

Winsor & Newton present new retail innovation and launch new products at Creativeworld, Frankfurt

Winsor & Newton will present new research about the in-store environment



Winsor & Newton will be presenting their recent research of the in-store environment reviewing the new Water Colour display. The consumer research was conducted at fixture, recording points of interest and their interaction to evaluate the design across our guiding principles: **Attract, Engage & Convert**. This research which was conducted alongside POPAI; a progressive industry association, dedicated to enhancing the total shopper experience, will enable Winsor & Newton to further develop in-store solutions for their customers.

Winsor & Newton are developing and researching their in-store solutions through the principles of:

Attract

Increasing shopper numbers with clear product display and clarity of message.

"Consumers are 52% more likely to enter a store if there is an impactful display in the window" - KISSmetrics

"75% of consumers told friends about a store because they were impressed by its signage" – KISSmetrics

Engage & Convert

Provide relevant product information and "Use with" recommendations for shoppers, inspirational "Product in-use" photography and clear communications to lead to improved conversion.

"Graphics shout louder than words, product photographs on display and range headers can influence up to 24% of consumers" - POPAI

"Convert browsers to buyers with product relevant information, "Use with" guides and visible pricing" – POPAI

"Movement in retail display increases shopper engagement by up to 30%" - POPAI

This will be demonstrated at Creativeworld by presenting recent research at fixture utilising Clip Cam technology.

New product launch: Winsor & Newton Water Colour Paper

Winsor & Newton Water Colour Paper Launch: April 2017

The new Winsor & Newton Water Colour paper has been developed with professionals in mind. The paper is traditionally made using the finest raw materials, either 100% cotton or archival grad cellulose. The papers look and feel handmade with a watermark and deckle edges. Made using a cylinder mould so the fibers are dispersed and interwoven, the paper will offer exceptional strength and dimensional stability.

**New product launch:
New Canvas Range**

**New Canvas Range
Launch: June 2017**

The new Winsor & Newton canvas range offers the ultimate surfaces for artists - built to the highest standards and made to meet every need.

Every canvas is constructed for endurance – the frames are crafted from kiln-dried solid wood stretcher bars, the finest grade acid-free cloth is hand-stretched for outstanding tension with expertly tailored edges, and each one is finished using a pigment rich gesso primer.

The innovative new Winsor & Newton pro-stretcher™ makes achieving the perfect tension easy, and for a personal touch each canvas now includes an archiving label for artists to record key details about their work.

**New product launch:
Winsor & Newton Gifting**

**Winsor & Newton Gifting
Launch: September 2017**

Winsor & Newton presents a curation of their favourite things – from the unexpected to the classic, providing a fresh perspective on gifting. Their brand symbol, the griffin, sits at the helm of their gifting range. Legend often paints the creature as a guardian of the most precious possessions.

A magical beast with a powerful heritage, the griffin embodies the collection's true harmony of both Alchemy and time-honoured Artistry; craft and expertise combined with imagination and creativity. Their collections provide both the experimental and traditional artist with the tools to excite the mind and engage the senses on an endless journey in the pursuit of perfection.

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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.