



CHROMA AUSTRALIA

2019 PRODUCT CATALOGUE



# A STROKE OF INSPIRATION

Dear Customer,

Welcome to Chroma Australia's range of quality paints and mediums.

Chroma is an Australian company that has been committed to providing high quality paint for artists, teachers and students for over 50 years. As an artist and teacher, I started Chroma in 1965 at a small back yard factory in King's Cross, Sydney. Since those humble beginnings, the business has grown to include offices in the US and the UK. We have many successful brands that are sold all around the world - our paint is still made locally here at Mt Kuring-gai and I still own the company.

At Chroma, we understand that art is more successful, fulfilling and just more fun when good products are used. We aim to make paints that lead their category in both quality and value so that artists on a budget can get the most enjoyment out of their painting experience. As a result, the company has created some of Australia's most exciting and popular paint brands - names like Atelier, Chromacryl and Jo Sonja are synonymous with quality, value and innovation.

Our unique understanding of what artists desire in a paint and how new technology can be employed to deliver it has allowed Chroma to make some significant world first advantages. We have patents on Archival Oils, the only permanently flexible oil paint and Atelier Interactive, an advanced acrylic that can be reopened after it has dried to allow for more blending time.

Chroma is more than just clever paint formulas - we also aim to provide exceptional customer service and technical advice. The type of support that can only be offered by an experienced Australian manufacturer.

With over 50 years of experience and one of the most respected names in art materials, Chroma will continue to focus on making paints of superior quality and we look forward to working with you.

Sincerely,

Jim Cobb

Chroma Australia Managing Director and Paint Maker

PS: Don't forget to visit our websites: [www.chromaonline.com](http://www.chromaonline.com), [www.chromacryl.com](http://www.chromacryl.com) and [www.atelieracrylic.com](http://www.atelieracrylic.com) for further information, downloadable articles, projects, newsletters, and more!



**[WWW.CHROMAONLINE.COM](http://WWW.CHROMAONLINE.COM) - [WWW.CHROMACRYL.COM](http://WWW.CHROMACRYL.COM) - [WWW.ATELIERACRYLIC.COM](http://WWW.ATELIERACRYLIC.COM)**

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# CONTENTS - HEALTH & SAFETY LABELING

## USING THIS CATALOG - FIND IT FAST!

For easy reference, all colours are listed alphabetically within their brand and series. A summary of brand features and use appears on the next 4 pages.

A Quick Guide to Chroma's Brands .....	3
Archival Oils .....	6
Atelier Interactive .....	12
Atelier Mediums .....	16
Atelier Free Flow .....	24
A2 .....	27
Jo Sonja's .....	29
Chromacryl .....	38
Chromacryl Fluid Concentrate.....	42
Chromacryl Acrylic Essentials.....	43
Chroma Mural Paint .....	44
Chroma Mural Paint Markers .....	46
Fusion I.A. Coatings, Grounds & Varnishes .....	48
Chroma Molten Metals.....	49
Chroma 2 Washable .....	50
Chroma 2.....	51
Chroma Kidz Washable.....	52
Chroma Kidz.....	53
Terms & Conditions of Sale.....	54

## ASTM D4236

ASTM International, previously known as the American Society for Testing and Materials, is a leading global authority on the development of safety standards for consumer products. Their "D-4236" designation is meant to alert consumers of any chronic health hazards that may result from using art-related supplies. In 1990, the Labeling of Hazardous Art Materials Act, or LHAMA, made it a federal requirement for all such supplies to feature the D-4236 designation on their labels.

## HEALTH AND SAFETY LABELLING



### AP Seal

The new AP (Approved Product) Seal, with or without Performance Certification, identifies art materials that are safe and that are certified in a toxicological evaluation by a medical expert to contain no materials in sufficient quantities to be toxic or injurious to humans, including children, or to cause acute or chronic health problems. Such products are certified by ACMI (Art & Creative Materials Institute, Inc.) to be labeled in accordance with the chronic hazard labeling standard, ASTM D 4236, and the U.S. Labeling of Hazardous Art Materials Act (LHAMA). Additionally, products bearing the AP Seal with Performance Certification are certified to meet specific requirements of material, workmanship, working qualities, and color development by ACMI and others through recognized standards organizations, such as the American National Standards Institute (ANSI) and the American Society for Testing and Materials (ASTM). Some products cannot attain this performance certification because no quality standard currently exists for certain types of products.

### CL Seal

The CL Seal identifies products that are certified to be properly labeled in a program of toxicology evaluation by a medical expert for any known health risks and with information on the safe and proper use of these materials. This Seal appears on only 15% of the adult art materials in ACMI's certifications program and on none of the children's materials. These products are also certified by ACMI to be labeled in accordance with the chronic hazard labeling standard, ASTM D4236, and the U.S. Labeling of Hazardous Art Materials Act (LHAMA).

*Chroma*

- A STROKE OF INNOVATION -

# CHROMA BRANDS

## A Quick Guide to Chroma's Brands

Description	Features	Use (Please refer to relevant literature for full instructions.)
<div>  </div>		
<h3>Archival Artists' Oils</h3>		
Professional quality artists' oil paint with unique patented, flexible formula.	<ul style="list-style-type: none"> <li>• 79 professional quality colors</li> <li>• Lightfast, permanent pigments</li> <li>• Compatible with low toxic Archival Mediums</li> <li>• Remain flexible when dry</li> <li>• Refined oil base</li> </ul>	Amazing coverage and spreadability make it ideal for block coloring and fine, sharp detail. Allows for easy overpainting with heavy body acrylics. Can be diluted easily with water for watercolor effects and is an excellent substitute for a traditional gouache but does not dry chalky.
<div>  </div>		
<h3>Atelier Interactive Professional Artists' Acrylic</h3>		
Artists' acrylics in 82 creamy, impasto colors formulated with the highest quality pigments. New patented formula designed to remain workable when kept moist.	<ul style="list-style-type: none"> <li>• 82 artists' quality colors</li> <li>• Lightfast pigments</li> <li>• Compatible with Atelier ground preparations and mediums</li> </ul>	Full strength, diluted with water or mixed with Atelier Mediums. Suits all painting surfaces including canvas, canvas board, paper and belgian linen.
<div>  </div>		
<h3>Atelier Free Flow Artists' Acrylic</h3>		
Atelier Free Flow Artists' Acrylic is a wonderfully fluid artists' acrylic that has amazing coverage, spreadability and simply "flies off the brush."	<ul style="list-style-type: none"> <li>• 36 professional quality colors</li> <li>• Lightfast pigments</li> <li>• Intense pigment load and vivid color intensity</li> <li>• Velvet, matte finish</li> <li>• Compatible with Atelier ground preparations and mediums</li> </ul>	Amazing coverage and spreadability make it ideal for block coloring and fine, sharp detail. Allows for easy overpainting with heavy body acrylics. Can be diluted easily with water for watercolor effects and is an excellent substitute for a traditional gouache but does not dry chalky.
<div>  </div>		
<h3>A2 Lightfast Heavy Body Acrylic</h3>		
An impasto acrylic paint range designed for serious students and painters looking to maximize their painting skills. Has the same consistency and handling properties as Atelier Interactive Artists' Acrylic. Lightfast paint assures longevity.	<ul style="list-style-type: none"> <li>• 20 highly pigmented, lightfast colors</li> <li>• Water-based, non-toxic</li> <li>• Dries to a low-gloss sheen</li> <li>• Compatible with A2 and Atelier Mediums</li> </ul>	Full strength, diluted with water or mixed with A>2 Mediums or Atelier Mediums. Designed for learning paint handling techniques. Can be used on paper or any properly gessoed surface.
<div>  </div>		
<h3>Jo Sonja Artists' Colours</h3>		
Artists' flow formula acrylic colors plus a range of mediums that enables the colors to be used on virtually any surface and in many different techniques.	<ul style="list-style-type: none"> <li>• 80 artists quality colors</li> <li>• Dries to a velvet, matte finish resembling gouache</li> <li>• Superbly lightfast</li> <li>• Made from high quality pigments</li> <li>• Will not chip or crack</li> <li>• Water-based</li> </ul>	Decorative/Folk Art and Fine Art techniques on wood, MDF, tin, paper, card, canvas, glass, tiles, cloth, terra cotta, etc. Ideal for those concerned about the longevity of their work.

# CHROMA BRANDS

## A Quick Guide to Chroma's Brands (Continued)

### Description

### Features

### Use

(Please refer to relevant literature for full instructions.)

*Chromacryl*

- STUDENTS ACRYLIC -

### Chromacryl Students' Acrylic

An acrylic paint for K through 12th grade student's applications in art at school. Based on the warm/cool color mixing system, this acrylic paint offers limitless possibilities and applications. Combined with a range of mediums, it provides a versatility of classroom uses including silk screen printing, fabric painting, collage, etc.

- 30 vibrant colors that dry to a water-resistant, satin finish
- Dry quickly
- Non-toxic
- Water-based
- Non-lightfast
- Compatible with Chromacryl mediums

School classroom application. Painting on paper, cardboard, canvas, canvas board, wood, glass etc. Combined with mediums for collage and mixed media. Great paint for painting party use.

*Chromacryl*

FLUID CONCENTRATE

### Chromacryl Fluid Concentrate

The full strength, ready-to-use formulation is a highly pigmented fluid acrylic developed to bring additional artistic versatility and excitement into the classroom.

- 16 vibrant colors that dry to a water-resistant, vibrant, matte finish
- Non-toxic
- Water-based
- Non-lightfast
- Compatible with Chromacryl Student Acrylics and mediums

School classroom application. Use straight from the bottle for any fine detail techniques: lettering and calligraphy, illustration, posters, signs, papier-mâché, general school projects and more. Use with water for glazing and luminous layers. Perfect for mixed media, art journals and altered books.

*Chromacryl*

### ACRYLIC ESSENTIALS

### Chromacryl Acrylic Essentials

Chromacryl Acrylic Essentials has an indispensable colour range for your art room offering the best value, best quality school range in its price range. It is the acrylic replacement for tempera in the classroom.

- 12 vibrant colours that dry to a water-resistant, rich, low-gloss finish
- Fast drying and flexible
- Non-toxic
- Water-based
- Rich, creamy consistency
- Non-lightfast
- Compatible with Chromacryl Mediums

School classroom application. Painting on paper, cardboard, canvas, canvas board, wood, glass, etc. Useful for block printing, screen printing, textile painting, etc. Great paint for parting party use.

**MURAL PAINT**

### Chroma Mural Paint

A lightfast, outdoor acrylic paint that is water-resistant, moisture-resistant, lightfast and opaque.

