



# Stoopen & Meeûs

*About us*



since 1894 by

**STOOPEN**  
& meeûs

**PURE CRAFTMANSHIP**

# History

*In 1894 Edmond Stoopen and Paul Meeûs purchased a factory in Antwerp, which produced paint dyes and other chemical products, from the widow De Vos-Persenaire. This was the beginning of a colourful story involving travel and coincidence. Stoopen & Meeûs played a pioneering role for Belgian exports to non-European markets.*

*The success of Stoopen & Meeûs Dragon paints is the result of technical secrets which enable the company to create very exclusive colour hues.*

*In 1985, Mdm. Sarteel-Van Heuven and Mr. Jacobs take over Stoopen and Meeûs and they move to its current location in Hoboken. In 1998 the next generation, Erik and Dirk Van Heuven acquire all shares of the company and since then the company is fully owned by the family. The product range has expanded and now includes the mineral paints Lime Paint, Badgeon, Clay Paint, Stuc and new innovative product such as Crustal® and Roestique.*



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**Stoopen & Meeûs : Born in Antwerp,  
@ home in the world**



**STOOPEN & MEEÛS  
ANTWERP**

# Company Values

## **FAMILY**

*Stoopen & Meeûs is a family company with a long term vision and driven by family values such as integrity, open and honest communication, teamspirit, fun and hard work, where the growth of our company goes hand in hand with the growth of our people.*

## **RESPECT**

*We respect people and nature and it is our ambition to reduce our ecological footprint with every new product we bring to market and with every change in our strategic and operational processes.*

## **PASSION**

*Without the passion for our field of expertise, our company, our people and our customers, we wouldn't exist anymore. It's our passion that drives us, day in, day out, in delivering the highest quality. It's the ground of our mindset "sure, why not !"*

## **PARTNERSHIP**

*It's our conviction that we can only achieve our ambitions in close collaboration with our customers and our product/service partners, in a model where everyone earns their fair share.*



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# a Passion for colour

*For far more than a century,  
**Stoopen & Meeûs** is **thé reliable  
partner** in pigments and dyes for  
a variety of applications and this  
in more than 40 countries.*

*Our colourfull **expertise** is our  
pride and passion, it has grown  
year over year.*

*We have the **reputation** that  
together with our customers  
worldwide, **we'll find an answer  
to every unique need for colour.***

*Our pigments and dyes are the  
“**secret ingredient**” in many  
colourfull products and projects  
from the streets of Bogota to the  
quay walls of Antwerp.*



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**Dragon**  
Registered Trademark  
Since 1906



# Pigments

*Pigments differs from dyes because they do not dissolve though disperse. As a result the granules remain part of the final product. The finer the grain, the deeper the colour.*

*Stoopen & Meeûs is worldwide known for it's premium quality of pigments based upon iron and natural oxides, organic pigments and because of the exclusive Dragon pigments. We're reknown for our green and blue mixtures.*

*With over 400 colours on stock we can serve most of our customers rapidly for different applications such as concrete, cement and lime products, paint, plastics, etc and depending the volume, we can also offer tailormade solutions.*



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# Dyes

*Dyes differ from pigments because they solve in water or another carrier and attach themselves in a certain way to the end product. **Our dyes are powders.***

*Our top quality dyes are being used for a **wide variety of applications** such as woodstain products for paper and cardboard, plastic products, polyester, chemical applications such as detergent, textile and even food (E-numbers).*



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# Unlimited

*There is no limit to the colours  
we can deliver.  
Our flexibility is our strength.*

*We also offer a variety of  
packaging possibilities suited to  
your needs.*

*As a result of our 125 years of  
experience, we are able to shift  
quickly.  
Top quality, fast deliveries at  
competitive prices.*

*Quality is our pride and for you  
it's priceless.*



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# Pure Craftmanship

*Our “savoir faire” isn’t limited to pigments and dyes.*

*We are specialised in decorative paints, plasters and Stucfloors and our unique products are **preferred by craftsmen all over the world.***

