



LEINOS CLAY PAINT 655

# Walls That Live.

*Mineral clay paint. Vapour-permeable.  
Made in Germany since 1985.*



THE SEALED WALL

# Most premium walls are sealed in plastic.

Conventional emulsion paints emit 30 to 50 g/l VOC.  
They off-gas for three to five years after application.  
They trap indoor moisture under a synthetic film.

*Your walls are the largest surface in the room — and the most petrochemical.*





A WALL THAT IS ALIVE

# A wall that is alive does work.

Mineral clay regulates indoor humidity.  
Pigment lives in the substance, not on it.  
The surface ages instead of peeling.

*Your wall becomes part of the wellness of the room.*



WHAT IT IS

# Mineral. Not coating.

Clay. Chalk. Plant-cellulose binder. Water.

Nothing else.

≤ 1 g/l VOC — 30 times below the EU limit.

Vapour-permeable. Humidity-regulating.

Matt mineral finish.

1



2



3



#### THE FULL SYSTEM

# Three steps. Mineral throughout.

1 • Deep Sealer 620 (primer for new walls)

2 • Clay Paint 655

3 • Pigment Concentrate 668 (mineral earth tones, optional)

• Tool cleanup: water (per TDS)

*Full system from approximately ₹47 per sq ft installed.*



Horneburg

TRUST

Founded by a pharmacist.  
Made in Germany since 1985.

*Reincke Naturfarben, Horneburg.  
Ingredients you can declare.*



LIVING *vs* SEALED

# Mineral clay. *vs* Synthetic film.

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CONVENTIONAL ACRYLIC EMULSION

VOC	≤ 1 g/l	30 to 50 g/l
VAPOUR	vapour-permeable	sealed plastic film
HUMIDITY	regulates (hygroscopic)	traps moisture
SUBSTANCE	mineral · pigment-in-mass	coating · pigment-on-surface
INGREDIENTS	4 categories · declared	undisclosed



INVESTMENT

# A specification, not a finish.

Quoted per project — never per litre alone.

Surface prep, system depth, and area drive the figure.

10 L covers up to 710 sq ft per coat. 1 to 2 coats. Ten-year-plus wall.

Mineral clay. Earth-tone palette. Declared.



*Talk to your LEINOS specialist for a walk-through estimate.*



THE HAND-MARK

# The wall holds its hand-mark.

Matt mineral • 1 to 2 coats • 6 to 12 hours touch dry.

*Slight texture by design — the architect's signature, not a defect.*



APPLICATION TECHNICAL

# For the specifier.

Substrate	dry · clean · absorbent mineral · sound
Primer	620 Deep Sealer · one coat on new walls
Paint	655 · one to two coats · brush, roller, spray
Conditions	ambient and surface above 10 °C
Drying	6 to 12 hours touch dry · recoat after drying



PROFESSIONAL TRUST

# Specified for Indian wellness homes.

*From contemporary luxury apartments to family homes —  
mineral clay is the architect's specification  
for living, breathable interiors.*

Reference projects available on request.



NEXT STEP

# Specify a wall that lives.

*A paint specialist is one reply away.*

*We will calculate exact coverage for your room  
and walk you through the mineral-clay system.*



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[www.leinos.in](http://www.leinos.in)

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