



CRADLE TO CRADLE – SUSTAINABLE CONSTRUCTION

CIRCULARITY AND HEALTH FOR GENERATIONS

FROM PRODUCT IDEA TO CIRCULAR ECONOMY

A building like a tree, that „cleans water and air, produces oxygen, generates soil and nutrients“. That is the vision of Professor Michael Braungart, who developed the C2C design concept – a holistic approach to product design, manufacturing methods and processes that takes account of the entire life cycle. The great challenge is not to minimise the use of resources but to manage them in cycles, with the aim of doing things better, rather than less badly.

CIRCULARITY AS A MATTER OF PRINCIPLE

The guiding principle pursued by company founder A.W. Keim was to take a mindful look at the future and coming generations. With our products and our entrepreneurial activity, we have remained consistently true to this principle for more than 145 years. And we are consequently moving on from a linear to a circular approach in order to face up to the requirements of the EU Green Deal for a lifecycle-based “design for sustainability”, making an essential and measurable contribution to the circular economy. Certifying our products according to the Cradle to Cradle Certified® Products Program is therefore not our final objective but an important step on the way to a circular industry.

COMPREHENSIVE CERTIFICATION PROCESS

Cradle to Cradle Certified® is the world’s most advanced, science-based standard for designing and making products today that enable a healthy, equitable, and sustainable tomorrow. Cradle to Cradle Certified® is a registered trademark of the Cradle to Cradle Products Innovation Institute (C2CPII). The products are assessed according to differing criteria in 5 comprehensive categories: material health, material reutilization, renewable energy, water stewardship and social fairness. Independent third parties examine and assess the substances contained in all products. To this end, KEIM worked with the accredited assessor EPEA – Part of Drees & Sommer from Hamburg. The successful audit was confirmed by the Cradle to Cradle Products Innovation Institute.

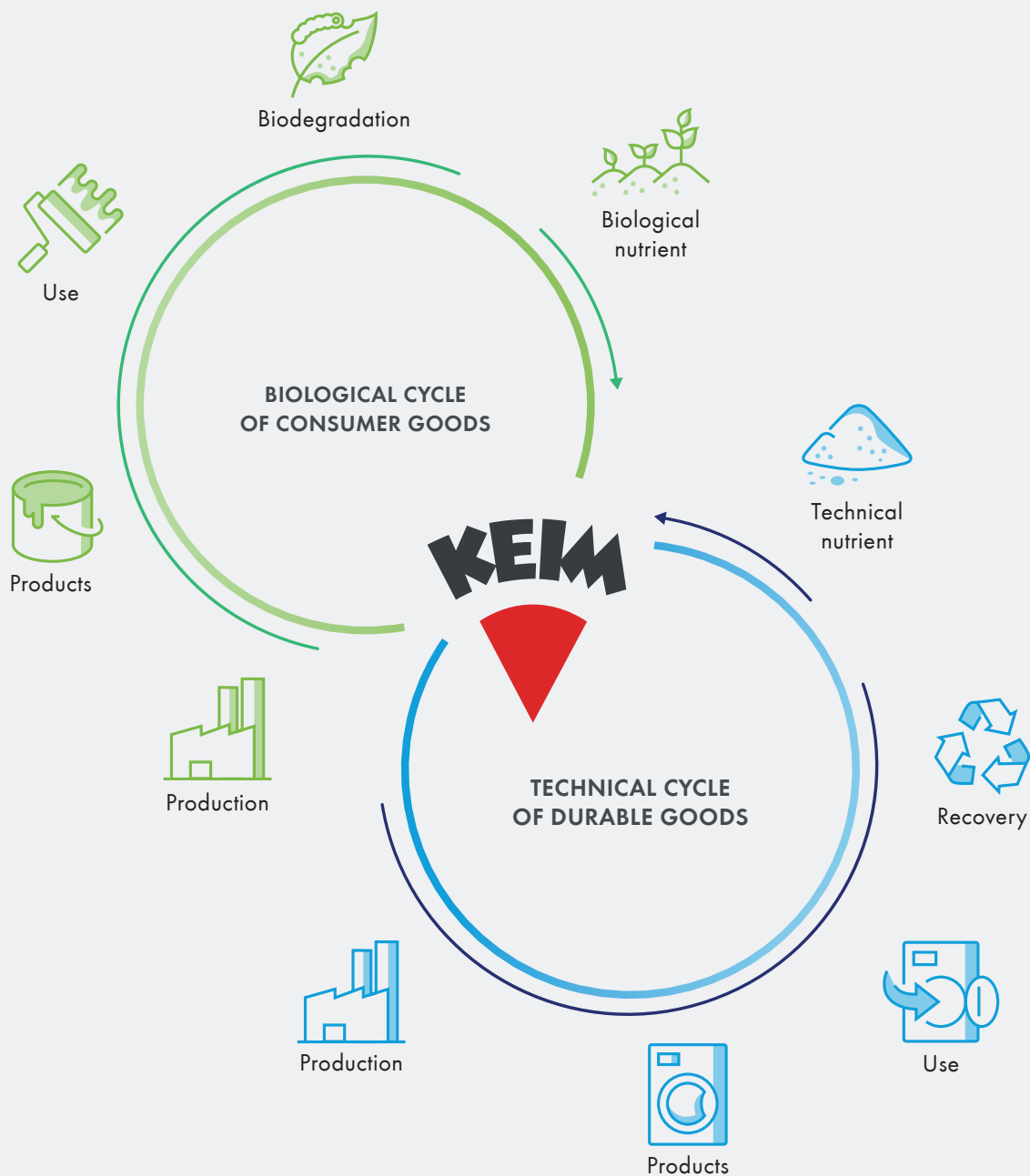


Rüdiger Lugert,
Managing Director KEIMFARBEN



Cradle to Cradle Certified® stands for a continuous improvement process. Recertification is carried out every 2 years to avoid stagnation and to verify product and process optimisations.

