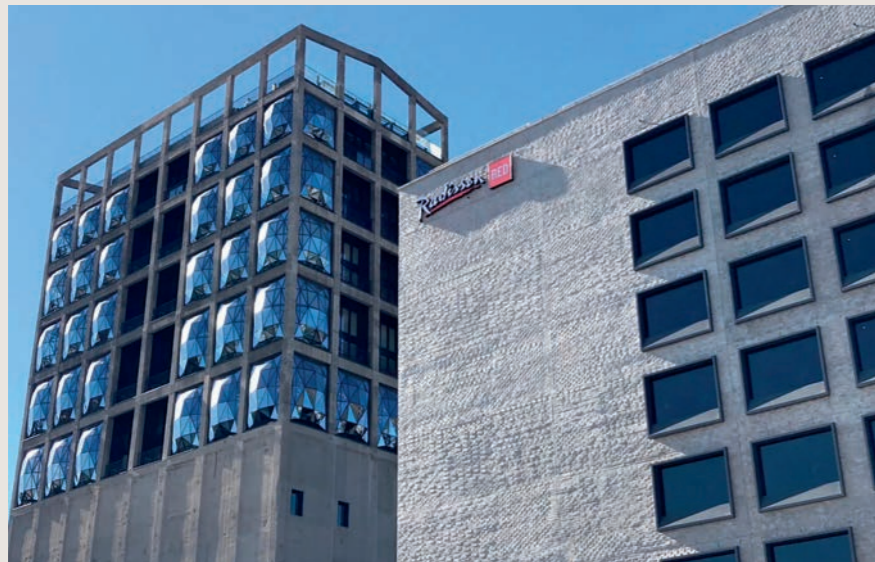




EXCLUSIVE DESIGN IN THE HOSPITALITY SEGMENT

FOR PLACES WITH INDIVIDUAL CHARACTER AND ATMOSPHERE

THE WORLD'S MOST
RENOWNED HOTELS PUT
THEIR TRUST IN KEIM.



From the left:
Hotel Nobu, Warsaw
Hotel Raffles, Singapore
Hotel Radisson, Cape Town
Hotel Ritz, Madrid



BETWEEN TRADITION AND INNOVATION

KEIM. COLOURS FOR LASTING VALUE



Cover and above: Hotel Warszawa, Warsaw

MORE THAN 140 YEARS OF MINERAL EXPERTISE

For more than 140 years, the KEIMFARBEN brand has embodied high aspirations in terms of the durability and quality of its paint products, underpinned by continuous innovation. The "secret" of its unsurpassed durability and colour stability lies in the combination of liquid potassium silicate as binder, mineral fillers from natural sources and inorganic colour pigments. KEIM has been offering healthy interior paints for 40 years.

THE NEW LUXURY: SUSTAINABILITY

The world's leading specialist for mineral building products achieved a quantum leap in 2022 with Cradle to Cradle Certified® certification for more than 60 products in the interior and façade paints segments, as well as concrete and wood coating systems. All products obtained silver certification together with the C2C Certified Material Health Certificate™ Level Gold. Gold certification from the independent Cradle to Cradle Products Innovation Institute in San Francisco is granted only to products that contain absolutely no substances from the list of banned chemicals and that do not pose any danger to health or to the environment.





FEEL GOOD ON ARRIVAL

HOTELS – MORE THAN JUST A PLACE TO STAY

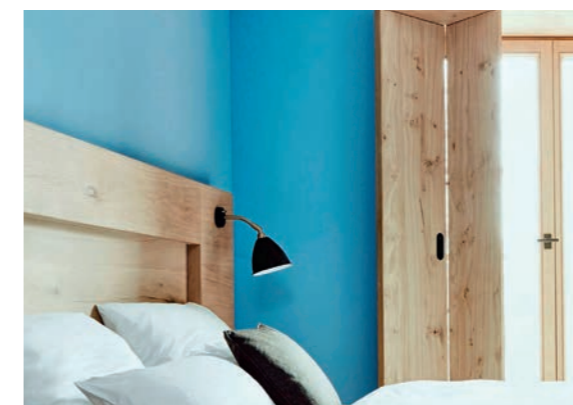


FIRST IMPRESSIONS COUNT

That applies to buildings and rooms as well. Whether guests use hotels for business, a wellness holiday or a city trip, the most important thing in the hospitality sector is that they feel good and come back again. The hotel's identity must be made perceptible, whether cosy or calming, luxurious or trendy, cool or dreamy ... architecture, colour design and furnishings combine to create unique rooms that make guests feel good and provide them with that certain something. Because second impressions also count.

LIVE DIFFERENTLY FOR A WHILE

Hotels need atmosphere, because guests today are looking for more than just a place to stay. They expect an enriching experience, and preferably also inspiration for their own four walls. It's important to coordinate the right products and materials that also fulfil a wide range of requirements: they should combine cosiness with hospitality and offer guests new visual and haptic experiences. At the same time, they must be extremely hard-wearing, easy to clean and as durable as possible, while complying with a whole number of standards and specifications.



The innovative products by KEIM meet all these demands. Creative design concepts that combine functionality, individual character, authenticity and design create harmonious worlds that offer an inspiring experience.

