

# *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 Belgium, the products are shipped directly to stores around the world so you can enjoy a beautiful home, wherever you live.



Sarah van Hove, WLS

Classico Chalk-Based Paint in the colour Black Truffie

# *Classico Chalk-Based Paint*

Classico provides a matt, powdery, soft look, as if the space is covered with velvet. The effect 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 favourite choice for people with allergies and sensitivities.



Classico Chalk-Based Paint in the colour Island White





# *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.

# Licetto

Have you always dreamed of a beautiful, matt 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 spot cleaning. Licetto is also a great solution for commercial projects.



Licetto in the colour Barbedos Blue



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 in your home, providing different colour nuances and a soft, textured effect.

Marrakech Walls is a 100% all-natural 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.

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

Marrakech Walls in the colour Zinc

BESH







Joyce Vloet, de Poistel

Traditional Paint and Fresco Lime Paint in the colour Blue Reef

# *Traditional Paint*

Lacquer is wonderfully practical! It is low-maintenance, durable, 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 is available from high gloss to eggshell, so they are applicable for every décor style. Of course, they are also very durable and environmentally-friendly. The natural and organic pigments give the paint strength, fullness, and extremely high coverage. If you prefer a matt finish instead; then Carazzo is a perfect alternative.



Traditional Paint in the colour Silk White



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



# *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 houses.



Calx Kalei in the colours Mineral White and Soft Taupe

The Calx Kalei has a matt appearance and will not provide additional structure to the surface. Unique to the 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.



Quartz Kalei in the colour Silk White

Fessa Francesca, Sijivoi Wonen



# Care & Sustainability

For optimal results, it is recommended to treat and prepare the surface with a primer. The paint will adhere better and you will achieve the desired effect. This is especially true for old, powdery, or restored surfaces. Our primers are specially formulated for the Pure & Original paint products.

Some rooms in your home are sensitive to stains and moisture, such as the bathroom, kitchen, and hallway. For these areas we have developed the Dead Flat Eco Sealer. This is a product that protects against dirt and water stains, allowing you to clean the surface without damaging or harming the paint. Not every paint needs a sealer. Licetto, Traditional Paint and Carazzo are already very washable without any additional protection.

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 a mix of synthetic and natural pig 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 and stuffed paper. 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 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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The information given here is general and to inspire. For specific information on application include, substrates and finishing, visit our website or dealer. This information can not be granted. [www.pure-original.com](http://www.pure-original.com)



Silver Clay

Kiwi White

Sea Moss

Jade

Fresh Farm

Country Beige

Brazilian

Olive

Olive Drab

Tundra

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THE CHARM OF NATURAL COLOURS

Landscape

Zinc

Country Green

Pebble St  
Licetto

Belgian Wilderness

Pebble St  
Carazz

Black Hills

Pebble St  
Traditional Paint

Dark Forest

Pebble St  
Traditional Paint

water based paints  
coloured with natural and  
organic pigments

Dutch design

Ma

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*Pure & Original*<sup>®</sup>

THE CHARM OF NATURAL COLOURS

More information and selling points can be found on our website

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

Dagny Fargestudio, Margaret De Lange, Kirsten Visdal