- 16 creamy colors including 2 metallics
- Bright and very mixable
- Non-Toxic
- Water-based
- Ready to use straight from the bottle
- Clean up with soap and water

Ideal for indoor or outdoor murals, backdrops and scenery for theater productions. Use with Fusion I.A. Grounds, Coatings and Mediums for best results.

**MURAL PAINT MARKERS**

### Chroma Mural Paint Markers







A lightfast, outdoor acrylic paint that is water-resistant, moisture-resistant, lightfast and opaque in bottles with a synthetic mohair tip applicator.

- 25 creamy colors including 2 metallics, 5 neons & glow in the dark
- Unique dabber packaging allows for a wide variety of techniques
- Non-Toxic
- Water-based
- Ready to use straight from the bottle
- Clean up with soap and water

Ideal for indoor or outdoor murals, backdrops, scenery for theater productions and custom decorations. Use with Fusion I.A. Grounds, Coatings and Mediums for best results.

# CHROMA BRANDS

## A Quick Guide to Chroma's Brands (Continued)

Description	Features	Use (Please refer to relevant literature for full instructions.)
	<b>Fusion I.A. Coatings, Grounds &amp; Varnishes</b>	
Industrial-grade binder, gesso and varnishes.	<ul style="list-style-type: none"> <li>• Binder for sealing surfaces and topcoats</li> <li>• Specialty varnishes for indoor and outdoor use</li> <li>• Gesso for prepping surfaces prior to painting</li> </ul>	Ideal for artists who demand the very best. Recommended for use with Chroma Mural Paint and Mural Paint Markers.
	<b>Chroma Molten Metals Metallic Acrylic</b>	
Flexible, water resistant, metallic acrylic paint colours for artist and student.	<ul style="list-style-type: none"> <li>• 6 luminous, metallic colours that dry to a brilliant, silky finish</li> <li>• Dry quickly</li> <li>• Non-toxic</li> <li>• Water-based</li> <li>• Non-lightfast</li> </ul>	Painting on paper, cardboard, canvas, canvas board, wood, glass, etc. Can be used along as a palette colour or mixed with other acrylic colours to create dramatic iridescent effects.
	<b>Chroma 2 Washable</b>	
Chroma 2 Washable paint formula delivers strong colours and thick creamy body while at the same being washable! No longer do you need to accept washable paints lacking in colour and intensity.	<ul style="list-style-type: none"> <li>• 21 intense, vivid colours</li> <li>• Washable</li> <li>• Non-toxic</li> <li>• Clean up with soap and water</li> </ul>	Washable paint can be used as a total classroom resource, for painting and printing on surfaces such as paper, canvas, cardboard, plaster, clay, and many others.
	<b>Student Paint</b>	
Chroma 2 Student Paint is a thick and creamy "Super" tempera for primary and secondary school students. This high quality paint combines the versatility of an acrylic with the easy clean up of a tempera.	<ul style="list-style-type: none"> <li>• 14 brilliant, strong colours</li> <li>• Warm &amp; primary colours</li> <li>• Never separates in bottle</li> <li>• Non-toxic</li> </ul>	It doesn't form a rock hard skin when it dries which makes it very easy to clean out of brushes and other equipment. Use as a general purpose classroom paint and for all your printing techniques like silk screen and lino block.
	<b>Chroma Kidz Washable</b>	
Chroma Kidz Washable is designed for preschool and infants. Use straight from the container or dilute with water. It has bright vivid colours and is great for finger painting. A fantastic paint at an affordable price.	<ul style="list-style-type: none"> <li>• 14 vivid colors</li> <li>• Washable</li> <li>• Non-toxic</li> <li>• Clean up with soap and water</li> </ul>	Washable paint designed to wash more easily out of children's clothing. Will not flake, dry powdery or become chalky.
	<b>Chroma Kidz</b>	
Chroma Kidz is an budget friendly paint created for preschool and infants. Use straight from the container or dilute with water.	<ul style="list-style-type: none"> <li>• 20 bright colors</li> <li>• Water-based</li> <li>• Non-toxic</li> <li>• Quick drying</li> <li>• Very affordable price points</li> </ul>	Designed to be used for everything from finger painting to print making. Suitable for works on paper and board. Note: Some fabrics may retain stains so the use of art smocks are recommended.







## Archival Artists' Oils

Archival is the only patented oil in the world offering unsurpassed painting freedom, allowing long term flexibility and a safer working environment. Made from only the finest colour pigments for their purity, brilliance and performance, Archival has been specially formulated to resist cracking and allows freedom of technique.

Comes in 79 colours. Available in 40ml tubes with selected Series 1 colors available in 120ml tubes and select colours in 300ml cartridges.

### SERIES 1 COLOURS

Colour Name	40ml	120ml	300ml
<b>Series 1</b>			
 Arylamide Yellow Deep	AR23030	AR23040	AR23050
 Arylamide Yellow Light	AR23090	AR23100	AR23110
 Blue Black (Indigo)	AR23150		
 Brown Black	AR23190		
 Burnt Sienna	AR23230	AR23240	AR23250
 Burnt Umber	AR23290	AR23300	AR23310
 Carbon Black	AR23350		
 Cerulean Blue Hue	AR23390	AR23400	AR23410
 Cobalt Blue Hue	AR23450	AR23460	AR23470
 Cobalt Green Hue	AR23510	AR23520	
 Crimson	AR23560	AR23570	AR23580

Colour Name	40ml	120ml	300ml
<b>Series 1 (Continued)</b>			
 Fast Drying White	AR24795	AR24800	AR24805
 French Ultramarine Blue	AR23620	AR23630	AR23640
 Green Black	AR23680		
 Indian Red Oxide	AR23720		
 Jaune Brillant	AR23760		
 Light Red Ochre	AR23800	AR23810	AR23820
 Mars Black	AR23850	AR23860	AR23870
 Mars Violet	AR23910		
 Naples Yellow	AR23950	AR23960	AR23970
 Naples Yellow Reddish	AR24000		
 Naphthol Red Light	AR24040	AR24050	AR24060

# ARCHIVAL OILS

ARCHIVAL<sup>®</sup>  
OILS

TECHNOLOGY MEETS TRADITION

## SERIES 1 COLOURS

Colour Name	40ml	120ml	300ml
<b>Series 1 (Continued)</b>			
 Orange	AR24100	AR24110	AR24120
 Paynes Grey	AR24150	AR24160	AR24170
 Prussian Blue	AR24200	AR24210	AR24220
 Pthalo Blue	AR24250	AR24260	AR24270
 Pthalo Green	AR24300	AR24310	AR24320
 Purple	AR24350	AR24360	AR24370
 Raw Sienna Dark	AR24400	AR24410	AR24420
 Raw Umber	AR24460	AR24470	AR24480
 Red Black	AR24510		
 Terre Verte	AR24550	AR24560	
 Titanium White	AR24600	AR24610	AR24610
 Toning Grey Mid	AR24660		
 Toning Grey Pinkish	AR24700		
 Toning Grey Yellowish	AR24740		
 Transparent Red Oxide	AR24780		
 Yellow Ochre	AR24820	AR24830	AR24840



## SERIES 3 COLOURS

Colour Name	40ml	120ml	300ml
<b>Series 3</b>			
 Brilliant Magenta	AR26040		AR26050
 Copper	AR26090		
 Indian Yellow	AR26130		
 Naphthol Crimson	AR26170		
 Pale Gold	AR26210		
 Permanent Brown Madder	AR26250		
 Permanent Sap Green	AR26290		
 Pyrrole Red	AR26330		
 Quinacridone Magenta	AR26370		
 Quinacridone Red Violet	AR26410		
 Red Gold	AR26450		
 Rich Gold	AR26490		
 Silver	AR26530		
 Tinting White (Pearl Titanium)	AR26570		AR26580
 Transparent Yellow	AR26620		

## SERIES 2 COLOURS

Colour Name	40ml	120ml	300ml
<b>Series 2</b>			
 Brilliant Violet	AR25080		
 Chromium Green Oxide	AR25120		AR25140
 Cobalt Turquoise Light Hue	AR25160		
 Dioxazine Purple	AR25200		
 Forest Green	AR25240		
 Olive Green	AR25280		
 Pacific Blue	AR25320		
 Permanent Green Light	AR25360		AR25380
 Pthalo Blue (Red Shade)	AR25400		
 Pthalo Turquoise	AR25440		
 Superchrome Yellow			AR25520
 Superchrome Yellow Medium			AR25560
 Superchrome Scarlet			AR25480
 Transparent Perinone Orange	AR25600		
 Vermilion	AR25640		

## SERIES 4 COLOURS

Colour Name	40ml	120ml	300ml
<b>Series 4</b>			
 Cadmium Orange	AR27080		
 Cadmium Red Light (Scarlet)	AR27120		
 Cadmium Red Medium	AR27160		
 Cadmium Yellow Deep	AR27200		
 Cadmium Yellow Light	AR27240		
 Cadmium Yellow Medium	AR27280		
 Cerulean Blue	AR27320		
 Cobalt Blue	AR27360		
 Cobalt Green	AR27400		
 Cobalt Turquoise Light	AR27440		
 Permanent Alizarine	AR27480		

# ARCHIVAL OILS MEDIUMS

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## Archival Smooth Gel Medium:

The original, pasty, alkyd resin medium for impasto painting techniques. It speeds drying and makes paint go further without loss of body or intensity. It can be used for impasto glazes.

Product	Code
40ml Tube	AR72300
120ml Tube	AR72320
300ml Cartridge	AR72360
4 Litre Bottle	AR72380



## Archival Flow Gel Medium:

A liquid/gel that breaks to a fluid when brushed and sets to a non-liquid state when "at rest", making fluid but non-drip techniques easy to control. It is useful for glazing and is fast drying.

Note: contains low odor solvent and requires proper ventilation.

Product	Code
40ml Tube	AR70720
120ml Tube	AR70730
300ml Cartridge	AR70740



## Archival Texture Gel Medium:

A variation of Smooth Gel Medium which contains ceramic beads for a gritty texture to add aesthetic appeal to thickly applied paint. Moves easily when mixed, then firms up on the painting. This keeps oil color separate for wet-on-wet or blendable for wet-in-wet techniques.

Product	Code
40ml Tube	AR70720
300ml Cartridge	AR72620



## Chroma Incredible Brush Cleaner

Ideal for revitalizing old hard paintbrushes. This product is made from a special formulation which is designed to break through hardened acrylic, oil or lacquer on natural and synthetic paintbrushes, bringing them back to life.

