

## Exemplary French brand Lefranc Bourgeois will relaunch in June 2017

**Lefranc Bourgeois will launch new brand identity, new oil colours and an improved extra-fine range in 2017**



Colart is relaunching the heritage rich French brand 'Lefranc Bourgeois' in 2017. This exemplary brand is a pioneer in fine art colour, materials and tools.

The brand was founded in France in 1720. Two Frenchmen Alexandre Lefranc and Joseph Bourgeois Aine combined their botanical, biological and visionary skills to define the natural origins of iconic pigments. To highlight the rich heritage and historic legacy of the brand, Lefranc Bourgeois will launch a new brand identity with a focus on symbols of authenticity and leadership. Lefranc Bourgeois is the leading artists colour brand in France, and the new brand identity and premium packaging will reflect this.

Dennis van Schie, CEO of Colart is particularly passionate about this relaunch, he says, *"At Colart we are extremely proud of Lefranc Bourgeois and we are eager to help it live up to its full potential in 2017. The new direction draws on the magnificent history of the brand which holds a special place in the heart of many artists."*

Lefranc Bourgeois' broad range of fine art, children's and craft products are made in France to exacting standards, and 2017 will deliver improvements to a number of products. The new extra-fine oil range will have new innovative packaging featuring a colour representation alongside a 50% white reduction colour representation. The paint itself will have a new superior texture – increased density, thickness and homogeneity. Detailed and laborious work was undertaken to adjust the oil level in every pigment composition and correct those with a high oil base.

Lefranc Bourgeois will also introduce a new range of artist tested cadmium-free colours, offering artists a safe and sustainable choice. The new fine oil range is a merging of two ranges: "Louvre" and "Fine". This range will have a palette of 48 colours, chosen from the best sellers. To support these improvements there will be unprecedented investment in a launch campaign throughout France to highlight Lefranc Bourgeois.

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### **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.