*We produce paints and plasters for decorative finishes such as Lime, Clay, Badgeon, Crustal, Roestique and Stuc. **A premium quality product for a perfect result.***

*The possibilities in colours and structures are endless. Some of our products are also used for the finishing touch on decorative objects.*

*The craftsmanship of our people is a guarantee for our premium products, professional training and services. Our **network of professionals** ensures unique and **astounding realizatons.***



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# Powder means liberty

*The liberty to create and to put a personal mark on every project. Therefore the product needs to be as pure as possible, like marble for a sculptor, or natural ingredients for a master chef.*

*To create something unforgettable and unmatched, the road well travelled is not the right choice.*

*We see it as our mission, whenever possible, to reduce our products to the pure essence.*

*Just powder, it's another world !*



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# Decorative plasters, paints and Stucfloors

*Finishing products*



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# STUC

## *Natural stone, spreadable*

*Since the ages of the Roman Empire, Stuc has been one of the most sophisticated products used in villas and palaces for prestigious finishing of floors, walls and stairs.*

*Stuc from Stoopen & Meeûs is a natural product that's best to compare to a spreadable version of natural stone which you can use in bathrooms, kitchens etc.*

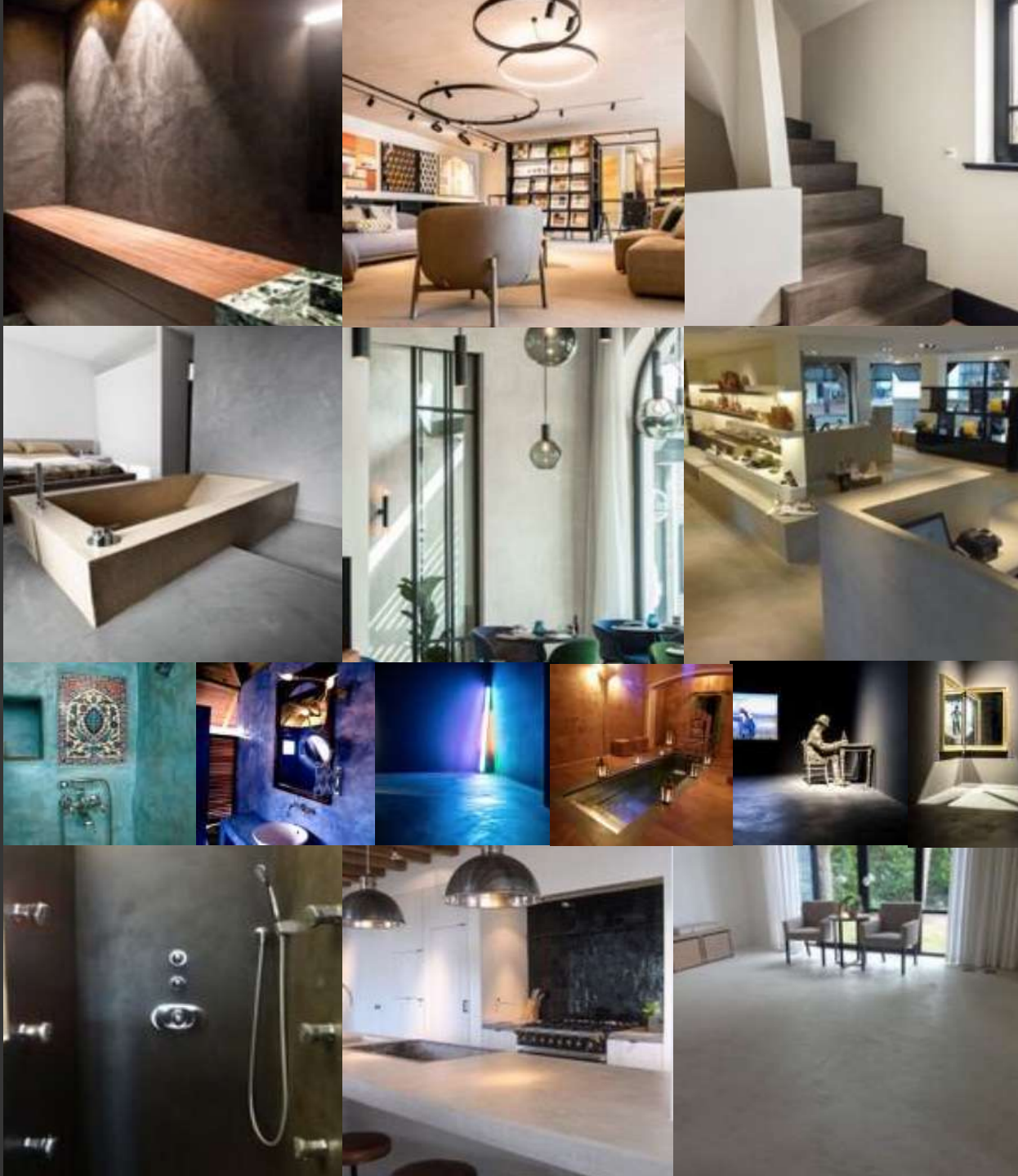
*Despite it's traditional origin, Stuc is multi-functional and can be applied in old and modern buildings. This is really the ideal product when high quality, firmness and sophistication is required. From tadelakt look bathrooms to glossy walls with colour nuances and perfectly white and smooth finished walls;*

