

Liquitex innovation has global success

CADMIUM-FREE ACRYLICS RECEIVE UNIVERSAL ARTISTS' ACCLAIM

1955. The world's first artists' acrylic is created by Liquitex

2017. The world's first performance-identical cadmium-free acrylics are unveiled at Creativeworld by Liquitex

2017-18. A growing movement towards cadmium-free colours.

The new innovation in acrylic colours has gone on to receive international acclaim from artists, trade and the sustainability community. Cadmium has always been an artist's favourite, but due to health concerns, Liquitex were determined to find an alternative. After three years of intensive research and testing, seven cadmium-free acrylic colours were developed, giving the same performance as their cadmium counterparts.

SUCCESSSES

Finalists for an EDIE Sustainability Product Innovation Award 2018, Liquitex Cadmium-Free has been the brand's key campaign for 2017. Global media coverage continues to grow, with titles including Hyperallergic and Artnet, and a massive social campaign has engaged artists around the world to take the 'Cadmium-Free Challenge'. The result: 70% couldn't tell the difference between Heavy Body Cadmium and Cadmium-Free paint and 73% feel their choice in buying cadmium-free paint has been influenced*. The launch has reached 1M social media users, while video content has, to date, received over 700K views. As a response from artist demand for cadmium-free in the Soft Body category, it is being introduced as part of the Soft Body relaunch in October 2018.

ARTIST APPROVED

International-recognised artist Ian Davenport has shown his support for cadmium-free in an exclusive interview with Liquitex. Ian commented "I have been using Liquitex paint for over ten years and it's an extraordinary material. The cadmium-free range is really successful."

INTERNATIONAL ARTISTS' RESEARCH RESIDENCIES

To celebrate the launch, Liquitex are hosting nine cadmium-free residencies in New York, London, San Francisco supporting renowned artists including Tschabalala Self and Shara Hughes. Find out more at www.liquitex.com/residencies/cadmium-free/

*A poll of 430 US artists

Visit www.liquitex.com for more information

ABOUT COLART:

The Colart Group is the global parent company of the world's most popular art material brands. Taking inspiration from artists to create innovative products, Colart fuels creativity not just for professional artists but for all creative industries and individuals.

From supporting emerging artists through its residency programme to developing cadmium-free paint, Colart's mission is to provide sustainable, creative tools and services to release pure expression. The Colart group employs around 1,500 people in 16 countries and its products are sold in over 120 countries worldwide.

Colart, whose Head Office is in London, is owned by Lindéngruppen, a family business focusing on long-term development of industrial companies.

Visit **www.colart.com** for more information