From the left:
 Hotel RIU, Madrid
 Hotel Pod Roza, Krakow
 Hotel Wedina, Hamburg

AMBASSADOR FOR QUALITY AND CHARACTER

THE HOTEL FAÇADE

FAÇADE = VISITING CARD

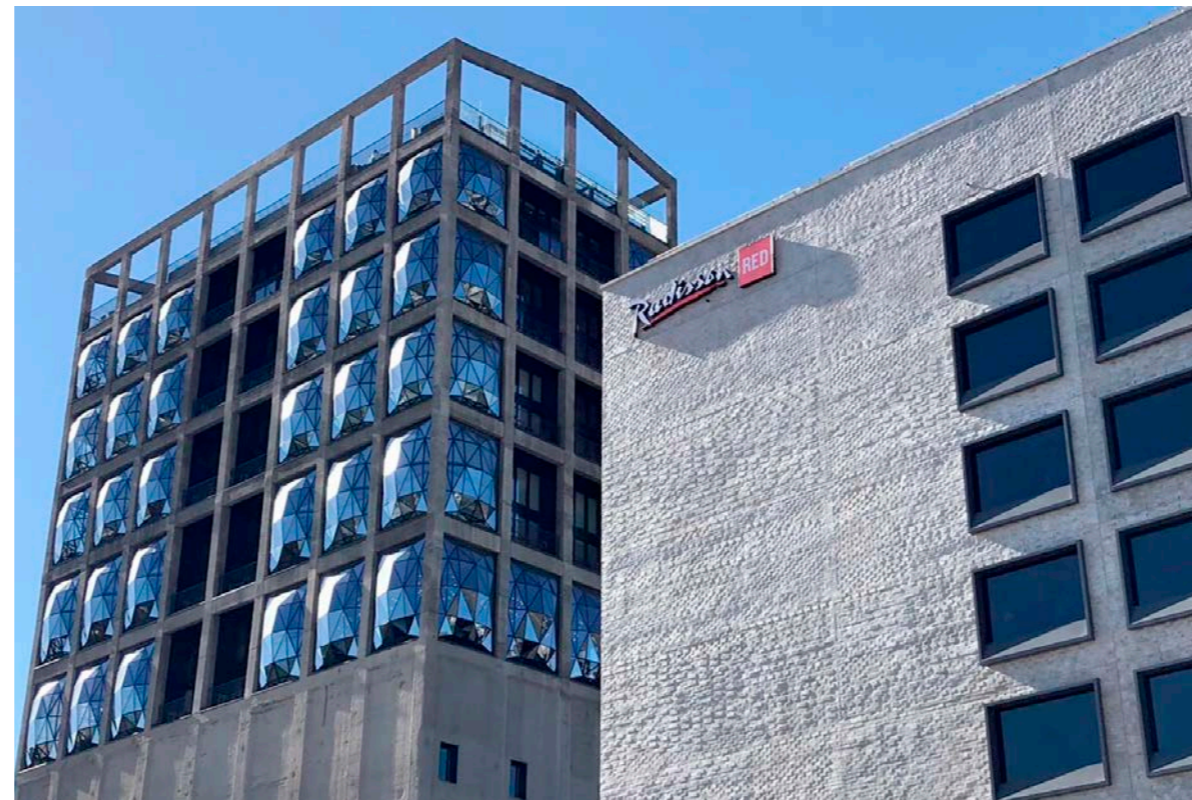
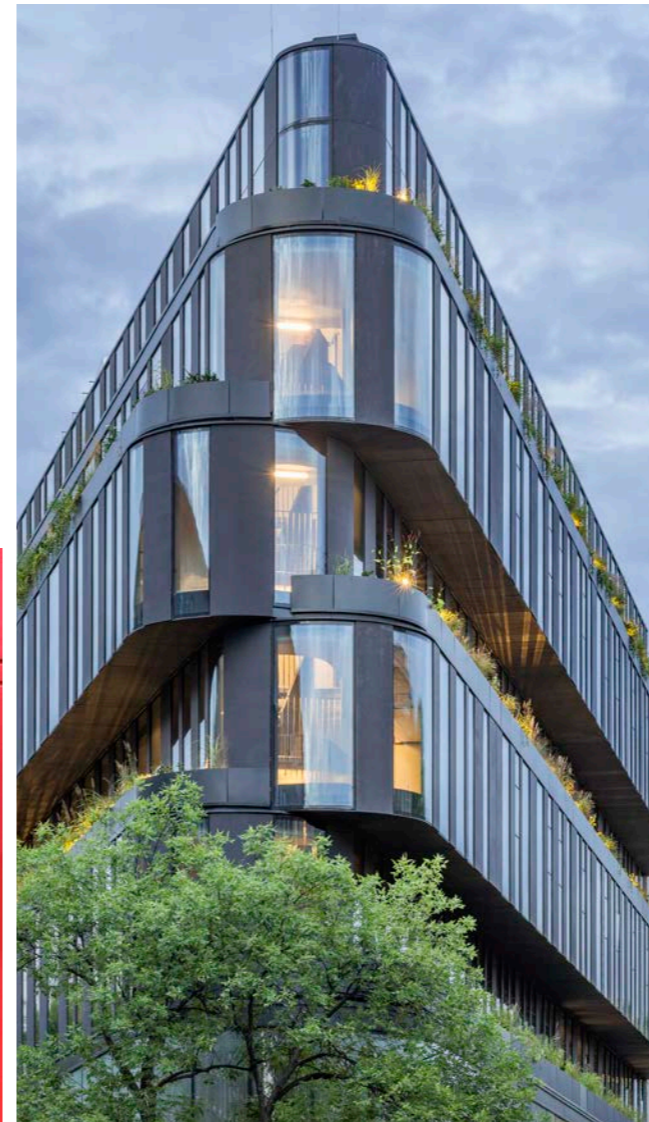
Façades are far more than just the building envelope and are not just functional in their purpose. They are the visiting card of a building and reflect its quality and character. For hotels, they are a striking design element that makes them stand out from other buildings and visually conveys the interior to the outside.

