



*Pure & Original*<sup>®</sup>

THE CHARM OF NATURAL COLOURS

# INSPIRATION CATALOGUE





We all want an attractive and comfortable home. Our house should be a place where we feel at home, a place that suits us, reflecting our values, inspiration, and passions, a home where we feel safe and comfortable, where you can recharge and unwind yourself. It is a place for family, for celebration, for love, and even for grief. A place to live... a place to love.

Pure & Original empathises with those needs. Like you, we value authenticity, passion and inspiration, sustainability, environmentally-friendly products, safety and craftsmanship. These are the features that we stand for as a brand. Our products are made of pure ingredients of the highest quality, brought together in a comprehensive collection of paints that allow you to create personal space for each room.

Our paint is produced by a small family factory in Belgium where, for over 50 years, passion, craftsmanship, and knowledge has passed on from generation to generation. Our brushes are made in Belgium and finished by hand. From our paint factory in Belgium, the products are shipped directly to stores around the world so you can enjoy a beautiful home, wherever you live.



Classico chalk-based paint in the colour Polar Blue

# Classico chalk-based paint

Classico provides a ultra matte, powdery, soft look, as if the space is covered with velvet. The effect it gives, creates an atmosphere and environment that is both warm and commanding, even in the most delicate tones.

Classico chalk-based paint contains 100% natural and organic pigments and, like Fresco lime paint and Marrakech Walls, it is the perfect choice for people with allergies and sensitivities.



Hana Alendar

Classico chalk-based paint in the colour Wet Sand





# Fresco lime paint

Fresco lime paint is a super matt paint with beautiful variations of colour and shades. It creates an authentic aged look that is both graceful and resilient. It gives any room a little extra ambience.

Lime paint is not only beautiful, but it is also moisture and mould-resistant because the surface is permeable. Lime paint is characteristically breathable, enabling the painted surface to regulate moisture naturally.

Fresco lime paint is a durable, 100% mineral-based wall paint, composed of hydrated quicklime and 100% natural and organic pigments. The large amount of natural pigments gives the paint its full, striking, rich look.

Fresco lime paint is a fragile paint due to its lime base. Various finishes can be applied to protect the wall against moisture and/or dirt, or to give it a satin or high-gloss finish. Read more about it on the final page of this brochure about finishes.

# Licetto

Have you always dreamed of a beautiful, matte look on the wall, but are concerned about the durability of the finish? Perhaps you want to use your favourite matt colour in a humid, wet room such as the kitchen or bathroom. If so, then Licetto is a great solution!

This practical wall paint has a very matt appearance and is highly washable. Walls become resistant to dirt, moisture, or other stains. Additionally, Licetto is extremely scratch-resistant and is not prone to shiny areas from frequently spot cleaning. Licetto is also a great solution for commercial projects.



Licetto in the colour Landscape

Licetto in the colour Moonstone



# Marrakech Walls

Create a real statement! A Marrakech feature wall, with the appearance of concrete or a soft tadelakt look, will be a true eye-catcher, providing different colour nuances and a soft, textured effect.

Marrakech Walls is a 100% all-natural lime based paint, which gives exactly the look you envisioned, depending on the method of application. By applying Marrakech Walls and then slightly sanding the finish, you achieve a velvety appearance with subtle colour shades. By adding the Lime Soap on top of the Marrakech Walls, the colour of the paint will become deeper and more profound in colour, creating a beautiful tadelakt look. To achieve a classy, high gloss finish, you can apply the Italian Wax and polish it. This provides a rich and exclusive look.

Do you want to use Marrakech Walls in an environment that is sensitive to moisture and dirt? Then choose to apply Dead Flat Eco Sealer. This makes the wall wipeable and protects the wall against moisture and dirt. Ideal in areas such as the kitchen, hall or bathroom. Read more about these finishes on the last pages of this brochure.

Like Fresco lime paint, Marrakech Walls remains breathable and is, therefore, moisture and mould-resistant.





Margaret de Lange

Traditional Paint Eggshell in the colour Daybreak

# Traditional Paint Eggshell

Lacquer is wonderfully practical! It is low-maintenance and can be used both indoors and outdoors. It can be applied to many different surfaces, such as on doors and windows, but also on furniture and radiators.

Traditional Paint Eggshell has a silk gloss finish. Of course, the lacquer paint is also extremely durable and environmentally friendly. The natural and organic pigments give the paint strength, fullness and a particularly high covering power. Prefer a matte paint? Then go for Carazzo. More gloss? Then choose Traditional Paint High-Gloss.



Traditional Paint Eggshell in the colour Belgian Wilderness

# Traditional Paint High-Gloss

High gloss lacquer is chic, timeless and exudes class. Traditional Paint High-Gloss is a scratch-resistant high gloss lacquer paint of very high quality that is perfect for application on doors, window frames, woodwork, MDF, walls and even radiators, PVC and metal both indoors and outdoors.

Outdoors, a high-gloss paint is still often chosen for doors and window frames but Pure & Original's high-gloss lacquer paint can also be used on walls due to its very low level of harmful substances, unlike many other high-gloss lacquer paints.

Prefer less gloss or no gloss at all? Then go for Traditional Paint Eggshell (silk gloss) or Carazzo (matte).



Traditional Paint High-Gloss in de kleur Black





# Carazzo

Stairways, floors, doors, windows and (kitchen) cabinets constitute a significant portion of your home and very much influences the ambience of the whole house. From the first step through the door, up and down the stairs, and from room-to-room, many miles are walked over time on and along these surfaces. Although it might seem like a detail, these parts are real eye-catchers. Especially large surfaces, like floors and doors, will respond to all colours and materials in the room. Therefore, it is essential that the eye-catching parts have the right radiance and fit well within the space.

