NATURALLY BETTER

Traditional materials. Modern responsibility.

HA:IM | Sustainability in architecture



WHO WE ARE / WHAT WE BELIEVE

HA:IM develops, produces and supplies natural and traditional finishing materials for interiors and façades. We work with architects, designers, craftspeople and restoration specialists across Europe.

Our approach: clear ingredient declarations; preference for natural and renewable raw materials; traditional, repairable finishes; and thoughtful modern production. We avoid unnecessary synthetic additives where practical, while choosing each system for its intended use.









OUR FUTURE IS LOCAL / SAAREMAA LIME PARK

We value Estonia’s own limestone and traditional lime-making knowledge. At Saaremaa Lime Park, local stone is wood-fired, slaked and matured into lime putty before becoming paint and plaster.

From limestone to finish: quarry → kiln → slaking → maturation → lime coatings. This is a deliberate investment in local resources and craftsmanship—not HA:IM’s origin story.

MATERIALS WE BELIEVE IN

- Clay and lime plasters
- Clay, lime and casein paints
- Linseed-oil paints
- Natural oils and waxes
- Earth and mineral pigments

Our priority is transparent ingredients, suitable substrates, longevity and repairability—not simply an “eco” label.



LOCAL PRODUCTION / LESS TO TRANSPORT

Our sustainability philosophy includes supplying concentrated or dry materials where appropriate: why ship water that can be added at the point of use?

We consolidate raw-material sourcing, including linseed oils for our own paint manufacturing, instead of relying only on repeated shipments of custom-tinted finished products. Our aim is fewer unnecessary freight movements, flexible local production and less excess stock.



SUSTAINABILITY IS A SYSTEM

Ingredients / Production / Packaging / Transport

Application / Service life / Maintenance

The best material choice considers the whole lifecycle and the real needs of the interior.



SMARTER PRODUCTION. LESS WASTE.

VMA-GETZMANN CN20 + VIBRANTZ PEARLS

Custom colours are often shipped from different manufacturers, each with its own colour charts and pigment systems. HA:IM offers a more flexible, project-based alternative.

WE TINT oils, waxes, acrylic, lime, casein and clay paints — and decorative plasters. No single manufacturer’s colour chart defines our palette.

FROM SAMPLE TO FAÇADE Laboratory-scale equipment supports tiny test batches through to large project volumes, without minimum-quantity restrictions.

MADE TO MEASURE We estimate quantities from the project area (m^2), substrate and coating system to reduce leftovers and avoid unnecessary shipments.



THOUSANDS OF COLOURS & TEXTURES

Our library already contains thousands of colours and textures. We develop our own recipes and combine binders, pigments, aggregates and protection systems to achieve the required finish.

Samples are not just for viewing. They reproduce the appearance, texture and intended protection so designers can test performance before specifying the finish.



SAMPLES ARE MADE TO BE TESTED

A finish is a system: base material + additives (earth pigments, mineral aggregates, seashells and other inclusions) + appropriate protection.

We make samples for the actual application—wall, floor or ceiling—including the expected appearance, surface texture and protection.

Wondering if a finish is strong enough, washable or suitable for everyday use? Treat the sample as you would the real surface: rub it, wipe it and test it. Visit our showroom for quick, practical tests. Formal performance requirements still need product-specific verification.



Want to know more?

Join the HA:IM journey on our studio opening event 26.11 at 13.00!

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