Whether trendy urban designer and boutique hotels or extravagant spa hotels inspired by the surrounding countryside, there are almost unlimited design possibilities available for individual façade concepts.

MINERAL PAINTS: PROTECTION AND DESIGN

Besides illuminated or metallic façades with customised patterns or lettering, and printed façades communicating the logo and corporate design, façade paints have a very important role to play in terms of design. They are not merely a decorative element, but also offer protection from all kinds of weather, keep out rain and heat, withstand storms and influence the climate inside the building.

Mineral paints by KEIM stand for particularly durable façades because the ingredients are extremely UV-stable. The oldest known originally preserved KEIM façade coatings are already more than 130 years old today. In contrast to emulsion paints or silicone resin binders, silicate façade paints do not get brittle and crack. The quality and durability of our products allow us to give a 20-year colour shade guarantee for façade paints.

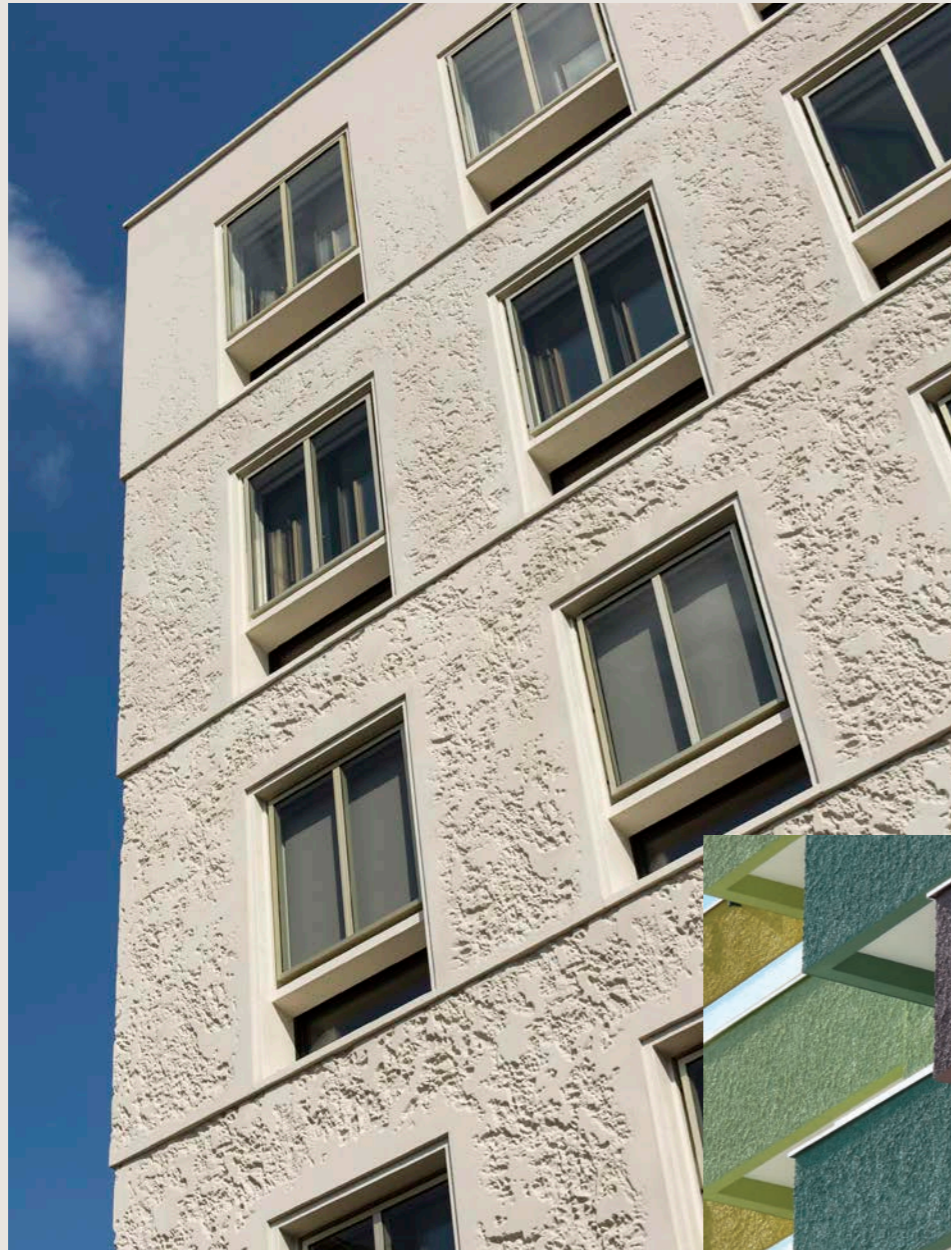


Von links:
 Hotel Wedina, Hamburg
 Hotel Nobu, Warsaw
 Hotel Drumlerhof, Sand in Taufers, South Tyrol
 Walt Disney World Swan Reserve, Florida
 Hotel Radisson, Cape Town

WALT DISNEY WORLD SWAN RESERVE

A luxurious boutique hotel in the Walt Disney World Resort in Orlando, Florida. KEIM Soldalit was used for the colour design of the façade. Prefabricated concrete slabs were painted already in the manufacturer's production facility and then attached in such a way as to emulate the shimmering water of the nearby lake.





