



**KEIM MINERAL PAINTS  
CASE STUDY: PORTMEIRION, GWYNEDD**

**KEIM GRANITAL® ONTO RENDER**











# PORTMEIRION VILLAGE, GWYNEDD

KEIM Granital has been lovingly applied by Martin & Nigel, the local decorators, for over 25 years at the beautiful Portmeirion Village.

Portmeirion is a hotel resort and a popular visitor attraction on the coast of Snowdonia National Park in Wales. It was created by Clough Williams-Ellis, a Welsh architect, from 1925 to 1976 and is now owned by a registered charity called Ymddiriedolaeth Clough Williams-Ellis Foundation. Portmeirion was built to show how developing an aesthetic village with sufficient skill and care can enhance the natural environment and surroundings. This being said, it has been named one of Britain's most beautiful seaside villages with over 200,000 visitors per year. Portmeirion has expanded over the years and currently has 2 hotels, 13 cottages, shops, spas, cafes and restaurants, all of which have a listed building status.

KEIM Granital has been used throughout the village of Portmeirion with almost all buildings decorated using this traditional external paint system. KEIM Granital was chosen due to the colour availability along with its proven long-life decorative and protective integral finish. It is essential with old buildings that moisture is not trapped in the structure where it can cause damage. KEIM Granital allows the substrates to breathe, in excess of 96% moisture vapour permeability, as well as the other inherent benefits of a mineral paint system.



# WHAT IS KEIM GRANITAL®?

[KEIM Granital®](#) is a classic mineral, matt finish silicate based paint for use on all forms of external mineral substrates.

## Key features & benefits:

- Environmentally friendly
- Breathable
- Extreme long life/durable
- Low VOC
- Increases light reflectivity
- UV stable
- Resistant to fungal & algae growth
- [Natureplus Certification](#)

[KEIM Granital® Dilution](#) is the silicate based dilution and primer for highly absorbent surfaces.



# CREDITS

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**Decorator:** Portmeirion Limited

**Location:** Portmeirion Village, Minffordd,  
Penrhyndeudraeth, Gwynedd, LL48 6ER

**Project Photographs:** Portmeirion Limited





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