*Stuc is the answer to it all.*



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# STUC

## *Colour card*



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Depicted colours can vary from the original colours

# STUCRESIN

## *"Cast-iron" Stucco*

*StucResin is an epoxy-based decorative finish with a matte look, ideal for floors.*

*The exceptional strength of StucResin means that this wear-resistant finish can be applied both indoors and outdoors. Due to its strength, StucResin also offers possibilities for commercial applications such as in shops and restaurants where floors are heavily loaded.*

*As with Stuc, the end result depends on the creativity of the installer who knows how to make full use of the product's possibilities and the variety of color nuances and light structures.*

*StucResin, strong as granite, elegant & chic in its simplicity*



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**STUC RESIN**  
By  
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# CRUSTAL®

## *Walls full of character*

### *Smooth or with Structure*

*This mineral wall decoration creates an authentic, contemporary look with the unique qualities of a mineral product.*

*An experienced professional can really exploit the versatility of Crustal®, a smooth finish in a variety of colours or more structured to the point that it resembles wood or rock, so the wall attracts all attention with its unique look & feel.*

*Crustal® is a durable, ecological chalk product that's on trend with the demand for mineral based wallplasters.*

*Sophisticated and estitical with a natural touch, that's Crustal®*



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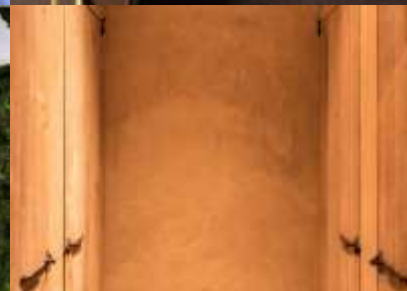


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Fotografie Luc Roymans



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# CRUSTAL®

## *Colour card*



GROOVE Mono 119 Terra 1.0% Accent 112 Panna



REGULAR Mono 111 Celadon 1.0% Accent 110 Beut



REGULAR Mono 105 Nature Accent 103 Wroons



REGULAR Mono 111 Ivory 1.0%



GROOVE Mono 122 Jade 7.0% Accent 110 Beut



TIMBER Mono 120 Terra 1.0% Accent 110 Beut



GROOVE Mono 103 Nature 1.0% Accent 110 Beut



FOSIL Mono 111 Celadon 1.0% Accent 110 Beut



REGULAR Mono 107 Concrete 1.0% Accent 110 Beut



FOSIL Mono 111 Ivory 1.0% Accent 110 Beut | 110 Panna | 110 Terra



FOSIL Mono 111 Nature 1.0% Accent 110 Beut | 110 Panna



TIMBER Mono 110 Carbon 1.0%



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# BADGEON

## *Stylish masonry*

*Badgeon is a very old technique for an authentic and durable finish of facades. It also can be applied on indoor masonry.*