FOR PERMANENTLY BEAUTIFUL HOTEL FAÇADES

CREATIVE RENDER AND COLOUR DESIGN



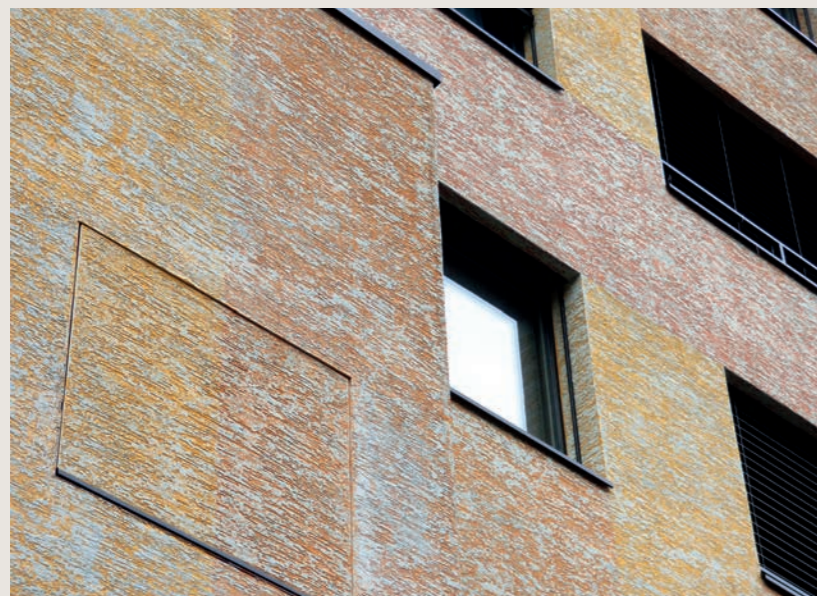
Hotel Drumlerhof, Taufers, South Tyrol



SUSTAINABILITY FOR ALL THE SENSES

In the hospitality trade, luxury and sustainability are not opposites but work together as future concepts. Façade design attributes growing significance to natural authenticity and the wish for sustainable, regional materials and traditions, for subtle structures instead of smooth surfaces.

That is just one reason behind the renewed trend for designed render surfaces that were used mainly for traditional buildings for a long time. They offer huge scope for design and have great sensory qualities. Besides decorative products and materials that are important for the design, KEIM also offers renders for special requirements, such as renovating walls that have been damaged by salt and moisture. Mineral renders and paints are unrivalled anyway when it comes to durability.



5-STAR HOTEL IN SINGAPORE

MARINA BAY SANDS



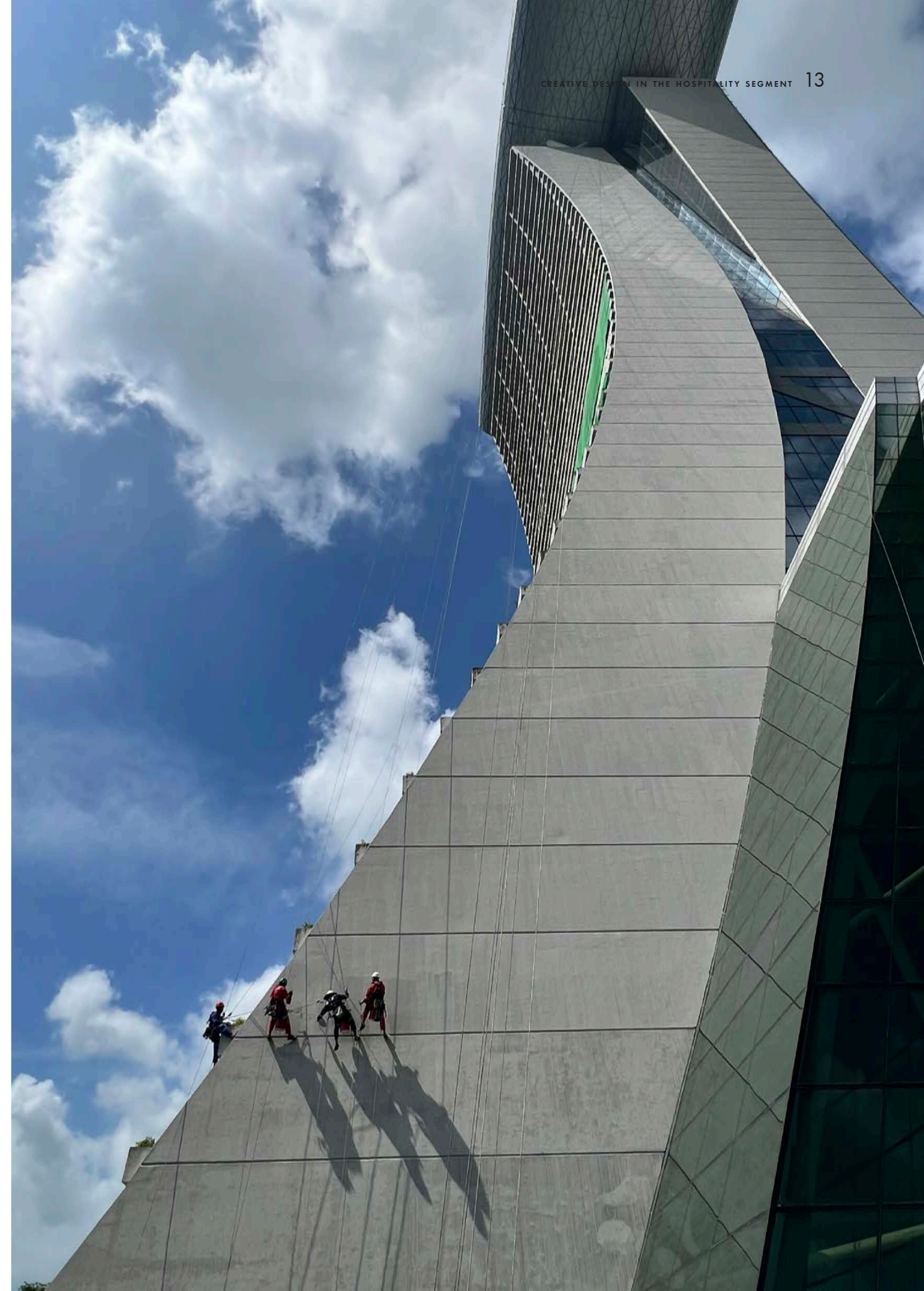
A BUILDING OF SUPERLATIVES

A huge sign in the skyline: architect and Harvard professor Moshe Safdie has set a new landmark with this 5-star hotel, including a spectacular roof terrace and the world's largest outdoor pool. 2,561 rooms are shared out between the three hotel towers. Altogether the building is 191 metres high and has 57 floors.

