

Loam paint manual

Betonlook.nl's Loam Paint is most suitable for smooth walls. Does your wall have a structure? Be aware that it will increase your usage, so you will likely need more paint.

Loam paint is a paint only suitable for dry areas, such as a living room, bedroom or hallway. This is because it can't handle high humidity. Our Loam paint gives a powdery effect.

Preparation flat surfaces

Wood

Make sure you have an even surface of wood and that there are no visible seams or holes. You're now ready to apply the EcoPrimer. The primer seals the surface and makes for a better adhesion of the paint. Which ultimately also allows the Loam paint to adhere better.

Plastered wall/other absorbent surfaces

For wallpaper, a plaster wall or other absorbent walls always apply our EcoPrimer. In case of a Ciréed wall, make sure it's fully dry before applying EcoPrimer. The primer seals the surface and makes for a better adhesion of the paint. Which ultimately also allows the Loam paint to adhere better.

Applying the paint

Step 1: always use a primer suitable for our paint before you start painting. When using our EcoPrimer, always allow it to dry for 12 hrs.

Step 2: you have received a bucket of the Loam paint base and a bag of pigments. Always check the sticker on the pigment bag to make sure it matches your ordered colour.

Step 3: mix the pigments with some water in a bowl. Only add as much water as necessary to remove any lumps and to make the pigments somewhat liquid for easy mixing. Adding too much water can alter the colour. Stir this well with a whisk.

Do you want to be completely sure that there aren't any lumps? Put the mixture through a strainer. Mix the remaining lumps again with a little water and pass it through a strainer again. You now have a smooth mixture of pigments.

Step 4: now mix the Loam paint with water. For every 1 kilo of Loam paint, you add 1.25 litres of water. Do this in parts to ensure a smooth result and to avoid any lumps. Mix it with a whisk or an electric hand mixer. If you want to be sure there are no lumps left, put the mixture through a strainer.

Step 5: add the now liquid pigments to the Loam paint. Stir it well and let it rest for 15 minutes. With this, your Loam Paint has been mixed to colour by yourself <3

Step 6: stir the mixture again and apply the first coat using a microfibre roller or a wide brush. For an even finish, apply both layers with a roller. For a subtle concrete-look effect, apply both layers with a brush

Step 7: wait at least 8 hrs for the first layer of Loam Paint to dry.

Step 8: apply the second layer of Loam Paint. As said in step 6, you can do this with either a brush or a roller, depending on the effect you want.

If you've chosen to apply it with our brush, we recommend you do it as follows:

Start painting at the top of a corner on your surface and work in a diagonal line downwards. Make rainbow like motions, or crosses with the brush to create a subtle concrete-look. Keep in mind that for light colours, the effect will be less noticeable.

Step 9: wait for it to dry and then your project is all done!

Don't forget to share your results with us on Instagram: @Betonlook.nl #betonlooknl

Shelf life

Betonlook.nl's Loam paint has an unopened shelf life of 6 months. Provided you store it in a dry environment, at a temperature between 10°C and 30°C.

Please be aware that the Loam paint has a limited shelf life as soon as you mix it with water. This is due to the environmentally friendly ingredients (we don't use any preservatives). Only mix the paint that you're going to use within the next week.

Practical tips

- The less water you use when mixing the pigments; the more intense the colour of the paint becomes.
- Always paint the entire surface at once. It's not possible to paint one part of the surface and finish the rest at another time. This is because you will always see colour differences.
- If you're not satisfied with the effect of the first layer, you can still improve it in the second layer.
- It's not possible to only touch up a small part of the surface. The rest of the paint will already be dry/partly dry and when you paint over it in a small area, it will dry up lighter and stay visible.
- If you need to paint a larger surface with several cans of paint, mix all pigments with exactly the same amount of water. This is to guarantee the same colour. Otherwise, colour differences can occur.
- A different option is to mix all the pigments separately with water (to remove the lumps) and add them together. After that mix the water with the Loam Paint and add all the now liquid paint together in one bucket. Pour the mixture of pigments in and mix everything thoroughly. This way you can be sure that there are no colour differences.
- If the Loam paint is a little too thick to easily apply it, you can add a little water. We recommend 5 to 10% water. Add the water bit by bit to prevent it being too thin.