„As leading specialist for mineral building protection, we are called upon to think ahead to a liveable future and to act accordingly already now in the present. Cradle to Cradle Certified® confirms that we do justice to this responsibility – not just with our products and system solutions but also with our social commitment inside and outside the company.“



CRADLE TO CRADLE CERTIFIED®

The Cradle to Cradle Certified® certificate sees materials as substances that are made available to new processes after use. All substances contained in the products must therefore be assessed scientifically for circularity, in order to make a useful contribution to the environment from production via utilisation through to returning the substances to the cycle. A distinction is made between commodities and consumables. When commodities come to the end of their use, they are disassembled into pure-grade raw materials and returned to a technical cycle. At the end of the use phase for consumables, these go back into the natural, biological cycle. Paints are allocated to the biological cycle. They are „consumed“ during use and their component parts are returned

to the environment in the long term through erosion, wear etc. KEIM paints are made of mineral and natural raw materials and already protect or improve the biosphere while in use. They are extremely durable and also score with attributes such as their ability to degrade air pollutants, or their particularly high vapour permeability. We are convinced that the industry's innovation capabilities will offer new recovery possibilities in future and that urban mining will become a serious source of raw materials. Our C2C certified products already lay the cornerstone for the future, precisely because the end of life of a building lies far ahead, with the need for renovation and maintenance of its component parts in the meanwhile.



BETTER GREEN BUILDINGS WITH KEIM

ROLE MODEL FOR CIRCULAR PRODUCTS



Marina One Singapore, KEIM Concretal-Lasur; on the left: Alnatura Campus Darmstadt, Germany, KEIM Lignosil-Inco

KEIM has always been a pioneer when it comes to sustainability and takes the lead in the construction industry with the certification of 80 products in 2 product groups. This accounts for more than 85 % of KEIM's paint sales. All products received the Cradle to Cradle Certified® certificate in silver. During certification, the products and processes were assessed in the following 5 categories.



material health

All contained substances were identified and subject to independent toxicological assessment. It is guaranteed that they do not contain any forbidden substances from the Banned List. C2C certified products are neither a health risk nor an environmental risk.



material reutilization

All products are assessed according to the circularity index and ensure trouble-free recycling capability, thus safeguarding the effective use of finite resources.



renewable energy

The amount of energy consumed during the production process was recorded, together with the share of renewable energy. KEIM uses 100 % green electricity in its production process. C2C certified products contribute towards energy security and energy independence.



water stewardship

Water is acknowledged as a valuable resource and water catchment areas are protected to keep clean water available for people and all other organisms. C2C certified products maintain and improve the quality of water.



social fairness

Social commitment and working conditions are assessed along the entire supply chain. C2C certified products help to respect human rights and contribute to a fair, just society.

Scan QR code
to find out more:





MINERAL PAINTS FOR MINERAL SUBSTRATES



KEIM INTERIOR PAINTS For a natural well-being. Interior paints have a significant influence on the quality of the ambient air and should therefore be chosen carefully. KEIM interior paints are without added preservation agents, solvents and plasticisers.

KEIM EXTERIOR PAINTS Unrivalled colour stability. KEIM exterior paints are extremely durable, lightfast and UV-resistant as well as weather-resistant for decades. They are very economical in the long term, resource-friendly and prevent algal and fungal infestation.

KEIM CONCRETE SYSTEMS The beauty of concrete. KEIM mineral paints and glazes are given the character of concrete – even when coloured. Mineral matt protection for pure concrete aesthetics.

		Mineral paints for mineral substrates KEIMFARBEN GmbH Version 3.1 / Renewal 03 August 2026				
		BASIC	BRONZE	SILVER	GOLD	PLATINUM
MATERIAL HEALTH					●	
MATERIAL REUTILIZATION				●		
RENEWABLE ENERGY					●	
WATER STEWARDSHIP					●	
SOCIAL FAIRNESS					●	

MINERAL PAINTS FOR

NON-MINERAL SUBSTRATES



KEIM WOOD SYSTEMS New standards in terms of wood aesthetics and wood protection. Innovative wood paints and glazes for a sustainable building material with tradition and a future. KEIM wood paints are extremely weather-resistant and durable. They offer outstanding moisture protection and are lightfast and UV-stable.



Mineral paints for non-mineral substrates

KEIMFARBEN GmbH

Version 3.1 / Renewal 03 August 2026

	BASIC	BRONZE	SILVER	GOLD	PLATINUM
MATERIAL HEALTH				●	
MATERIAL REUTILIZATION			●		
RENEWABLE ENERGY				●	
WATER STEWARDSHIP				●	
SOCIAL FAIRNESS				●	



COLOURS FOR EVER.

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