The hotel has been repeatedly painted with a KEIM facade paint. Not because it was necessary, but because according to Singapore Law, buildings have to be renovated every six years.

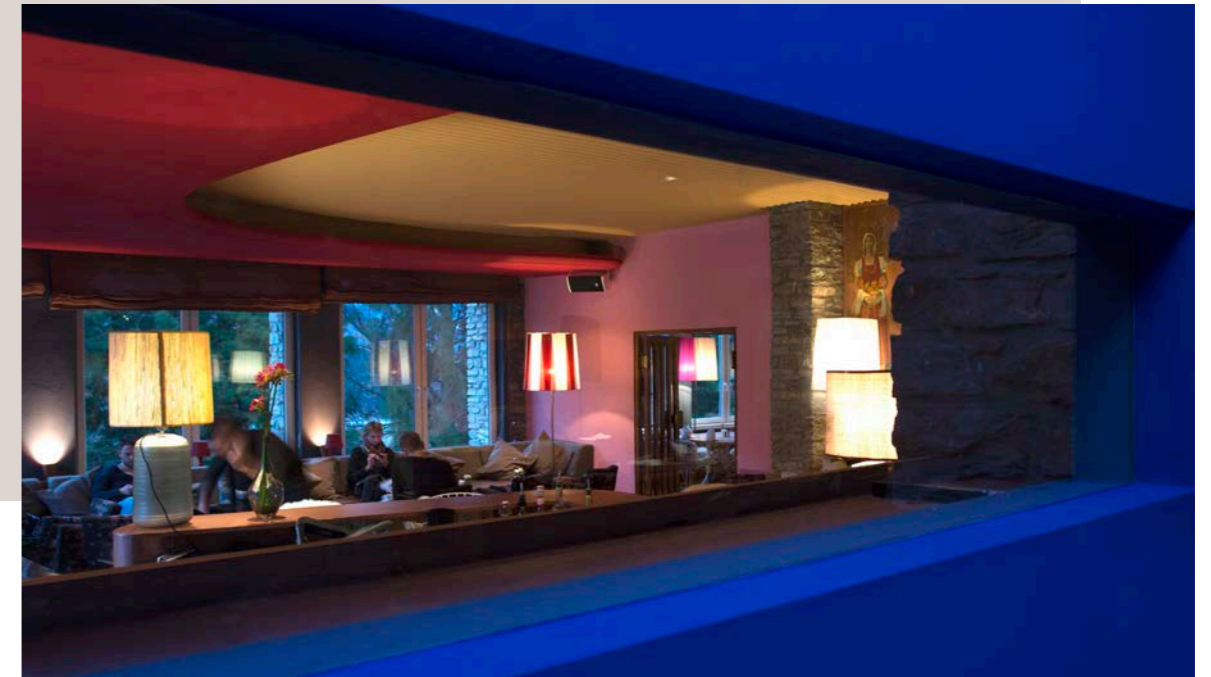
„Architecture should be rooted in the past, and yet be part of our own time and forward looking.“

Moshe Safdie, architect



FEEL-GOOD COLOURS

FOR ROOMS FULL OF EMOTION



TEMPORARY FEEL-GOOD OASES

Ideally, hotels offer an inspiring experience. Guests come and delve in for a while before moving on again. This temporary aspect makes it possible to use shapes, materials and colours that you could possibly get tired of in the long term. The colour is the key element contributing to a unique atmosphere. After all, wall colour has a considerable influence on room climate and air quality. Room air that contains harmful substances, resulting for example from the interior paint, not only makes it unpleasant to stay in the room but is also harmful to our health. And a healthy environment should be the number one priority for guests and staff alike.

HEALTHY INTERIOR PAINTS

Mineral paints by KEIM are first choice not just for the façade but also for the interior. After all, they contain neither solvents nor plasticisers nor preservation agents. KEIM Biosil for example is a silicate interior paint that is also suitable for allergy sufferers, as confirmed by the "Suitable for allergy sufferers" certificate (IUG - Institute for Environment and Health). KEIM Innostar and KEIM Ecosil-ME are resistant to disinfectants, which makes them particularly ideal for heavily used and highly frequented areas such as hotel rooms.