Product	Code
60ml Bottle	CR95580
250ml Bottle	CR95610
1 Litre Bottle	CR95605

# ARCHIVAL OILS MEDIUMS

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OILS

TECHNOLOGY MEETS TRADITION

## ARCHIVAL MEDIUMS

Archival Mediums are alkyd-based. Knowing which medium to use can improve your painting dramatically and make working with oils more controllable. Archival Mediums assist artists with various techniques and drying requirements. They are a healthier alternative to common mineral and gum turpentine based mediums because they are created using less toxic solvents to reduce the problem of toxic fume accumulation in the studio. Because artists have become more aware of the dangers associated with traditional toxic solvents, we have developed the following range of low toxicity mediums.



AR70900

### Archival Lean Medium: Alkyd Based - Fast Drying

A general-purpose alkyd resin medium. It feels oily, but dries with a low sheen in 24 hours. It increases flow and transparency. The surface of a painting can be worked during a full day without tacking up provided the canvas is well sealed.



AR71020

### Archival Lean Medium - Fast Evaporating

A general-purpose alkyd resin medium. It feels oily, but dries with a low sheen in 24 hours. It increases flow and transparency. The surface of a painting can be worked during a full day without tacking up provided the canvas is well sealed.

Product	Code
100ml Bottle	AR70900
500ml Bottle	AR70930
1 Litre Bottle	AR70960
4 Litre Bottle	AR70990
25 Litre Drum	AR71000

Product	Code
100ml Bottle	AR71020
500ml Bottle	AR71040
1 Litre Bottle	AR71060
4 Litre Bottle	AR71080



AR71300

### Archival Odourless Solvent

A general purpose, low toxicity solvent which may be used as a replacement for gum and mineral turpentine to thin paint and clean brushes.



AR71460

### Archival Odourless Solvent - Fast Evaporating

A general purpose, low toxicity solvent which may be used as a replacement for gum and mineral turpentine to thin paint and clean brushes.

Product	Code
100ml Bottle	AR71300
500ml Bottle	AR71330
1 Litre Bottle	AR71360
4 Litre Bottle	AR71390
25 Litre Drum	AR71420

Product	Code
100ml Bottle	AR71460
500ml Bottle	AR71480
1 Litre Bottle	AR71500
4 Litre Bottle	AR71520

# ARCHIVAL OILS MEDIUMS & VARNISHES

ARCHIVAL<sup>®</sup>  
OILS

TECHNOLOGY MEETS TRADITION

## ARCHIVAL MEDIUMS

Archival Mediums are alkyd-based. Knowing which medium to use can improve your painting dramatically and make working with oils more controllable. Archival Mediums assist artists with various techniques and drying requirements. They are a healthier alternative to common mineral and gum turpentine based mediums because they are created using less toxic solvents to reduce the problem of toxic fume accumulation in the studio. Because artists have become more aware of the dangers associated with traditional toxic solvents, we have developed the following range of low toxicity mediums.



### Archival Classic Medium Alkyd Based - Slow Drying

A very slow drying medium ideal for thinning paint while maintaining a rich, luminous finish when dry. Gives a long manipulation time for over painting and great control for detail. Ideal for glazing techniques, painting wet-in-wet and for artists who desire a full day's working ability. It feels oily, but dries with a low sheen in 24 hours.



### Archival Fat Medium: Alkyd Based - Fast Drying

A syrupy, heavy bodied liquid medium that promotes faster, more thorough drying of oils. Gives great control over detail and has been specially formulated using very low odor solvents. Recommended for experienced painters who work all day on the same painting.

Product	Code
100ml Bottle	AR71300
500ml Bottle	AR71330
1 Litre Bottle	AR71360
4 Litre Bottle	AR71390
25 Litre Drum	AR71420

Product	Code
100ml Bottle	AR70600
500ml Bottle	AR70630
1 Litre Bottle	AR70660
4 Litre Bottle	AR70690
25 Litre Drum	AR70700



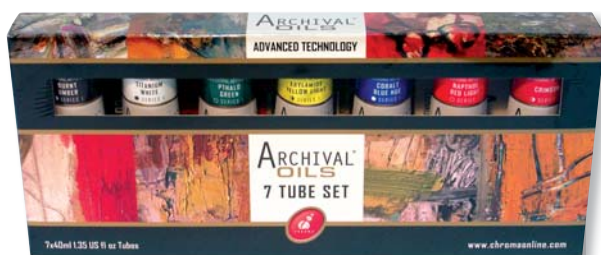
## CHROMA SOLVENT FINISHING VARNISHES

Solvent based, non-yellowing strippable varnishes which allow paintings to be cleaned more easily at a later date by swabbing with mineral turps. Chroma Solvent Finishing Varnishes are available in Satin, Gloss and Invisible. Invisible Varnish provides a protective coating and does not alter the surface quality of a painting.

Product	Code
Gloss Solvent Finishing Varnish	CR72290
Invisible Solvent Finishing Varnish	CR70990
Satin Solvent Finishing Varnish	CR72490

# ARCHIVAL OILS SETS & DISPLAYS

**ARCHIVAL<sup>®</sup>**  
**OILS**  
TECHNOLOGY MEETS TRADITION



AR80270

## 7 Tube Box Set

7 x 40ml

Burnt Umber

Titanium White

Phthalo Green

Arylamide Yellow Light

Cobalt Blue Hue

Napthol Red Light

Crimson

Product	Code
7 Tube Box Set	AR80270



## Archival Modular Display Rack

An attractive modular racking system, which allows you the opportunity to choose an assortment of Archival products to present in your store while also considering which configuration best suits your retail needs. Contact Chroma for detailed information about rack sizes and stock quantities for each configuration.

Product	Code	
	Stocked	Empty
Archival Display Rack Configuration A	AR80700	AR80705
Archival Display Rack Configuration B	AR80720	AR80725
Archival Display Rack Configuration C	AR80740	AR80745
Archival Display Rack Configuration D	AR80760	AR80765
Archival Display Rack Configuration E	AR80780	AR80785



A



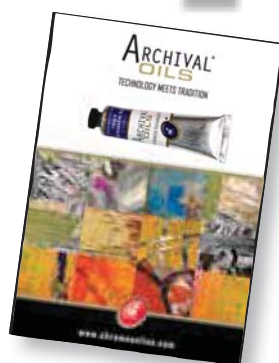
B



C



D



E

## PROMOTIONAL LITERATURE

Product	Code
Artist's Pocket Guidebook - A	LI10300
Archival Oils Color Chart - B	AR95090
Archival Guide to Oils & Mediums - C	AR95150
Archival Oils Apron - D	AR96200
Archival Oils A3 Poster - E	AR95025

# ATELIER INTERACTIVE ARTISTS' ACRYLIC

*Atelier*  
INTERACTIVE™

Artists' Acrylic

"respectfully traditional, innovative acrylics"



## Atelier Interactive Artists' Acrylic

Atelier Interactive is the only artists' acrylic that allows artists to have complete control over its drying speed. It is a fast-drying professional acrylic on its own or when used with traditional acrylic mediums, but when used with Atelier Unlocking Formula, artists can keep their painting wet for extended blending sessions. Unlocking Formula even rewets dried, uncured Atelier Interactive layers, so artists have extreme control on how they wish to work. Archival quality and lightfast, the intense colors dry to a satin-like finish without a plastic look or feel and with minimal color shift.

Comes in 82 colours and is available in 80ml tubes, 250ml jars, 500ml jars, and 1 Litre jars.



Artwork by Mark Waller

## SERIES 1 COLOURS

Color Name	80ml	250ml	500ml	1 Litre
<b>Series 1</b>				
Blue Black (Indigo)	AI10030	AI10060	AI10080	
Brown Black	AI10120	AI10150	AI10170	
Burnt Sienna	AI10300	AI10330	AI10340	AI10360
Burnt Umber	AI10450	AI10480	AI10500	AI10520
Carbon Black	AI10600	AI10630	AI10640	AI10660
Green Black	AI10960	AI10990	AI11000	
Light Red Ochre	AI11350	AI11380	AI11390	
Mars Black	11500	AI11530	AI11550	AI11560
Mars Violet	AI11680	AI11710	AI11720	
Naples Yellow	AI11830	AI11860	AI11880	
Olive Green	AI11950	AI11980	AI1200	
Prussian Blue Hue	AI12040	AI12070	AI12080	
Pthalo Blue	AI12400	AI12430	AI12440	AI12470
Pthalo Green	AI12580	AI12610	AI12620	AI12640
Purple	AI12700	AI12730	AI12750	
Raw Sienna Dark	AI12800	AI12830	AI12840	
Raw Umber	AI12880	AI12910	AI12920	
Raw Umber Yellowish	AI16700	AI16720	AI16740	
Red Black	AI13050	AI13080	AI13090	
Terre Verte	AU13140	AI13170	AI13180	
Titanium White	AI13260	AI13290	AI13300	AI13320
Toning Grey Mid	AI13410	AI13410	AI13420	
Toning Grey Pinkish	AI13470	AI13500	AI13520	
Toning Grey Yellowish	AI1560	AI13590	AI13600	
Yellow Ochre	AI13630	AI13660	AI13680	AI13690

# ATELIER INTERACTIVE ARTISTS' ACRYLIC

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## SERIES 2 COLOURS

Colour Name	80ml	250ml	500ml	1 Litre
<b>Series 2</b>				
 Brilliant Violet	AI14090	AI14120	AI14140	
 Cerulean Blue Hue	AI14210	AI14240	AI14250	
 Chromium Green Oxide	AI14300	AI14330	AI14350	
 Cobalt Blue Hue	AI14420	AI14450	AI14460	AI14480
 Cobalt Turquoise Light Hue	AI14600	AI14630	AI14660	
 Forest Green	AI14750	AI114780	AI14790	
 French Ultramarine Blue	AI14900	AI14930	AI14950	AI14960
 Green Gold	AI15000	AI15020	AI15040	
 Indian Red Oxide	AI15230	AI15140	AI15145	
 Indian Yellow	AI15230	AI15260	AI15262	
 Jaune Brillant	AI15380	AI15410	AI15420	
 Naples Yellow Reddish	AI15560	AI15590	AI15600	
 Orange	AI15710	AI15740	AI15750	
 Pacific Blue	AI15860	AI15890	AI15900	
 Paynes Grey	AI16010	AI16040	AI16050	
 Pastel Aquamarine	AI60110	AI60115		
 Pastel Arctic Blue	AI60100	AI60105		
 Pastel Coral	AI60130	AI60135		
 Pastel Lemon	AI60160	AI60165		
 Pastel Lilac	AI60120	AI60125		
 Pastel Mist	AI60150	AI60155		
 Pastel Pink	AI60140	AI60145		
 Permanent Sap Green	AI16310	AI16340	AI16360	
 Pthalo Blue (Red Shade)	AI16460	AI16490	AI16500	
 Pthalo Turquoise	AI16610	AI16640	AI16660	
 Raw Umber Yellowish	AI16700	AI16720	AI16740	
 Tinting White (Pearl Titanium)	AI16790	AI16820	AI16830	
 Transparent Perinone Orange	AI16910	AI16970	AI16980	
 Transparent Red Oxide	AI17090	AI17120	AI17130	AI17150
 Transparent Yellow	AI17270	AI17300	AI17310	
 Vermilion	AI17420	AI17450	AI17460	



