



## **Cortazzo joins Keim Mineral Coatings as new vice president of sales**

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Steven Cortazzo was named vice president of sales for KEIM Mineral Coatings of America, Inc. His responsibilities include corporate branding and business development in the N.Y. metro region including N.Y.C. and N.J.

Cortazzo is a veteran of the building industry with more than 35 years of experience in building restoration in N.Y. on some of the most high profile structures in the city, including two decades with Kemper System America as managing director.

"Steve understands the needs of the N.Y. region and is a valuable asset for architects, engineers, consultants and building owners charged with repairing and protecting facades and stonework. Steve continues the KEIM legacy started by Mame Cohalan of the Cohalan Co. The Cohalan Co. sold KEIM products in the area since 1991, and is responsible for securing many of the landmark projects that have been coated with KEIM, both in N.Y.C. and nationwide. The Cohalan Co. will be working closely with Steve as they complete ongoing projects in N.Y.C. and will continue to be an important part of KEIM's growing success in North America as they focus primarily in Delaware, Maryland, Pennsylvania, the Virginias, and Washington, D.C.," said John Bogert, president of KEIM Mineral Coatings of America.

KEIM's range of silicate mineral coatings/paints, lime cement stuccos/plasters, and restoration products protect building exteriors against industrial pollution, acid rain, UV light, mold and algae - without fading, peeling or blistering. Unlike traditional paints or stains, KEIM's silicate coatings penetrate into mineral substrates and chemically react to create a permanent bond, forming a microporous breathable coating that is highly vapor permeable yet very water resistant.

KEIM's low-to-no VOC coatings use waterglass (potassium silicate) as a binder, and inorganic mineral pigments give the coating its desirable mineral matte appearance and long life cycle.

From the castles of Europe to the New York Stock Exchange and Washington, D.C. landmarks, the name KEIM has been synonymous with superior protection of building facades, stonework and concrete for more than 135 years. In fact, corporate founder A.W. Wilhelm KEIM (rhymes with "time") invented silicate-based mineral coating systems for the king of Bavaria in 1878. Today, KEIM is known worldwide as the leader in the field of architectural mineral coatings, providing sustainable solutions that offer unsurpassed beauty and protection that lasts for decades.

With offices in the New York region and headquartered in Charlotte, N.C., KEIM Mineral Coatings of America, Inc. has been producing in the U.S. since 2006.

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