From the left:
 Hotel Wedina, Hamburg
 Hotel Miramonte, Bad Gastein
 Steakmanufaktur, Augsburg

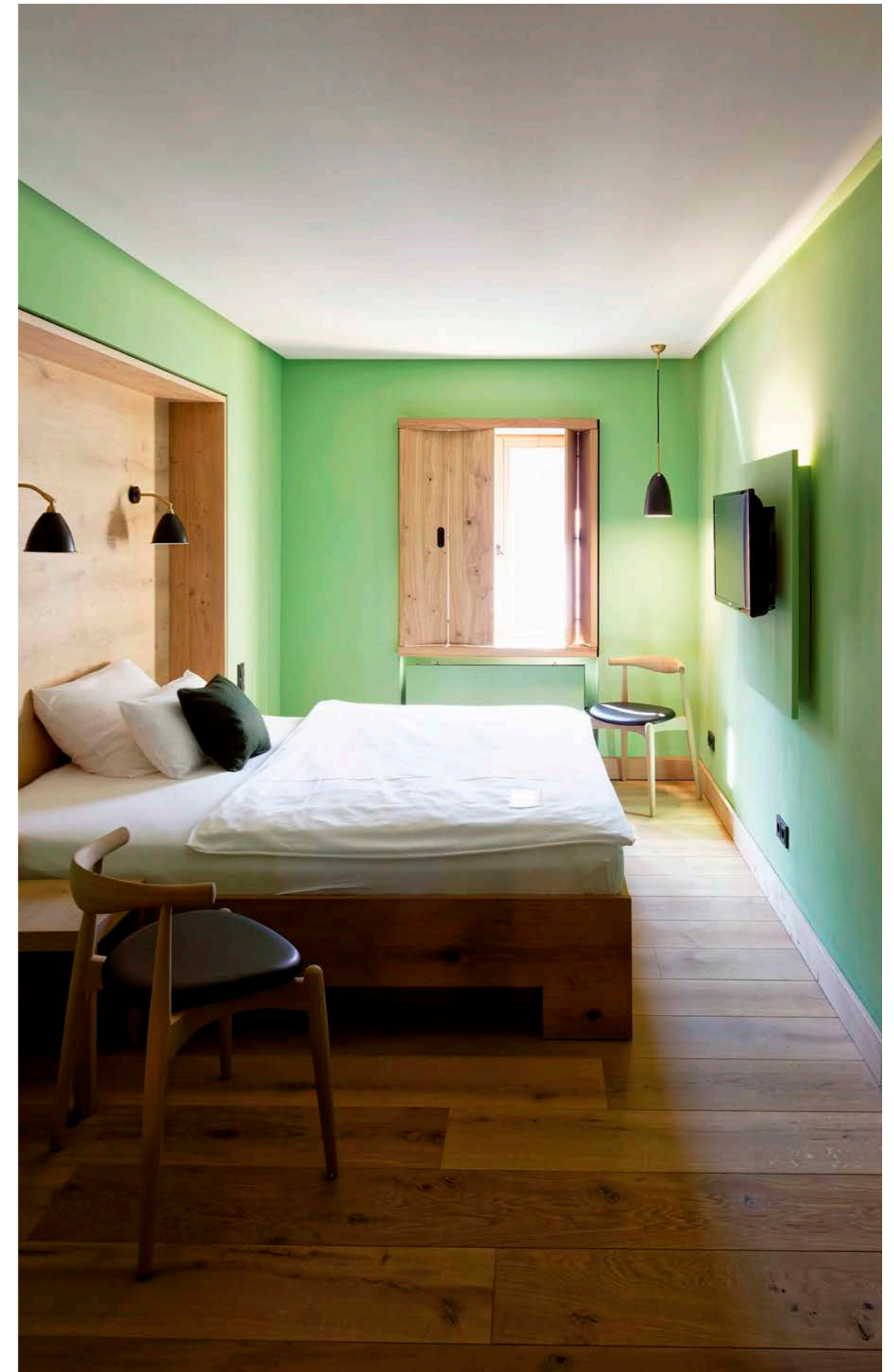
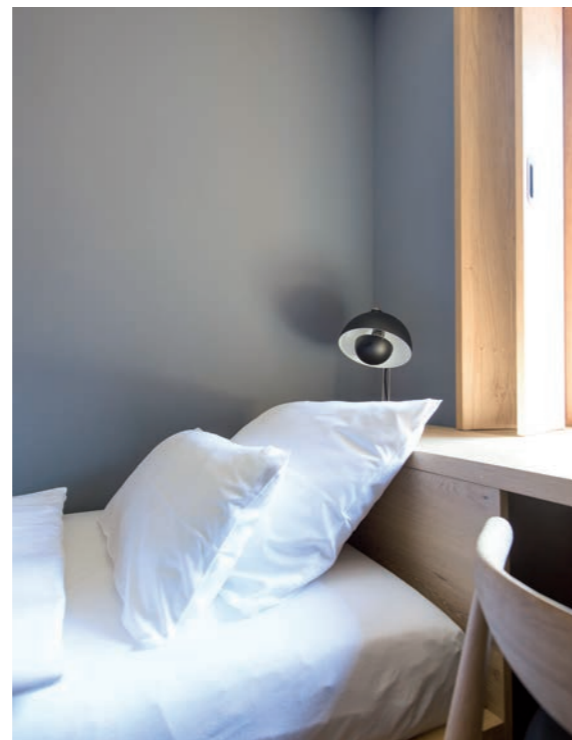
WITH THE FLAIR OF THE IDIOSYNCRATIC
HOTEL WEDINA



FACELIFT FOR A CITY HOTEL

To renovate the building in the Hamburg district of St Georg, architect Dirk Michel focused primarily on colour. To start with, the entire façade was repainted in two bright red shades. KEIM paints were also used for the colour design of the rooms. Darker colours can be found in the “bel étage” on the first floor and in rooms with a generous height, while the smaller rooms have lighter colours.

Guests like the strong colours in particular. People who are travelling seem to appreciate interiors with an expressive colour design as a special experience, while preferring far more subtle colours for their own home.



THE MAGIC OF COLOUR

INTERIOR INSPIRATION

INTERACTIVE SPACE: THE HOTEL LOBBY

The design of a hotel lobby has to meet a wide range of needs. This is where guests check in and out, where business travellers come together for spontaneous meetings, where people talk or simply watch the world go by ...