# ATELIER INTERACTIVE ARTISTS' ACRYLIC & SETS

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Artists' Acrylic



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## SERIES 3 - 6 COLOURS

Colour Name	80ml	250ml	500ml	1 Litre
<b>Series 3</b>				
 Arylamide Yellow Deep	AI18120	AI18150	AI18160	AI18180
 Arylamide Yellow Light	AI18300	AI18330	AI18350	AI18360
 Brilliant Magenta	AI18510	AI18540	AI18560	
 Cobalt Green Hue	AI18660	AI18690	AI18700	
 Dioxazine Purple	AI18810	AI18840	AI18850	
 Naphthol Crimson	AI19030	AI19060	AI19070	
 Naphthol Red Light	AI19180	AI19210	AI19220	AI19240
 Permanent Brown Madder	AI19420	AI19450	AI19460	
 Pyrrole Red	AI19570	AI19600	AI19610	
 Quinacridone Magenta	AI19780	AI19810	AI19820	
 Quinacridone Red Violet	AI19930	AI19960	AI19970	
 Red Gold	AI20090	AI20120	AI20130	

Colour Name	80ml	250ml	500ml	1 Litre
<b>Series 4</b>				
 Cadmium Red Medium	AI21640	AI21670	AI21680	
 Cadmium Orange	AI21330	AI21360	AI21370	
 Cadmium Red Light (Scarlet)	AI21480	AI21520	AI21530	
 Cadmium Yellow Deep	AI21790	AI21820	AI21830	
 Cadmium Yellow Light	AI21940	AI21970	AI21980	
 Cadmium Yellow Medium	AI22090	AI22120	AI22130	
 Copper	AI22240	AI22270	AI22280	
 Pale Gold	AI22800	AI22830	AI22840	
 Permanent Alizarine	AI22950	AI22980	AI22990	
 Rich Gold	AI23100	AI23130	AI23140	
 Silver	AI23370	AI23400	AI23410	

Colour Name	80ml	250ml	500ml	1 Litre
<b>Series 5</b>				
 Cobalt Turquoise Light	AI24480	AI24510	AI24520	

Colour Name	80ml	250ml	500ml	1 Litre
<b>Series 6</b>				
 Cerulean Blue	AI26360	AI26390	AI26400	
 Cobalt Blue	AI26660	AI26690	AI26700	

# ATELIER INTERACTIVE ARTISTS' ACRYLIC & SETS

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## SETS



AI80250

### 12 Tube Set

12 x 20ml

Napthol Crimson · Trans. Perinone Orange · Arylamide Yellow Light Arylamide Yellow Deep · Yellow Ochre · Burnt Sienna · French Ultramarine Blue · Dioxazine Purple · Pthalo Green Permanent Green Light · Carbon Black · Titanium White + Bonus Atelier Interactive Multimedia CD

### 7 Tube Set

7 x 80ml

Burnt Umber · Titanium White · Pthalo Green ·  
Arylamide Yellow Light · Cobalt Blue Hue ·  
Napthol Red Light · Crimson



AI80300



AI0360

### Pastel Tube Set

7 x 80ml

Pastel Aquamarine · Pastel Arctic Blue · Pastel Coral ·  
Pastel Lemon · Pastel Lilac · Pastel Mist · Pastel Pink

Product	Code
Atelier Interactive 7 Tube Set	AI80300
Atelier Interactive 12 Tube Set	AI80250
Atelier Interactive Pastel Tube Set	AI80360

# ATELIER INTERACTIVE DISPLAY RACKS & PROMOTIONAL MATERIALS

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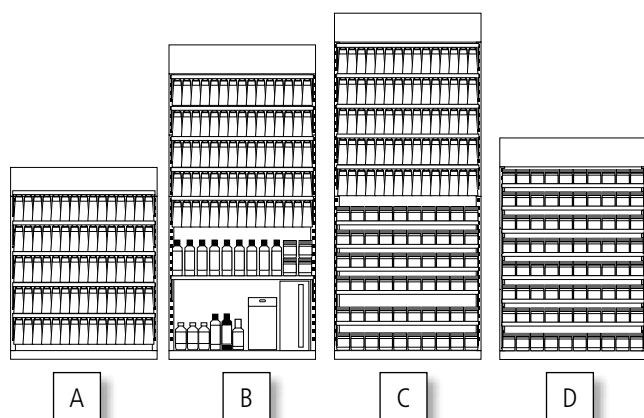
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## DISPLAY RACKS



An attractive modular racking system, which allows you the opportunity to choose an assortment of Atelier Interactive products to present in your store while also considering which configuration best suits your needs. See the Chroma Rack Configuration Guide for detailed information about rack sizes and stock quantities.



Product	Code
Atelier Interactive Rack Configuration A	AI80400
Atelier Interactive Rack Configuration B	AI80420
Atelier Interactive Rack Configuration C	AI80440
Atelier Interactive Rack Configuration D	AI80460

## PROMOTIONAL MATERIALS



21cm (D) x 14cm (H) x 39cm (W)

Product	Code
Atelier Interactive Colour Chart & Artists' Guide - A	AI95090
Atelier Interactive A2 Poster - B	AI95025
Guide To Atelier Grounds, Mediums & Varnishes - C	LI11500
Artists' Pocket Guidebook - D	LI10300
Mitch Waite Painting with Atelier Interactive DVD - E	AI95165
Atelier Pastel Counter Display - F	AI95195

# ATELIER GROUNDS, MEDIUMS & VARNISHES

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## ATELIER MEDIUMS: Making Acrylics Versatile

The choice of the correct medium for the particular style and technique of an artist can be critically important to their creative development.

There are very simple ways of gaining control over the painting process, which do not involve learning new techniques: there are procedures for sealing against moisture loss, maintaining optimal "wet" conditions while working and using final varnishes to protect the completed art work.

We would like to introduce a new simplified system of acrylic painting designed to simplify painting with acrylics - any medium that was specially designed to work with Atelier Interactive's unique formula is marked "Interactive." The following three processes are outlined below:

### Ground Preparations - Mediums & Additives (Traditional & Interactive) - Varnishes

## GROUND PREPARATIONS

Grounds are products used to prepare a surface for acrylic painting. Effective grounds should have good adhesion to the painting surface, particularly for canvas boards. They should be flexible, have suitable "tooth" for overpainting and create a good sealing barrier between the painting surface and subsequent layers of paint.



### Gesso Primer

A flexible acrylic ground with a high grit content. Designed to provide a stable white surface on which to paint. Atelier Gesso may be used directly from the container for all over thick textural effects.

Product	Code
Gesso Primer 250ml Jar	AT70390
Gesso Primer 500ml Jar	AT70420
Gesso Primer 1 Litre Jar	AT70450
Gesso Primer 4 Litre Bucket	AT70480
Gesso Primer 25 Litre	AT70510



### Liquid Gesso Primer

A thinner consistency than Gesso Primer, which spreads more easily for a smoother painting surface.

Product	Code
Liquid Gesso Primer 250ml Jar	AT70900
Liquid Gesso Primer 500ml Jar	AT70930
Liquid Gesso Primer 1 Litre Jar	AT70960
Liquid Gesso Primer 4 Litre Bucket	AT70990
Liquid Gesso Primer 25 Litre	AT71020



### Binder Medium

A water-based acrylic emulsion, which can be used straight from the bottle or thinned with water 1:1 to seal most surfaces. Atelier Binder Medium can be used as a sizing on canvas or cotton duck to seal the surface and prevent absorption of paint into the fabric.

Product	Code
250ml Bottle	AT70120
1 Litre Bottle	AT70150
25 Litre	AT70180

# ATELIER GROUNDS, MEDIUMS & VARNISHES

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**NEW**

## MEDIUMS:

Painting Mediums are used with acrylic paint to manipulate the consistency and properties of paint for an infinite variety of applications and techniques.

### • Holding Medium

Contributes body without altering the matte finish.



COMING SOON

Product	Code
250ml Bottle	COMING SOON

### • Thick Painting Medium

It makes a very juicy and luscious mixture which also provides a longer wet time. It reacts with Unlocking Formula if the layer needs to be kept wet or if you want to blend back into the underpainting. Sunlight or a hair dryer can be used for quick drying.



COMING SOON

Product	Code
250ml Bottle	COMING SOON

### • Middle Medium

A middle viscosity is useful for spreading paint and painting gradations wet-in-wet or wet-over dry. It is easy to integrate over painting by edge blending or glazing.



COMING SOON

Product	Code
250ml Bottle	COMING SOON

### • Thin Medium

This liquid medium exaggerates the flow of the paint and dilutes it for airbrush. It has a much more exaggerated effect when it is added to the more fluid Atelier Free Flow Artists' Acrylics or Jo Sonja Artists' Colours. Spritzing produces a surprising levelling effect to wet and runny paint.



COMING SOON

Product	Code
250ml Bottle	COMING SOON

### • Heavy Gel (Satin)

Now matches the surface finish of the Heavy Bodied Paints. The consistency has been "sharpened" to leave sharp texture and brush mark similar to oil paint.



COMING SOON

Product	Code
250ml Bottle	COMING SOON

# ATELIER GROUNDS, MEDIUMS & VARNISHES

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## MEDIUMS:

Painting Mediums are used with acrylic paint to manipulate the consistency and properties of paint for an infinite variety of applications and techniques.

## INTERACTIVE MEDIUMS

### Interactive Medium

#### Slow Medium

Slows down the drying time when added to Interactive Acrylic paint. Small amounts will produce a smooth, mid-viscosity paint, useful for glazing and other techniques requiring a longer working time. Paint can be reworked up to 2 days after drying.



AT72700

Product	Code
250ml Bottle	AT72700

### Interactive Medium

#### Thick Slow Medium

Works in the same way as the original more liquid Slow Medium, but with its more paint like consistency, it can be used for spreading and diluting paint without making it thin or runny. In choosing between the two versions now available, this thick version may be preferred by artists who find they tend to over use the water sprayer because this thick medium can absorb more water without becoming runny.



AT72720

Product	Code
250ml Bottle	



AT72780

### Interactive Medium

#### Unlocking Formula

Allows artists to re-open a paint layer even after it is touch-dry. Once the paint is re-opened, new paint can be blended back in, existing paint edges can be feathered or whole sections can be removed with a rag. Use with the Fine Mist Water Sprayer.

