



KEIM MINERAL PAINTS CASE STUDY CROW LEASOW FARM, LUDLOW

KEIM OPTIL® ONTO PREVIOUSLY PAINTED PLASTER



Drawing Room





Dining Room





Kitchen



CROW LEASOW FARM BED & BREAKFAST, MIDDLETON

Text kindly written and supplied by the owners "In 2019, we undertook a refurbishment of a Grade II* Jacobean and Georgian manor farmhouse in the South Shropshire Hills Area of Outstanding Natural Beauty. The house was to be opened as a hospitality business, to be included in the exclusive guides of Alistair Sawdays Special Places to Stay and Wolsey Lodges.

At around that time, some good friends had renovated a farmhouse in Nottinghamshire using English Heritage Architects. These architects had recommended KEIM Paints. Our friends told us of their happiness not only with the results, but also happiness with the involvement and sound advice offered by KEIM - hence, midway through the work, with rainbows of colour samples to choose from, we sought the help of KEIM!

We discovered that KEIM just happened also to be in Shropshire, which, given the pressured deadlines, proved extra helpful! We had a film crew documenting our progress and their filming schedule was in fact even tighter than ours - trying to be ready for guests at the earliest opportunity. Theirs was to do with the crew moving on to follow the next subjects so the pressure was tangible!

A representative, Bryan Roe of KEIM Mineral Paints, came to visit very quickly after my obviously distressed phone call to the Telford office. Good professional advice dispensed. Their colourist, Nicola Young, was offered and also visited rapidly. Decisions made. We needed to be as photogenic as possible, and I wanted to be in tune with the eras of the two halves of the house. This was eco-friendly paint performance within an old listed building as well as the paint colours and the depth of finish.

The fact that these credentials were all met together with finding the costs to us were significantly lower than the brands we had first considered was icing on the cake.

Consequently, we have no hesitation recommending KEIM Paints and in fact our last guests who have a project in North Norfolk called KEIM whilst sitting at the breakfast table last week to arrange a visit!"

WHAT IS KEIM OPTIL®?

[KEIM Optil®](#) is a mineral premium quality paint specifically formulated for elegant interior applications, giving intense, lightfast colour shades.

Key features & benefits:

- Breathable
- Water vapour permeable
- Resists algal and fungal growth
- Non flammable - A2-s1, d0
- Lightfast
- UV stable
- Mineral matt
- Low VOC
- Odourless
- Easy and safe application
- [Natureplus Certification](#)
- Cradle to Cradle Certified®



CREDITS

Client: Sally & Robin

Location: Crow Leasow Farm Bed & Breakfast, Middleton, Ludlow, Shropshire, SY8 3EE

Project Photographs: The Owner

Completed: 2019





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