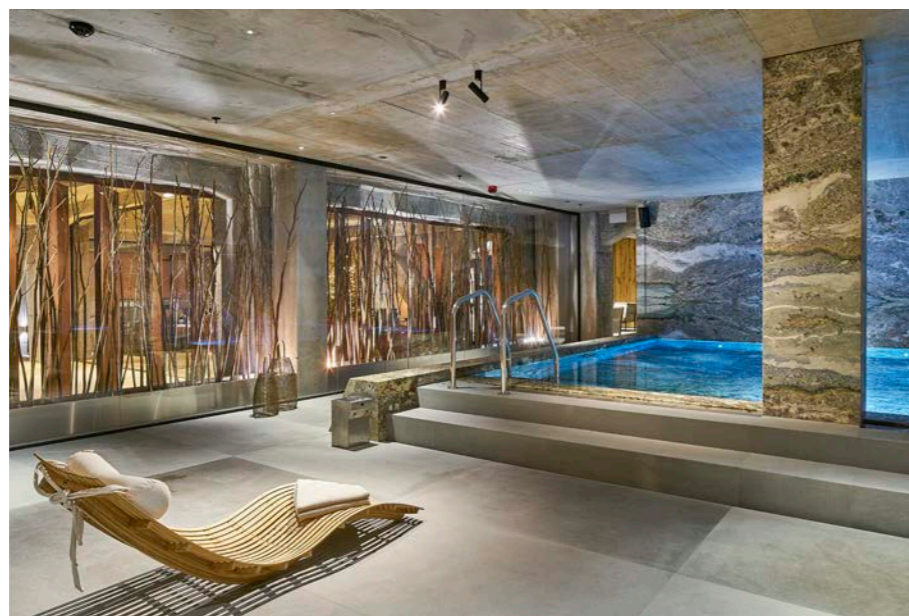
CULINARY DELIGHTS IN AN INVITING ATMOSPHERE: THE HOTEL RESTAURANT

Recent studies indicate that guests coming to a restaurant expect not only a culinary experience and appealing food design but also a well thought-out room and design concept.



FOR INDULGENT RELAXATION: THE SPA

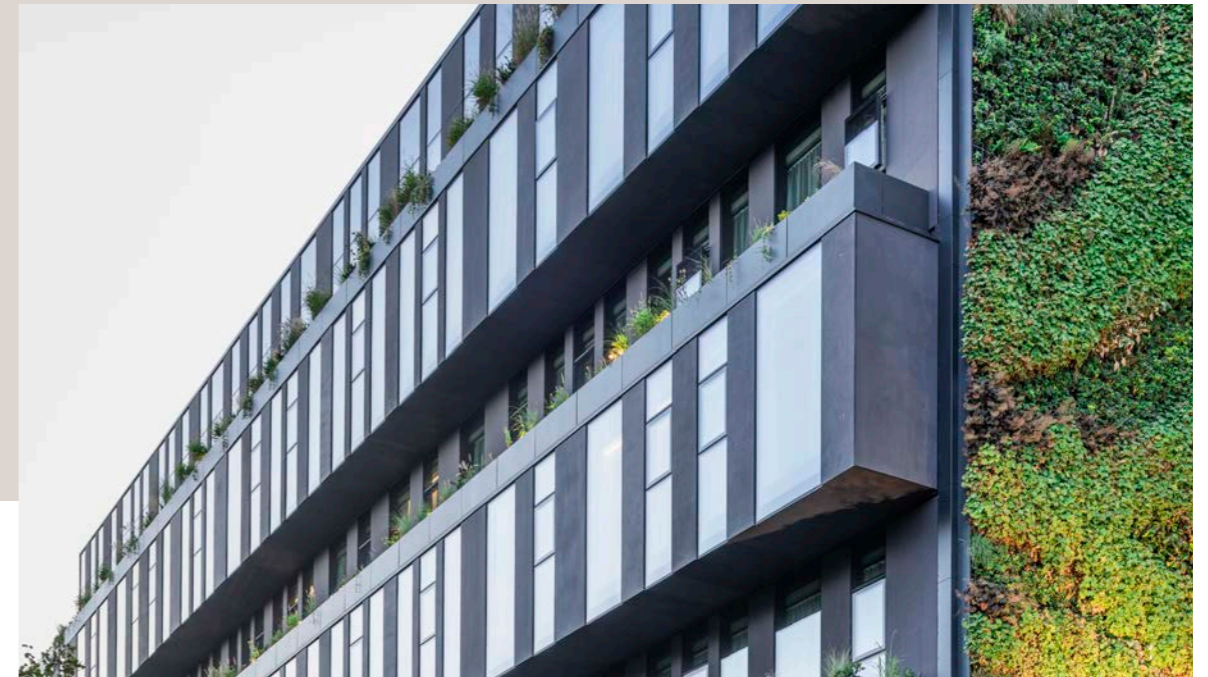
The well-being of the guests is central to the design, with colours and materials that harmonise well together.



Von links:
 Hotel Warszawa, Warsaw
 Hotel Miramonte, Bad Gastein
 Hotel Pod Roza, Krakaw
 Hotel Pod Roza, Krakaw
 Eventlocation Gebrüder Fritz Berlin

A BUILDING MATERIAL AS VERSATILE AS LIFE ITSELF

CONCRETE IN THE LIMELIGHT



Left: Hotel Warszawa, Warsaw / Above: Hotel Nobu, Warsaw

PURISTIC AND TRENDY

For many years, concrete was thought to be cold, dreary and grey. Despite being the most frequently used building material in the world, this mixture of cement, sand and water had a real image problem for a long time. But the times are changing. Today, concrete is a trendy building material. The special aesthetics of fair-faced concrete make it popular with planners, designers and builders alike.