Product	Code
250ml Bottle	AT72780

# ATELIER GROUNDS, MEDIUMS & VARNISHES

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AT70240

## Clear Painting Medium

The most popular medium in acrylic painting. It is used with the paint to dilute the viscosity and blend colors without losing pigment intensity. This medium allows paint to spread over a surface for more blendable gradations of color and fast glazing techniques. Especially useful for working wet-in-dry techniques.

Product	Code
250ml Bottle	AT70240
1 Litre Bottle	AT70245



AT70580

## Glazing Liquid (Gloss)

A low-viscosity medium perfect for creating translucent glazes. Slightly extends open time and is waterproof when dry. Mix with paint for added translucency with a rich oil-like gloss sheen. Promotes flow and leveling.

Product	Code
250ml Bottle	AT70580



AT70280

## Fast Medium/Fixer

Designed to speed the Interactive Acrylic painting process by quickly fixing a paint layer. Use to dilute paint for glazing and thin painting techniques, or use unpigmented for reinforcing a tender paint layer.

Product	Code
250ml Bottle	AT70280
1 Litre Bottle	AT70285



AT70590

## Gloss Medium

General purpose mid-viscosity mediums that adds translucency and adjusts for a gloss sheen. Ideal for glazing and extending colors. Promotes flow and leveling. Can be mixed with the paint as a medium or used to seal a paint layer before overpainting.

Product	Code
250ml Bottle	AT70590



AT96100

## Fine Mist Water Sprayer

A specially designed sprayer which produces a controlled fine mist intended to keep Atelier Interactive workable for as long as desired. Ideal for wet-in-wet techniques.

Product	Code
250ml Bottle	AT96100



CR95580

## Incredible Brush Cleaner

Ideal for revitalizing old hard paintbrushes. This product is made from a special formulation which is designed to break through hardened acrylic, oil or lacquer on natural and synthetic paintbrushes, bringing them back to life.

Product	Code
60ml Bottle	CR95580
250ml Bottle	CR95600
1 Litre Bottle	CR95605

# ATELIER GROUNDS, MEDIUMS & VARNISHES

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AT72022

## Pouring Medium

Mix with Atelier Interactive and/or Atelier Free Flow to create smooth, even puddles and ribbons of color and "acrylic skins." Increases transparency and dries to gloss finish.

Product	Code
250ml Bottle	AT72022



AT72770

## Universal Medium/Varnish

Perfect for traditional acrylic layering, blending and feathering techniques. Provides good color saturation and enhancement when used as a protective water-based varnish.

Product	Code
250ml Bottle	AT72770



AT72120

## Retarder

A paint additive designed to slow down the drying time of acrylic paint. It may be added to other Atelier mediums to increase open time. Note: Retarder does not contain a binding agent, so to avoid creating an unstable mixture, it is recommended to mix no more than 10% with acrylic paints.

Product	Code
250ml Bottle	AT72120

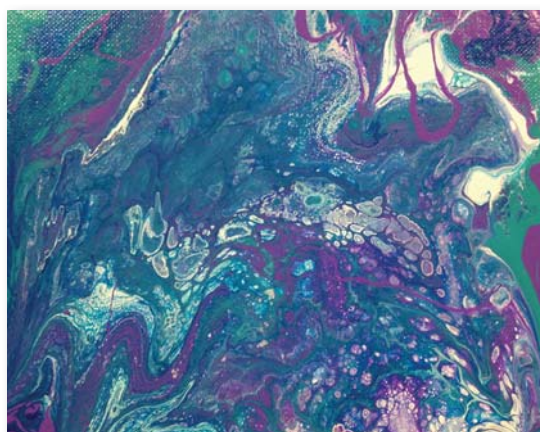


AT72900

## Waterproof Drawing Ink

May be used directly from the container or diluted with water. Produces an intense black through to mid-tone grey and pale grey washes. Ideal for brush or pen work.

Product	Code
250ml Bottle	AT72900



Pouring Artwork by Jennifer VonStein

# ATELIER GROUNDS, MEDIUMS & VARNISHES

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## Heavy Gel (Gloss)

(formerly Impasto Gel)

A thick, fast drying, water-based, acrylic gel designed to exaggerate structure and sharpen textural edges of the paint in acrylic painting. Impasto Gel also increases the gloss level of the paint and can also be used as an adhesive to bond other materials to the painting.

Product	Code
250ml Jar	AT70720
500ml Jar	AT70750
4 Litre Bucket	AT70780



## Regular Gel (Gloss)

An acrylic gel with a smooth buttery consistency. Use as a paint extender to adjust gloss and transparency without altering consistency. Mix with paint to increase body or apply directly on top of paint layer for a transparent textural effect. Holds moderate peaks and texture for impasto effects. Ideal for glazing. Milky color becomes transparent when dry.

Product	Code
Gloss 250ml Jar	AT72050



## Moulding Paste

(formerly Modelling Compound)

A very thick, textural paste used for exaggerated structure. Molding Paste has the same flexibility as Atelier paints and is used to create strong textural interest at any stage in a painting's process. Dries white. Can be mixed with paint to produce a colored ground or painted over once dry.

Product	Code
250ml Jar	AT71900
500ml Jar	AT71930
4 Litre Bucket	AT71960
25 Litre	AT71970

# ATELIER GROUNDS, MEDIUMS & VARNISHES

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## VARNISHES

Final varnishes are used for protection of the completed painting and to adjust the surface quality of the paint. If your painting is too shiny or matte, you can correct the surface by choosing the appropriate varnish.

### Gloss, Matte & Satin Varnish

These Atelier water-based varnishes are non-toxic and can be used as an over-varnish for acrylic painting. Provides a non-tacky protective coating.

Atelier Matte, Satin and Gloss Varnish are creamy mid-viscosity products made from hard acrylic emulsion. They are non-removable, however they can be over painted. Best dispensed with the Fine Mist Water Sprayer.

Product	250ml	1 Litre
Gloss Varnish	AT70600	AT70605
Matte Varnish	AT71600	AT71605
Satin Varnish	AT72600	AT72605

### Water-based Varnishing Tip

The Fine Mist Water Sprayer is an excellent way to apply an even coat of Atelier Water-based Varnish.



### Chroma Solvent Finishing Varnishes

Are solvent based, non-yellowing strippable varnishes which means paintings can be cleaned more easily at a later date by swabbing with mineral turps. Chroma Solvent Finishing Varnishes are available in Satin, Gloss and Invisible. Invisible Varnish provides a protective coating and does not alter the surface quality of a painting.

Product	Code
Gloss Solvent Finishing Varnish	CR72290
Invisible Solvent Finishing Varnish	CR70990
Satin Solvent Finishing Varnish	CR72490



### Solvent Varnishing Tip

To apply Solvent Finishing Varnish, first pour a small portion into a tray and use a large flat bristle brush.



# ATELIER FREE FLOW ARTISTS' ACRYLIC

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## Atelier Free Flow Artists' Acrylic

Atelier Free Flow is a wonderfully fluid artists' acrylic that has amazing coverage, spreadability and simply "flies off the brush." With intense pigment load, vivid colour intensity and drying to a velvet matte finish, it is ideal for block colouring and areas requiring large paint coverage. Can also be easily overpainted with heavy body acrylics. It is ideal as a substitute for gouache and can be diluted with water in order to be used for watercolour effects. It is also great for mixed media, and the fine, sharp details in Aboriginal and Chinese art styles.

Comes in 36 colours and is available in 60ml bottles, 250ml bottles and 500ml bottles.

Colour Name	60ml	250ml	500ml
<b>Series 1</b>			
Burnt Sienna Natural	AT10200	AT10220	AT10240
Burnt Umber	AT10250	AT10270	AT10290
Carbon Black	AT10300	AT10320	AT10340
Light Red Ochre	AT10450	AT10470	AT10490
Pthalo Blue	AT10750	AT10770	AT10790
Pthalo Green	AT10800	AT10820	AT10840
Raw Sienna Natural	AT10900	AT10920	AT10940
Raw Umber	AT10950	AT10970	AT10990
Titanium White	AT11100	AT11120	AT11140
Viridian Green Hue	AT11300	AT11320	AT11340
Yellow Ochre	AT11350	AT11370	AT11390
<b>Series 2</b>			
Cerulean Blue Hue	AT11450	AT11470	AT11490
Chromium Green Oxide	AT11500	AT11520	AT11540
Cobalt Blue Hue	AT11550	AT11570	AT11590
French Ultramarine Hue	AT11700	AT11720	AT11740
Indian Red Oxide	AT11750	AT11770	AT11790
Paynes Grey	AT12050	AT12070	AT12090
Permanent Green Light	AT12100	AT12120	AT12140
Pthalo Blue (Red Shade)	AT12200	AT12220	AT12240
Trans. Burnt Sienna	AT12350	AT12370	AT12390
Trans. Raw Sienna	AT12400	AT12420	AT12440

Colour Name	60ml	250ml	500ml
<b>Series 3</b>			
Arylamide Yellow Deep	AT12550	AT12570	AT12590
Arylamide Yellow Light	AT12600	AT12620	AT12640
Dioxazine Purple	AT12750	AT12770	AT12790
Naphthol Crimson	AT12800	AT12820	AT12840
Pyrrole Orange	AT12900	AT12920	AT12940
Pyrrole Red	AT12950	AT12970	AT12990
Quinacridone Magenta	AT13000	AT13020	AT13040
Red Gold	AT13100	AT13120	AT13140
<b>Series 4</b>			
Cadmium Orange	AT13150	AT13170	AT13190
Cadmium Red Light (Scarlet)	AT13200	AT13220	AT13240
Cadmium Red Medium	AT13250	AT13270	AT13290
Cadmium Yellow Light	AT13350	AT13370	AT13390
Cadmium Yellow Medium	AT13400	AT13420	AT13440
Permanent Alizarine	AT13550	AT13570	AT13590
<b>Series 5</b>			
Cobalt Turquoise Light	AT13750	AT13770	AT13790

# ATELIER FREE FLOW SETS & RACKS

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FREE FLOW™

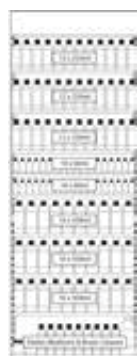
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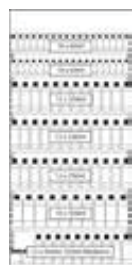
## DISPLAY RACKS



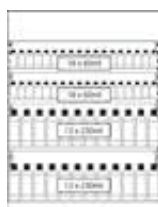
An attractive modular racking system, which allows you the opportunity to choose an assortment of Atelier Free Flow products to present in your store while also considering which configuration best suits your needs. See the Chroma Rack Configuration Guide for detailed information about rack sizes and stock quantities.