*In the old days facades were treated and protected with what was locally available.. Stoopen & Meeûs builds on this technique and uses the same local raw materials for it's mineral badgeon paint, from Belgium.*

*Badgeon maintains the look of the masonry and the facade continues to breathe.*

*The colour nuances change daily under the influence of the weather. At the other hand badgeon also allow that rising damp, or other moisture from outside, can evaporate outwards. Badgeon also ensures a healthy living environment indoors.*



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**BADGEON**  
By  
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# BADGEON

## *Colour card*



100 Natura



242 Malaga



107 Altamira



108 Pompei



229 Sienna



213 Ubar



111 Celadon



257 Blossom



119 Agra



230 Terra



235 Sand



249 Mud



102 Palmira



131 Khorsabad



106 Zigurat



105 Verona



103 Papyrus



117 Takia



104 Gobi



113 Stonehenge



118 Samaria



124 Gabbro



123 Matala



122 Valeriano



129 Mari



132 Padua



127 Assyria



109 Knossos



236 Dove



238 Steel



239 Storm



101 Ivory



115 Basalt



226 Neptune



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Depicted colours can vary from the original colours

Afgebeelde kleuren kunnen afwijken van de werkelijke kleuren. Les couleurs illustrées peuvent différer des couleurs réelles. Depicted colours can vary from the original colours. Die geïllustreerde kleuren kunnen van de werkelijke kleuren afwijken.

# LIME PAINT-STUCCO

*Silky soft walls with a natural look*

*No two walls are ever the same with Lime paint or stucco; the hand of the painter or plasterer and the underlay define the final result.*

*The natural composition gives a **natural matt** look, both in harmonious and vivid colours. No other paint is comparable to the look and feel which lime paint and stucco give to new and existing walls. Lime adds extra **warmth and ambiance** and it's **very lively** due to the effect of light on it.*

*Already in the ancient times Lime was used as paint or stucco because it was **known for its antifungal properties**. Lime doesn't form an enclosed film and the wall can therefore continue to breathe without problems.*



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**LIME**  
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# Lime Paint *Colour card*



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Depicted colours can vary from the original colours



# CLAY PAINT

## *Natural Living Comfort*

*Clay paint is a matt, mineral and ecological paint for walls and ceilings. The colour nuances of Clay paint are rather limited if you compare it to, for example, lime paint. The natural structure of clay paint not only enhances living comfort, it also differs from other paints due to its natural chic.*

*Thanks to its thermal isolation, antistatic properties and its moisture regulating effect, clay paint is again very up-to-date. Because clay can absorb and give off moisture so that the humidity indoors stays at a constant level. In this way, the fact that it breathes facilitate the tasks of ventilation systems. Also in hermetically sealed or highly insulated buildings !*



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**CLAY PAINT**  
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# Clay Paint *Colour cards*



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# ROESTIQUE

## *Decorative rust technique*

*Roestique integrates dramatic and sophisticated elements in the living and working interior.*

*This decorative rust technique based on iron powder is **easy to apply** and transforms interior walls, ceilings and decorative objects into powerfull components of a **layered interior** that is characterized by transcient beauty.*

*Stoopen & Meeûs offer a **fade-free solution** with Roestique. Activating the iron particles in the slightly structured paste turns a wall or object in a short time into a rusty and weathered part of a **tough (industrial) interior**. Depending on the thickness it can also be used as a magnetic board.*



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# Center of Excellence

***TRAINING SESSIONS FOR ;***

- ***INITIATION***
- ***PERFECTION***
- ***SALES***



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