

# Acrylic Art Materials Manufacturer Liquitex, Becomes A Certified B Corporation,™

June 2023. New Jersey. Liquitex, the world's leading acrylic art materials manufacturer, is proud to announce that it is now a Certified B Corporation,™ ("B Corp,™").

**Certified**



**Corporation**

B Corp,™ certification is a rigorous assessment of a company's social and environmental performance, accountability, and transparency.

"This is an important milestone for Liquitex. As inventors of the first water-based artists' acrylics in 1955, we have always believed that we can make a positive impact on the world" said Kim Stylides, Liquitex Global Brand Director.

"We believe in the power of creative expression to create a better world where artists and communities can thrive. A world that gives back more than it takes. Our products are made with sustainability in mind, and we work hard to make a positive mark, while minimizing our impact on the planet. B Corp,™ certification represents the beginning of our ongoing commitment, as we join a community that strives for a greater common purpose."

Liquitex is owned by parent company Colart, a fellow B Corp,™ organization. As part of a global movement for an inclusive, equitable and regenerative economy, Colart is leading the arts manufacturing community to collectively work for a better world.

For more information about Liquitex's B Corp,™ certification and commitment to sustainability, visit [liquitex.com](https://www.liquitex.com) or contact [ajita.chamberlin@colart.com](mailto:ajita.chamberlin@colart.com).

## About Liquitex

Challenging the established ways of doing things is part of Liquitex's DNA. As inventors of the world's first water-based acrylic paint for artists, back in 1955, the company has been innovating ever since. With the widest choice of compatible acrylic formats available, artists can combine formulations infinitely. A focus on materials innovation brings world firsts, including color-identical cadmium-free paints and recycled canvas made from 100% recycled plastic bottles. Sustainability is at the heart of Liquitex's culture and the areas of current focus are: empowering communities, innovating product and packaging, and creating better business practices. By working collectively, Liquitex continues to create the highest quality acrylic materials and put a positive mark on the future. Visit [liquitex.com](https://www.liquitex.com) to discover more of the story.

## About B Corp,™

In our current global economic system, business is failing its enormous promise to create positive impact while driving large-scale negative impact. In short, it's putting profit over people and planet. The B Corp,™ movement is here to change our economic system — and to do so, we have to change the rules of the game. We create standards, policies, tools, and programs that shift the behavior, culture, and structure of capitalism. We mobilize the B Corp,™ community towards collective action to address society's most critical challenges. And we're doing it all to realize our vision of an inclusive, equitable, and regenerative economy that works for everyone. For more information visit: [www.bcorporation.net](http://www.bcorporation.net)