A



B



C



D

Product	Code
Atelier Free Flow Rack Configuration A	AT80500
Atelier Free Flow Rack Configuration B	AT80510
Atelier Free Flow Rack Configuration C	AT80520
Atelier Free Flow Rack Configuration D	AT80530

## SETS

### 6 x 60ml Tube Set

#### Contents

Arylamide Yellow Light  
Carbon Black  
Naphthol Crimson  
Pthalo Blue  
Titanium White  
Viridian Green Hue



AT61100

Color Name	Code
6 x 60ml Bottle Set	AT61100



Color Name	Code
Atelier Free Flow Brochure/Colour Chart	AT51000



# ATELIER FREE FLOW COLOURED LIQUID GESSO

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## Atelier Free Flow Coloured Liquid Gesso

It is always a good idea to prepare any "pre-prepared" canvas with a good gesso before you start a painting. This new range of Atelier Free Flow Coloured Liquid Gesso has a particularly easy to spread fluid consistency. The surface is gritty when the Gesso dries, and for a smoother finish it can be sandpapered but users might like to consider the gritty tooth unmodified. It is good for mixed media and easier to apply than less fluid Gessos. Users should note that there is no direct relationship to suggest that Atelier Free Flow Gesso should only be used only with the Atelier Free Flow paint. Gesso is a ground preparation which can be used for different grades and consistencies of acrylic overpainting and can also be used for oil painting. Available in 250ml jars and 1 Litre jars.



AT31000



AT31100



AT31200



AT31300



AT31400



AT31500

Color Name	250ml	1 Litre
<b>Series 3</b>		
Carbon Black	AT30050	AT31000
Indian Red Oxide	AT31050	AT31100
Light Red Ochre	AT31150	AT31200
Raw Sienna	AT31250	AT31300
Translucent	AT31350	AT31400
Unbleached Titanium	AT31450	AT31500

# A2 LIGHTFAST HEAVY BODY ARTIST ACRYLIC



## A2 Lightfast Heavy Body Artist Acrylic

The best possible value for serious art students, A2 builds confidence and experience in paint handling by working like a professional artists' paint. It dries to an attractive low gloss finish and retains brush mark retention emphasizing color brilliance and luminosity.

The range has been designed to provide an essential palette of 20 colours available in 120ml tubes and 1 Litre bottles.



### MEDIUMS

A2 is compatible with the Atelier range of mediums which include:

1. Ground Preparations
2. Mediums & Additives
3. Varnishes

Colour Name	120ml	250ml	1 Litre
Alizarine Crimson	A210300	A210310	A210320
Burnt Sienna	A210900	A210910	A210920
Burnt Umber	A211200	A211210	A211220
Cadmium Orange Hue	A211500	A211510	A211520
Cadmium Red Med Hue	A211800	A211810	A211820
Cadmium Scarlet Hue	A212100	A212100	A212120
Cadmium Yellow Light Hue	A212700	A212700	A212720
Cadmium Yellow Med Hue	A213000	A213000	A213020
Cerulean Blue Hue	A213600	A213600	A213620
Cobalt Blue Hue	A213900	A213900	A213920
Dioxazine Purple	A214500	A214500	A214520
Green Light	A215700	A215700	A215720
Ivory Black	A216900	A216900	A216920
Light Red Oxide	A217200	A217200	A217220
Pthalo Blue	A219000	A219000	A219020
Pthalo Green	A219300	A219300	A219320
Titanium White	A221400	A221400	A221420
Ultramarine Blue	A221700	A221700	A221720
Warm Grey	A222300	A222300	A222320
Yellow Oxide	A222600	A222600	A222620

## A2 SETS, RACKS & LITERATURE



41cm (W) x 97cm (H) x 25cm (D)

### 144 Tube Display Rack

Contents 144 x 120ml tubes - 6 each of 20 colors

Plus 6 extra tubes of:

- Carbon Black
- Titanium White
- Cadmium Red Medium Hue
- Ultramarine Blue



A280040

### 12 Tube Set

12 x 20ml

- |                          |                  |
|--------------------------|------------------|
| Titanium White           | Ultramarine Blue |
| Cadmium Yellow Light Hue | Phthalo Blue     |
| Cadmium Scarlet Hue      | Phthalo Green    |
| Cadmium Red Medium Hue   | Burnt Sienna     |
| Hue                      | Burnt Umber      |
| Alizarine Crimson        | Ivory Black      |
| Dioxazine Purple         |                  |



A280300

### 4 Tube Set

4 x 120ml

- Titanium White  
Cadmium Yellow Medium Hue  
Cadmium Scarlet Hue  
Ultramarine Blue



A280600

### 8 Tube Set

8 x 120ml

- Titanium White  
Phthalo Green  
Dioxazine Purple  
Phthalo Blue  
Alizarine Crimson  
Cadmium Orange Hue  
Cadmium Red Medium Hue  
Cadmium Yellow Light Hue



Product	Code
144 x 120ml Tube Display Rack with Stock	A299000
144 x 120ml Tube Display Rack (Empty)	A280120
144 x 120ml Rack Stock Only	A299005

Product	Code
A2 Colour Chart	A295300
Artists' Pocket Guidebook	LI10300
Guide To Grounds, Mediums & Varnishes	LI11500
A2 Sample Set Leaflet	A295200

Product	Code
12 x 20ml Tube Set	A280040
4 x 120ml Tube Set	A280300
8 x 120ml Tube Set	A280600



## Jo Sonja's Decorative Painting System

### Jo Sonja Artists' Colours

Created from the finest quality pigments, Jo Sonja Artists' Colours are water-resistant and contain ASTM lightfast pigments to ensure they will not fade over time. They have superb handling and brushing characteristics, will not chip or crack and dry to a velvet matte finish.

Jo Sonja Decorative Painting System offers quality acrylic artists' colours plus a range of exciting mediums to allow them to be used on virtually any surface from paper and card, canvas, wood, glass, ceramics, fabrics and more. All products in the range are compatible and clean up with mild soap and cool water.

**80 colours (including Metallics) available in 75ml tubes and 250ml bottles. Select colours available in 1 Litre bottles.**

\* Indicates colour also available in 20ml tube specialty sets. (See page 35)

# Indicates Metallic Colour



Pieces by Jo Sonja Jansen

## SERIES 1 COLOURS

Colour Name	75ml	250ml	1 Litre
Amethyst *	JS10030		
Antique Green	JS10120		
Aqua *	JS10210	JS10240	
Blue Violet *	JS10300		
Brilliant Green*	JS10390	JS10420	
Brilliant Magenta	JS10480	JS10510	
Brilliant Violet	JS10570	JS10600	
Brown Earth *	JS10660	JS10690	
Burgundy *	JS10750	JS10780	
Burnt Sienna	JS10840	JS10870	
Burnt Umber	JS10930	JS10960	
Carbon Black *	JS11020	JS11050	
Celadon	JS11110		
Cobalt Blue Hue	JS11200	JS11230	
Colony Blue	JS11290		
French Blue	JS11470	JS11500	
Gold Oxide	JS11560		
Green Light	JS11650	JS11680	
Green Oxide	JS11740		
Hookers Green	JS11830		
Indian Red Oxide	JS11920		
Indian Yellow	JS12010		
Jade	JS12100		
Jaune Brillant	JS12190		
Moss Green	JS12280	JS12310	
Naples Yellow Hue	JS12370	JS12400	
Napthol Crimson *	JS12460	JS12490	
Napthol Red Light *	JS12550	JS12580	
Mid Value Grey (Nimbus Grey)	JS12640		
Mid Value Warm Beige (Fawn)	JS11380		
Norwegian Orange	JS12730		
Olive Green	JS12820		
Opal	JS12910		
Pacific Blue	JS13000		
Paynes Grey	JS13090	JS13120	

# JO SONJA'S ARTISTS' COLOURS & RACKS



## SERIES 1 COLOURS

Colour Name	75ml	250ml	1 Litre
Pine Green *	JS13180	JS13210	
Plum Pink	JS13270		
Provincial Beige	JS13360	JS13390	
Prussian Blue Hue	JS13450		
Pthalo Blue	JS13540		
Pthalo Green	JS13630		
Raw Sienna	JS13720	JS13750	
Raw Umber*	JS13810	JS13840	
Red Earth	JS13900	JS13930	
Rose Pink	JS13990		
Sap Green	JS14080		
Sapphire	JS14170		
Skin Tone Base	JS14260		
Smoked Pearl	JS14350	JS14380	
Storm Blue	JS14440		
Teal Green	JS14530		
Titanium White *	JS14630	JS14660	JS14690
Turners Yellow	JS14720	JS14750	
Ultra Blue Deep*	JS14810	JS14850	
Ultramarine Blue*	JS14870	JS14900	
Unbleached Titanium	JS14960	JS14990	
Vermilion*	JS15020		
Warm White *	JS15110	JS15140	JS15170
Yellow Deep*	JS15230		
Yellow Green *	JS15270		
Yellow Light *	JS15320	JS15350	
Yellow Orange *	JS15390		
Yellow Oxide	JS15420	JS15440	

## SERIES 2 COLOURS

Colour Name	75ml	250ml	1 Litre
Brown Madder	JS15500		
Permanent Alizarine	JS16540		
Pyrole Orange (Orange)	JS16000		
Purple Madder	JS16690	JS16720	
Red Violet	JS16840		
Burnished Copper * #	JS15590	JS15620	
Pale Gold * #	JS16270	JS16300	
Pearl White * #	JS16420	JS16450	
Rich Gold * #	JS17020	JS17050	JS17080
Rose Gold * #	JS17200		
Silver * #	JS17350	JS17380	

## SERIES 3 COLOURS

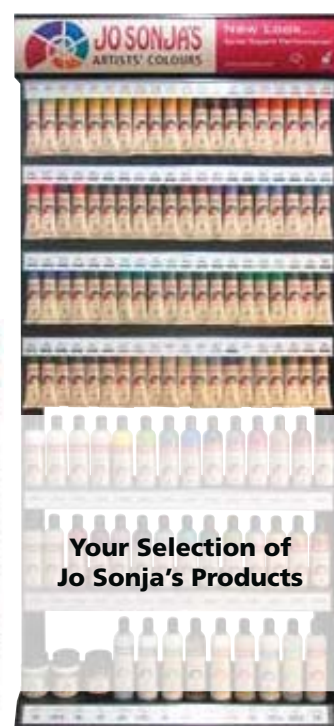
Colour Name	75ml	250ml	1 Litre
Cadmium Orange	JS18300		
Cadmium Scarlet	JS18420		
Cadmium Yellow Light	JS18570		
Cadmium Yellow Mid	JS18660		
Dioxazine Purple *	JS18750	JS18780	
Transparent Magenta	JS18900	JS18930	

## Displays



76cm (W) x 100cm (H) x 30cm (D)

A



76cm (W) x 163 cm (H) x 30cm (D)

B

### Configuration A

Completed range of Chroma's Jo Sonja 75ml tubes.

