



KEIM INNOSTAR; Simply the best

Our very best interior wall paint, KEIM INNOSTAR, is ideal for applications where a sustainable, healthy, and durable, velvety matte flat finish is desired. It is certified to be good for our planet and people and is equitably sourced and made.

Its innovative sol-silicate binder makes it self-priming on most surfaces, even on previously painted walls and ceilings. With remarkable hiding power, it typically requires only one coat, even when using deep, dark colours.

The velvety finish not only provides the highest scrub resistance but also radiates light, providing brighter, truer colours.

- Ultra-high hiding in a single coat
- Luminous high reflectance white
- Intense lightfast colour shades with unique depth of colour
- Optimised finish for walls with glancing light
- Natural Dehumidification
- Highly vapour-permeable
- Best-in-class wet abrasion resistance
- Easy to use—extremely low odour
- Incombustible (corresponding to DIN 4102-A2, certified)
- Hinders mould growth (certified resistance to fungi)
- No preservatives, solvents, plasticisers, or biocides added
- Ecological with very low environmental impact
- Meets Green Building Council sustainability standards.
- Durable and low maintenance with a superior matte finish.



	ACRYLIC PAINT	KEIM INNOSTAR
DURABILITY & LIFESPAN	Prone to cracking, peeling, and fading over time; requires regular maintenance.	Chemically bonds with the surface, lasting decades with minimal maintenance.
UV & MOISTURE RESISTANCE	Organic pigments degrade under UV exposure; forms a film that can trap moisture.	Inorganic pigments resist UV fading; breathable, allowing moisture to escape.
PROTECTION & ALKALINITY	Forms a surface layer that deteriorates over time; neutral pH does not resist microbial growth.	Becomes part of the substrate; naturally alkaline, preventing mold and bacteria.
ECO-FRIENDLINESS	Contains plastics, may release microplastics, and can include VOCs.	Made from natural minerals, free from plastics and VOCs, environmentally friendly.



Cradle to Cradle Certified is a globally recognised standard for designing & manufacturing products that are healthy, equitable, and sustainable. KEIM proudly meet the worlds most rigorous sustainability standards.



SCAN TO ACCESS COLOUR SWATCHES, SAMPLES & APPLICATION GUIDES FOR KEIM INNOSTAR



INTERIOR PAINT

KEIM is the innovator of the healthiest paint, for people and planet alike.

For more than 145 years, KEIM has improved built environments across the world with their completely colour-fast, durable and eco-friendly mineral paint systems.

KEIM products proudly contain no biocides, no solvents, no plasticizers and zero VOCs.

LEARN MORE AT KEIM.COM.AU



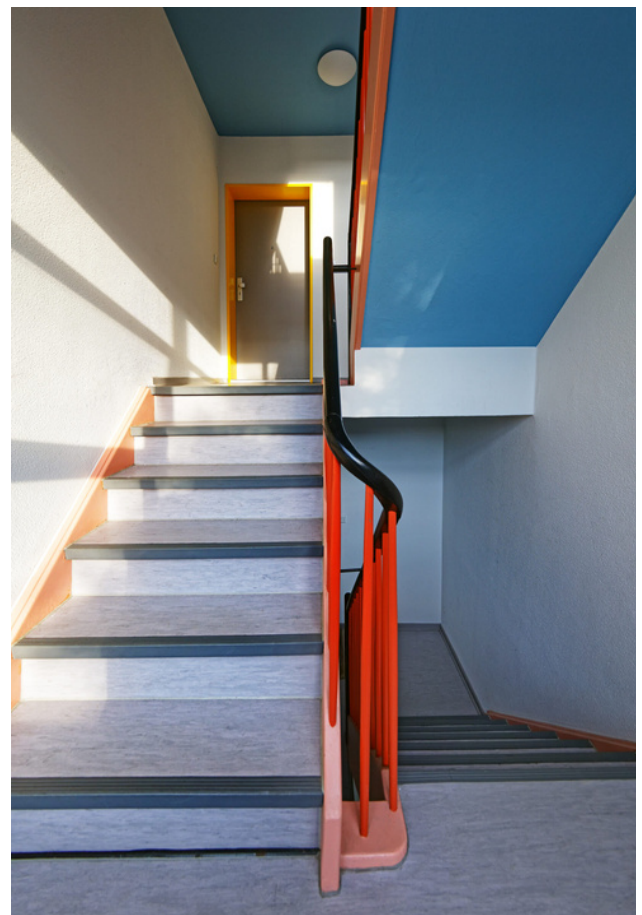
KEIM Innoprim

Also in our interior paint range is KEIM Innoprim. A white pigmented primer paint for interior use on a sol-silicate basis without the addition of preservatives.

The best choice for when a primer is required.

KEIM Innoprim fulfills the requirements of DIN 18363 section 2.4.1 (dispersion silicate paints). Innoprim equalizes different absorbencies and extends the open time for subsequent silicate coats.

Colour shade: White



Cradle to Cradle Certified® Silver and C2C Certified Material Health Certificate™ Gold.