Carazzo is a particularly strong, universal, lacquer suitable for multiple purposes for the interior of your home. The finish is matte, easy to process and therefore a simple solution to adjusting the ambience of your house. Carazzo stands out for its durable and environmentally friendly characteristics.



Carazzo in the colour Black Smoke



Traditional Paint High-Gloss Elements Collection in the colours Silver and Gold

# Elements Collection

Sparkling variants of the current colour collection that make the walls shine. Shine is luxurious, mysterious, ultra chic and unique! This paint gives a different experience of the same colour from every angle. For example, you can give walls, ceilings, (kitchen) cabinets and doors a unique look.

The Elements Collection has its origins in the natural elements silver and gold. Just like the other types of paint from Pure & Original, this collection is also available in almost all Pure & Original colours. The Elements Collection consists of 2 types of paint based on Classico chalk-based paint and Traditional Paint High-Gloss.

The Classico Elements Collection combines the ultra matte appearance with a pearlescent shine. The Traditional Paint High-Gloss Elements Collection is characterized by its high gloss effect enriched with a full sparkle. 7 new colours have been developed especially for the Elements Collection: Gold, Brass, Bronze, Rose Gold, Copper, Silver and Gunmetal. Experience the pure and rich appearance of these powerful elements.



Classico Elements Collection in the colour Latte Macchiato

# Massif

Massif is a mineral micro-stone paint with a unique and natural look. The paint is water-based and suitable for interior and exterior use. It has all the characteristics of a multi-component system, but it is not. Massif is ready-to-use.

Massif is suitable for interior and exterior walls, ceilings, woodwork, plasterboard, brick, concrete, wallpaper and similar substrates. The paint can also be applied to already painted surfaces.

Protect Massif surfaces that have to withstand more with Varnish Ultra Matte.



Massif in the colour Deep Earth and Marrakech Walls in the colour River Silt



# Kalei

The exterior of your home is the first impression. Ideally, it is consistent with the character of the interior. Whether your home is industrial, classical, modern, or old (one with a history!), Kalei can add interest and protection.

Kalei is an ancient product that protects the wall against pollution and moisture. It is breathable and both algae and moss-resistant. It can be applied to both new and old facades.

Calx Kalei has a matte appearance and will not provide additional structure to the surface. Unique to Calx Kalei is its “lotus effect”. This means that moisture is concentrated in drops and beads from the wall. This will prevent dirt build up on the wall, keeping the façade cleaner for a longer period of time.

Quartz Kalei contains small pieces of quartz stone, which provides a subtle texture. This is a thick, heavy-bodied paint that will give a soft, “homey” look to the home’s exterior.



Jessica Bataille Group Javea, Gabriel Clauteaux

Quartz Kalei in the colour Neutral Ground

Quartz Kalei in the colour Neutral Ground

Jessica Batalle Group Jávea, Gabriel Clouteaux



# Finishes

Fresco lime paint, Marrakech Walls or Classico chalk-based paint on the wall is beautiful, but how can you best protect the wall against moisture and dirt? Pure & Original offers the solution for this with a wide range of finishing specials. This way you can also apply your favorite paint in, for example, the bathroom or kitchen.



Marrakech Walls in the colour Green Room finished with Italian Wax

Make surfaces washable with Dead Flat Eco Sealer. Ideal if you want to apply Fresco lime paint or Marrakech Walls in the kitchen or bathroom, children's room or hallway. Also very suitable for giving painted cabinets a protective layer.

Italian Wax is a natural transparent wax that deepens the colours and colour nuances and makes the surface water-repellent and high-gloss with several polished layers.

Lime Soap is a natural soap that is used to saturate porous surfaces and paints such as the Fresco lime paint and Marrakech Walls. Saturation makes the colour fuller and the surface slightly water-repellent, which makes it very easy to maintain and use. In addition to the fuller colour and maintenance benefits, the Lime Soap gives the surface a soft, subtle shine.

Marrakech Walls in the colour African Hut finished with Dead Flat Eco Sealer

Anne-Claire Martens



# Care & Sustainability

For the best result, it is recommended to treat and prepare the surface with a primer. This makes the paint adhere better and you will achieve the desired effect. Sometimes it is necessary to fix the surface first or a double layer of primer may be necessary. This is often the case with old, powdery or restored surfaces.

Besides paint, Pure & Original also carries a wide range of tools like brushes and trowels. All tools are made of beech wood with an FSC hallmark and painted with a sustainable varnish. The bristles are made of synthetic hair.

We strive to deliver the one of the most eco-friendly, high-end paints in the market. Within every paint can and new colour you will find our commitment to sourcing and delivering the most sustainable and safe ingredients for our customers. Our products are proudly defined by their mineral and organic ingredients and pigments. And where possible, we try to avoid unnecessary additives. Better yet, all of our paint products are vegan, without animal byproducts and not tested on animals.

To better serve our planet, we aim to make our packaging as recyclable as possible for a successful delivery. Our paint cans are made of 100% recyclable steel with a recyclable label made of PET on top. Our packing material comprises usually of cardboard boxes filled with recycled plastic air cushions.. To limit printing, we offer all our brochures digitally upon request.

On our website you will find more information about our products, as well as instructional videos. You'll also find technical information sheets, moodboards, DIY workshops, realized projects and, of course, our resellers.

We wish you lots of inspiration in creating an attractive and comfortable home!

[www.pure-original.com](http://www.pure-original.com)





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