### Configuration B

Complete range of Jo Sonja 75ml tubes and your selection of other Jo Sonja paints and mediums.

Product	Code
Jo Sonja Rack Configuration A - Tubes Only	JS80140
Jo Sonja Rack Configuration B - Tubes & Mediums	JS80150

# JO SONJA'S IRIDESCENTS, WOOD STAIN GELS & DISPLAYS



## Iridescent Colours



Six colours available in 60ml bottles.  
Also available in a specialty set (see page 62).

Transparent colours to provide overall iridescent effects and touches of shimmering colour. These lightfast, permanent pigments may be used full strength or thinned for transparency by using Magic Mix or Retarder. Also available in a 20ml tube specialty set on page 35.

Color Name	60ml
Blue	JS30150
Gold	JS30300
Green	JS30450

Color Name	60ml
Red	JS30600
Turquoise	JS30750
Violet	JS30900



## Wood Stain Gels



Ten colours available in 120ml tubes.

These water-based transparent wood stains are formulated with a gel consistency for ease of application. May be used for staining, antiquing and Faux Finishes.

Colour Name	120ml
Cherry	JS36120
Danish Pine	JS36270
English Walnut	JS36420
Fruitwood	JS36570
Golden Oak	JS36720
Jacobean Oak	JS36870
Mahogany	JS37020
Maple	JS37170
Pickling White	JS37320
Walnut	JS37470

# JO SONJA'S MEDIUMS



## Mediums



JS70120

### All Purpose Sealer

For surface preparation and to provide maximum adhesion of paint to surface. May be used alone or mixed with paint to provide a one-step preparation to seal any surface.

Product	Code
250ml Bottle	JS70120
1 Litre Bottle	JS70150



JS70570

### Decor Crackle

A sandwich or layering crackle to create bold crackle effects allowing the basecoat to show through the topcoat.

Product	Code
250ml Bottle	JS70570



JS70240

### Clear Glaze Medium

A light sealer for surface preparation or for application between layers as a barrier coat during painting. Can also be used as a medium for glazing and floating colour.

Product	Code
250ml Bottle	JS70240



JS70750

### Decoupage Varnish

A heavy bodied formula for a thick lacquer-like coating especially formulated for decoupage artists to hide cut edges. 8 -10 coats is equivalent to 35-40 coats of thinner varnishes.

Product	Code
250ml Bottle	JS70750



JS70390

### Crackle Medium

Create a fine crackle pattern over a basecoat colour or a completed painting. Crackle pattern will vary depending on the thickness of the uncured base colour and application of the Crackle Medium.

Product	Code
250ml Bottle	JS70390



JS71050

### Flow Medium

Use to thin colours without losing their intensity or adhesive properties in techniques from basecoating to linework. Also suitable as a light sealer.

Product	Code
250ml Bottle	JS71050

# JO SONJA'S MEDIUMS



JS71200

## Gel Retarder

Delays the drying time of paint without thinning it, allowing for the blendability of oils with the ease of acrylics.

Product	Code
250ml Bottle	JS71200



JS71810

## Gold Dust

A clear gel containing tiny light reflecting particles with the brilliance of rich gold.

Product	Code
60ml Bottle	JS71800
250ml Bottle	JS71810



JS71440



JS71320

## Gesso

A flexible "free flow" acrylic ground with a smooth to medium grit content that provides a 'tooth' on which to paint.

Product	Code
Black Gesso	
250ml Bottle	JS71320
White Gesso	
250ml Bottle	JS71440



JS71890

## Kleister Medium

A transparent extender used to create texture and transparency in strobework and for many Faux Finishes eg ragging, marbling, combing and graining effects.

Product	Code
60ml Bottle	JS71860
250ml Bottle	JS71890



JS71740



JS71590

## Glass and Tile Painting System

A two-part system for painting on glass and glazed ceramics. The Primer (Part A) is used to prepare the surface and the Medium (Part B) is mixed with the paint for painting the design and for sealing the finished design.

Product	Code
Primer (Part A)	
250ml Bottle	JS71740
Medium (Part B)	
250ml Bottle	JS71590



JS72040

## Magic Mix

A light sealer that also contains an extender for a longer drying time. Use in the brush as a medium for colour glazing and tinting, side-loaded and floated colour, strobework, linework and fine detail painting. Dries matte.

Product	Code
250ml Bottle	JS72040

## JO SONJA'S MEDIUMS



JS72100

### Opal Dust

A clear gel containing tiny light-reflecting, holographic particles which create an interplay of colours reminiscent of Australia's rare gems.

Product	Code
250ml Bottle	JS72100



JS72700

### Retarder Medium

A medium to extend the "open" or drying time of paint for special techniques or in hot, dry conditions. Recommended for use in brushes for storage.

Product	Code
250ml Bottle	JS72700



3701



3700



3856

### Polyurethane Water-based Varnishes

Achieve a protective coating of exceptional toughness for indoor and outdoor use. These quick drying formula varnishes are non-yellowing, have beautiful brushability and dry clear.



JS72850

### Stroke & Blend Medium

A colour floating and blending medium that will think paint for strobework and blending. Also excellent for stenciling.

Product	Code
250ml Bottle	JS72850

Product	Code
<b>Gloss</b>	
250ml Bottle	JS72160
1 Litre Bottle	JS72190
<b>Matte</b>	
250ml Bottle	JS72340
1 Litre Bottle	JS72370
<b>Satin</b>	
250ml Bottle	JS72520
1 Litre Bottle	JS72550



## JO SONJA'S MEDIUMS & SETS



JS73000

### Tannin Sealer

A sealer to prevent pitch around knots or uncured wood from coming to the surface. May also be used as an adhesive in gold leafing techniques.

Product	Code
60ml Bottle	JS72970



3705

### Textile Medium

Allows painting on fabric that is to be washed and dry cleaned. Heat set with a moderate iron.

Product	Code
60ml Bottle	JS73120



JS73230



JS73240

### Texture Paste

This heavy impasto paste remains flexible when dry and will not crack. Use it to create texture before or during painting. May be used through a stencil, in piping bag or with a brush or palette knife. Dries translucent white and may be overpainted if desired.

Product	Code
Black 75ml Tube	JS73230
White 75ml Tube	JS73240
White 250ml Jar	JS73270

## Sets



### Mediums Starter Kit

6 x 60ml Bottles:

Product
JS81320

All Purpose Sealer  
Clear Glaze Medium  
Magic Mix  
Retarder Medium

Polyurethane Water Based Satin Varnish  
Brush Soap and Conditioner



## JO SONJA'S SETS



Space and money-saving sets presented in house-style packaging.

### Creative Possibilities Colour Sampler

12 x 20ml tubes

Napthol Red Light	Blue Violet
Napthol Crimson	Aqua
Yellow Light	Dioxazine Purple
Yellow Orange	Amethyst
Pine Green	Carbon Black
Yellow Green	Titanium White

Product  
JS80720



### Iridescent Specialty Colour Set

12 x 60ml bottles

Blue	Green	Turquoise
Gold	Red	Violet

Product  
JS81080



### Metallic Specialty Colour Set

6 x 20ml tubes

Burnished Copper	Pale Gold
Pearl White	Rich Gold
Rose Gold	Silver

Product  
JS81440



### Palette Sampler

12 x 20ml tubes

Titanium White	Pine Green
Warm White	Brown Earth
Napthol Red Light	Carbon Black
Yellow Light	Burgundy
Ultramarine Blue Deep	Rich Gold

Product  
JS81560



# JO SONJA'S SETS, ANCILLARY PRODUCTS, PROMOTIONAL MATERIAL



## Ancillary Products

### Transfer Paper

225 x 325mm



Transfer traced images onto a surface for painting and decorating. Each pack contains 20 reusable sheets

Product	Code
Graphite	JS95750
White	JS95780
Yellow	JS95810

## Promotional Literature



A



B

### Heartgrainer Woodgraining Tool

An easy-to-use tool for creating woodgrained effects on all surfaces.



Product	Code
Heartgrainer Woodgraining Tool	JS96300

C



Product	Code
Chroma's Jo Sonja Artists' Companion Booklet and Colour Chart: 36 page full colour guide to the Jo Sonja Range including colour charts, Each product is photographed and explained along with instructions for use. - A	JS95090
Chroma's Jo Sonja A3 Poster - B	JS95025
Chroma's Jo Sonja Apron - C	JS96000

# CHROMACRYL STUDENTS' ACRYLIC

*Chromacryl*  
- STUDENTS ACRYLIC -

## Chromacryl Students' Acrylic

A fast drying, water-based acrylic paint that offers limitless possibilities and applications in the art classroom, around the home, or even at the office. Chromacryl's new thicker formula allows students to develop varied and sophisticated adult painting techniques because it has the body and consistency of an artists' acrylic. Chromacryl is non-toxic, has superb paint coverage, a high percentage of non-lightfast pigment and good water solubility.

Chromacryl comes in 30 vibrant colours and is available in 75ml tubes, 250ml jars, 1 Litre bottles, and 4 Litre bottles.