Equally suitable for designing façades or interiors, concrete is used in modern hotel architecture, for example, to give interior fittings a modern, industrial design. It can be combined with other materials such as wood, glass and metal to create a unique, contemporary look in reception halls or restaurants. Historical elements made of concrete are also deliberately used as creative elements and design accents in hotel renovation projects.

COLOURED CONCRETE

Concrete can be treated with coloured glazes to enhance its character while emphasising the texture and unique mineral impression. Silicate materials such as KEIM Concretal-Lasur do not form a film on the concrete surface like synthetic-based coatings. They create a bond with the substrate, allowing it to shine through while irregularities are evened out during the application process.

„My definition of a good hotel is a place I'd stay at.“

Robert De Niro



AESTHETIC CONCRETE

HOTEL WARSZAWA

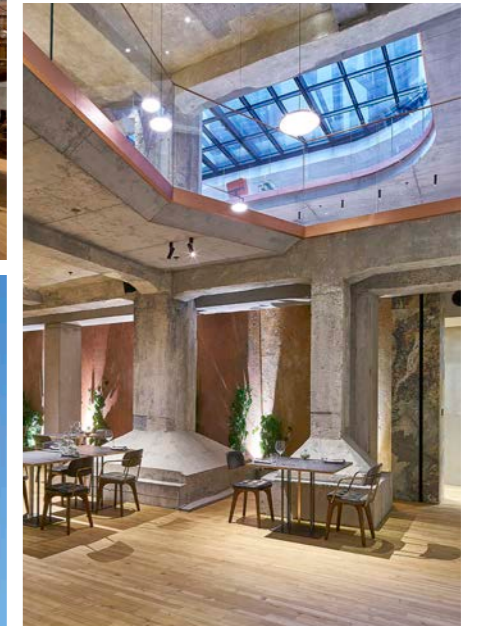
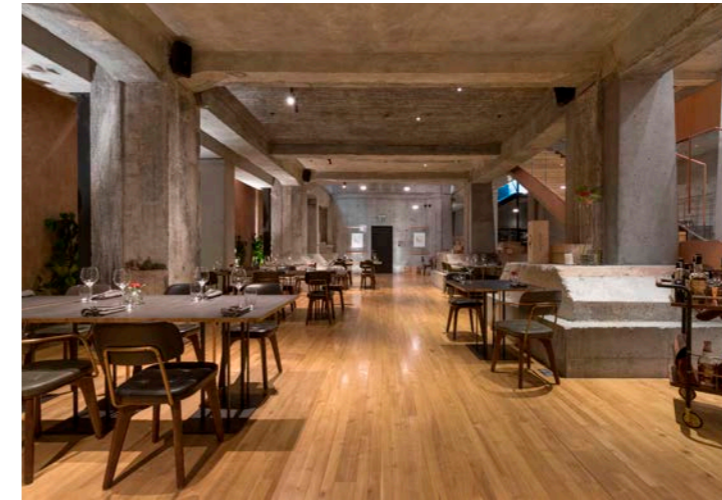
**THE OLDEST SKYSCRAPER IN TOWN**

It can be seen at a distance of more than 20 kilometres away: the Hotel Warszawa in Warsaw, the capital of Poland. The building with its 16 floors and a height of 66 metres was built in the 1930s using a steel framework construction. In those days it was deemed to be the highest building in Poland and the second highest in Europe.

After the war, all that was left was the steel framework and some structural concrete elements at the base of the building. The rest of the building fabric was destroyed. After being rebuilt in the early 1950s, it served as a hotel until 2002. It then remained unused until it was renovated and reopened as a luxury five-star hotel at the end of 2018, with a restaurant and bar, café and spa and 142 individually furnished luxury rooms and apartments.

DIALOGUE IN HISTORICAL CONCRETE

The hotel interior is dominated by materials such as concrete, wood, natural stone, copper and glass, which can be found throughout the lobby, in the rooms, in the spa and in the restaurant. The renovation work revealed various historical structural elements made of concrete, and it was decided that these should be shown deliberately as a design element. The concrete structures can also be seen in the hotel restaurant in the basement. They are combined in their rawness with other warmer-looking materials such as wood or copper. For some of the walls, the architects supplemented the historical concrete elements with concrete imitations created using a fine concrete filler. All walls and ceilings together with concrete structures in the interior were treated with products from the KEIM range.



HOTEL WARZAWA

The raw aesthetics of concrete are featured throughout the building. The lobby is designed in fair-faced concrete, combined with luxurious flooring and surfaces as well as selected furniture, with sculptural lighting objects setting the scene for it all.

AT A GLANCE

THE ADVANTAGES OF KEIM PAINTS



ECONOMICAL

- Unrivalled durability, colour stability and weather resistance
- Rooms can be used again quickly as there is no disagreeable paint smell
- Longer renovation cycles = lower maintenance costs



ECOLOGICAL AND HEALTHY

- Outstanding ecological profile for the entire life-cycle
- No added preservation agents, solvents and plasticisers
- Ideal for allergy sufferers



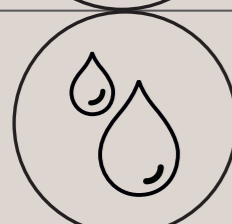
SUSTAINABLE

- Recyclable
- Foresighted for all generations
- Resource-friendly



DIRT RESISTANT

- Scarcely any dirt particles adhere to the surface
- Easy to clean
- Resistant to disinfectants



VAPOUR PERMEABLE

- Highest vapour permeability
- Ideal moisture balance
- Optimum protection from algal and fungal infestation



SAFE

- Non-flammable
- No toxic gases in case of fire
- No flaming droplets





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www.keim.com