

# Liquitex unveils a brand new era at Creativeworld 2018

## **A TRANSFORMATION THAT ADDRESSES ARTISTS AND RETAILERS NEEDS**

Liquitex is the original artists' acrylic. Invented in 1955, their first paint was embraced by the godfathers of Pop art. That game-changing formula paved the way for the professional acrylics, mediums and tools of today.

2018 sees the start of a new Liquitex era. Research and insight come together to deliver a 360° brand refresh.

- New product
- New look & feel
- New retail display system
- New communications materials

The new product and packaging formats will increase options and functionality for the artist. Each Liquitex paint answers an artist's needs and the harmonised and improved design across the portfolio will make choosing the right materials even easier for artists.

## **BASED ON EXTENSIVE RESEARCH**

The development of the Liquitex transformation was based on extensive research with artists around the world.

The research revealed that artists need to be able to easily find the information that matters to them the most in order to ensure that artists spend less time figuring out what the product does, and more time painting. Liquitex's design strategy was therefore to bring 'everything inside' out – to reveal the unique substance, quality and property of each product.

- Technical information now on front of packaging
- Liquitex logo in consistent black panel
- Only features true colour of product
- 'Acrylic' added to product name – to reiterate intermixability of products
- The design of an ergonomic new bottle for Soft Body & Acrylic Gouache

## **NEW PRODUCT DEVELOPMENT**

The Liquitex transformation includes some exciting new and existing product development for the acrylic colours market.

### **ACRYLIC GOUACHE LAUNCH (October 2018 – hard launch)**

New range of ultra-pigmented acrylic. Flat, matte, opaque in a fluid consistency. Non-cracking. No need for water.

- ✓ 50 colors available in 59ml
- ✓ 4 sets at different price points

### **SOFT BODY ACRYLIC RELAUNCH (October 2018 – hard launch)**

The original acrylic. Redesigned.

- Totally cadmium-free
- Muted Collection now permanent
  - ✓ 100 colors available in 59ml
  - ✓ 25 colors available in 237/946ml
  - ✓ Black and Titanium White in 3.78L bottles
  - ✓ 4 sets at different price points

### **BASICS EXTENSION & OPTIMISATION (October 2018)**

- 24 new colors (increasing range to 72 colors)
- Broader color offering in relevant sizes
- New mediums range (12 total)
- Optimised look and packaging across the range

### **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](http://www.colart.com) for more information