Colour Name	75ml	250ml	1 Litre	4 litre
Black	CC10120	CC10150	CC10180	CC10210
Burnt Sienna	CC10330	CC10360	CC10390	CC10420
Burnt Umber	CC10540	CC10570	CC10600	CC10630
Cobalt Blue Hue	CC10810	CC10840	CC10870	CC10900
Cool Blue	CC11050	CC11080	CC11110	CC11140
Cool Red	CC11290	CC11320	CC11350	CC11380
Cool Yellow	CC11500	CC11530	CC11560	CC11590
Forest Green	CC11800	CC11830	CC11860	
Gold	CC12040	CC12070	CC12100	
Gold Oxide	CC12250	CC12280	CC12310	
Green Deep	CC12400	CC12430	CC12460	CC12490
Green Light	CC12640	CC12670	CC12700	CC12730
Magenta	CC13060	CC13090	CC13120	CC13150
Neutral Grey	CC13300	CC13330	CC13360	
Orange	CC13510	CC13540	CC13570	CC13600
Raw Sienna	CC13750	CC13780	CC13810	
Raw Umber	CC14020	CC14050	CC14080	
Red Oxide	CC14300	CC14330	CC14360	CC14390
Silver	CC14600	CC14630	CC14660	
Skin Tone Base	CC14900	CC14930	CC14960	
Violet	CC15180	CC15210	CC15240	CC15270
Warm Blue	CC15600	CC15630	CC15660	CC15690
Warm Red	CC15900	CC15930	CC15960	CC15990
Warm Yellow	CC16200	CC16230	CC16260	CC16290
White	CC16500	CC16530	CC16560	CC16590
Yellow Oxide	CC16800	CC16830	CC16860	CC16890
Fluoro Green		CC20300		
Fluoro Orange		CC20780		
Fluoro Pink		CC20930		
Fluoro Yellow		CC21110		



# CHROMACRYL SETS, RACKS & LITERATURE

*Chromacryl*

- STUDENTS ACRYLIC -

## Sets

### 5 Tube Set

5 x 75ml

Cool Blue  
Cool Yellow  
Cool Red  
Black  
White



CC80750



CC98015

### 5 Tube Warm Colours Set

5 x 75ml

Cool Blue  
Cool Yellow  
Cool Red  
Black  
White

### 10 Tube Set

10 x 75ml

Cool Blue  
Cool Yellow  
Cool Red  
Warm Blue  
Warm Yellow  
Warm Red  
Yellow Oxide  
Red Oxide  
Black  
White



CC80300

Product	Code
5 Tube Set	CC80750
5 Tube Warm Colours Set	CC98015
10 Tube Set	CC80300

## Accessories



Product	Code
Silicon Valve Caps	PA23600
Dispenser Pumps	CC95510
Chromacryl Users' Guide	CC96320
Colour Wheel Poster	CC95390
Colour Chart	CC95300
Bulk Paint Dispenser (Holds 5 x 2 Litre Bottles)	CC95520
Chroma Disposable Apron	CC95090

## Display

### 150 Tube Display Rack

Contents

150 x 75ml tubes  
5 each of 30 colours



40cm (W) x 68cm (H) x 20cm (D)

Product	Code
Chromacryl Rack Display	CC80390

# CHROMACRYL MEDIUMS

*Chromacryl*  
- STUDENTS ACRYLIC -

## CHROMACRYL MEDIUMS

Makes painting with Chromacryl even more versatile for students and hobby artists. They are used with acrylic paint to manipulate the consistency and properties of paint for an infinite variety of applications and techniques, whether it be screen printing, papier-mâché, textile painting or glass painting. Chromacryl mediums are an essential complement to your painting process.



### Binder Medium

An excellent primer used to seal and prepare all painting surfaces for better adhesion. Ideal for glazing techniques and is also an excellent adhesive for collage, paper pulp and papier-mâché applications. Dries to a clear finish.



### Gesso

For the preparation of most painting surfaces: canvas, cardboard, illustration board, paper, etc. Chromacryl Gesso has excellent covering power and provides a smooth even finish with a very fine "tooth". Use for the preparation of acrylic or oil paintings.

Product	Code
250ml Bottle	CC10720
500ml Bottle	CC70150
1 Litre Bottle	CC10780
2 Litre Bottle	CC70180

Product	Code
250ml Bottle	CC70510
500ml Bottle	CC70540
1 Litre Bottle	CC70570
2 Litre Bottle	CC70600
25 Litre Drum	CC70630



### Clear Gel Medium

Great as a paint extender and for transparent glazing techniques. Ideal for monoprinting and overprinting. Clear Gel Medium works as a release agent when applied to the surface prior to paint application. It can also be used as a reduction paste in silkscreen.



### Impasto Gel Medium

Use Impasto Gel to build thick structure and texture (impasto). It can be used for thick glazes and is an excellent adhesive for mixed media, especially heavy objects in collage work. Ideal for 3D construction. Impasto Gel is milky when wet but dries clear and remains flexible.

Product	Code
250ml Bottle	CC70300
500ml Bottle	CC70330

Product	Code
250ml Bottle	CC70750
500ml Bottle	CC70780
1 Litre Bottle	CC70810

# CHROMACRYL MEDIUMS & DISPLAYS

*Chromacryl*  
- STUDENTS ACRYLIC -



CC71530

## Painting Medium/Varnish

The most versatile Chromacryl medium giving good colour saturation, ideal for enriching and protecting finished artworks. Seals paper surfaces so that when acrylic paint is applied, the paint retains its richness. Rejuvenates color when applied over dried acrylic paint.

Product	Code
250ml Bottle	CC71500
500ml Bottle	CC71530
1 Litre Bottle	CC71560



CC73150

## Texture Paste

An opaque modelling compound ideal for multiple texturing methods. Can be mixed into Chromacryl paint to create a coloured paste or applied directly to a painting surface and overpainted Chromacryl colours once dry. Also useful in collage to adhere heavy objects. Dries to a white, matte finish.

Product	Code
250ml Jar	CC73150
500ml Jar	CC73180
1 Litre Jar	CC73210



CC73060

## Retarder Medium

Has been designed to stop paint from drying quickly. Adding about 10% Retarder Medium to colour by volume will slow the drying time considerably. This product is also great for screen printing and blending colours, particularly in fine detailed work.

Product	Code
250ml Bottle	CC73030
500ml Bottle	CC73060



CC70120

## Waterbased Finishing Varnish (Gloss)

A clear, durable, gloss varnish that forms a tough non-tacky surface to enhance and protect paintings. May also be used to varnish murals. Ideal for all artworks and surfaces where a hard heat resistant varnish is required.

Product	Code
250ml Jar	CC73600
500ml Jar	CC73630



CC73060

## Textile Medium

Simply add Textile Medium to create a fine fabric printing or painting ink that once "cured" by heat becomes permanent. Allows free-hand painting and block or screen printing on fabrics with wash fast durability.

Product	Code
250ml Bottle	CC73030
500ml Bottle	CC73060



CC73750

## Waterproof Drawing Ink

A general purpose black drawing ink ideal for brush or pen work. Black ink may be reduced with water as desired. Fine pens require Black Ink to be diluted with an equal quantity of water.

Product	Code
250ml Bottle	CC73720
500ml Bottle	CC73750

# CHROMACRYL FLUID CONCENTRATE

*Chromacryl*  
FLUID CONCENTRATE



## Chromacryl Fluid Concentrate

Chromacryl Fluid Concentrate is highly pigmented acrylic developed to bring additional artistic versatility and excitement into the classroom.

- The full strength, ready-to-use formulation can be used straight from the bottle for any fine detail techniques: lettering and calligraphy, illustration, posters, signs, papier-mâché, general school projects and more.
- With subtle reductions of water, create brilliant colour washes, glazes and watercolor effects for incredibly luminous layers.
- Chromacryl Fluid Concentrate dries to a velvety matte finish that seems to glow from the inside - unique among fluid paints. Its minimal color shift makes it perfect for teaching colour theory and mixing.
- Its surface and self leveling quality make it ideal for drawing over with markers, pens, pencils or for use in mixed media projects, altered books and art journaling.
- Is versatile and fully compatible with all Chromacryl Students' Acrylic and Mediums to achieve a variety of new and creative techniques.
- Chromacryl Fluid Concentrate has the same quality of Chromacryl Students' Acrylic that teachers have come to know and appreciate.

Chromacryl Fluid Concentrate comes in 16 colours and is available in convenient 250ml bottles.

Colour Name	250ml
Black	CC40050
Burnt Sienna	CC40100
Burnt Umber	CC40150
Cool Blue	CC40250
Cool Red	CC40300
Cool Yellow	CC40350
Green Deep	CC40550
Orange	CC40750
Red Oxide	CC40900
Trans Yellow	CC41100
Violet	CC41150
Warm Blue	CC41200
Warm Red	CC41250
Warm Yellow	CC41300
White	CC41350
Yellow Oxide	CC41400

# CHROMACRYL ACRYLIC ESSENTIALS

*Chromacryl*  
**ACRYLIC  
ESSENTIALS**



## Chromacryl Acrylic Essentials

Chromacryl Acrylic Essentials offers teachers the opportunity to use a quality acrylic paint at an economical price. A water-based, AP-approved non-toxic paint with excellent coverage, a high percentage of pigment and good water solubility. It is flexible, will not flake or become chalky and dries to a brilliant, water resistant silky finish. Essentials can be used with all Chromacryl Mediums.

Chromacryl Acrylic Essentials comes  
in 12 colours and is available in 1 Litre bottles  
and 4 Litre bottles.

Colour Name	1 Litre	2 Litre
Black	CE10020	CE10050
Burnt Umber	CE10120	CE10150
Cool Blue	CE10220	CE10250
Cool Red	CE10320	CE10350
Cool Yellow	CE10420	CE10450
Green	CE10520	CE10550
Orange	CE10620	CE10650
Purple	CE10720	CE10750
Turquoise	CE10820	CE10850
Warm Blue	CE10920	CE10950
Warm Red	CE11020	CE11050
White	CE11120	CE11150

Surface, temperature, humidity and paint application affect any paint's performance. Due to the individual nature of art, Chroma makes no express or implied warranties regarding the suitability of a particular paint for a particular situation.

## CHROMA MURAL PAINT

# MURAL PAINT



### Chroma Mural Paint

Chroma Mural Paint is a lightfast, outdoor, water-resistant paint, designed with the mural artist in mind. With superior coverage, handling and pigment load, artists have a great paint that can be used straight from the bottle for interior and exterior murals. The bright and mixable colours are non-toxic and clean up easily.

Chroma Mural Paint comes in 16 creamy colours and is available in 474ml jars and 2 Litre bottles. Polar and Blacktop are available in 4 Litre bottles as well.

Colour Name	Series	500ml	2 Litre	4 Litre
Blacktop	1	MP10110	MP10130	MP10140
Calypso	1	MP10190	MP10220	
Dirt	1	MP10310	MP10330	
Fury	2	MP10360	MP10380	
Glam Rock ☼	3	MP10410	MP10430	
Go	2	MP10450	MP10470	
Ice	2	MP10490	MP10510	
Mud	1	MP10530	MP10550	
Polar	2	MP10570	MP10590	MP10600
Pucker	2	MP10620	MP10640	
Purple Haze	3	MP10660	MP10680	
Rock Star ☼	2	MP10700	MP10720	
Sand	1	MP10740	MP10760	
Scorched	2	MP10780	MP10800	
Slime	1	MP10880	MP10900	
Stop	2	MP10920	MP10940	

☼ Non-lightfast rated colour

# CHROMA MURAL PAINT SETS & DISPLAYS

# MURAL PAINT



## 6 Piece Primary Set

6 x 474ml

Go                      Blacktop                      Ice  
Scorched              Polar                      Stop

MP80620



## 6 Piece 2 Litre Set

6 x 2 Litre

Go                      Blacktop                      Ice  
Scorched              Polar                      Stop

MP80630



## 6 Piece Brights Set

6 x 474ml

Pucker                      Slime                      Fury  
Purple Haze              Sand                      Calypso

MP80610



102cm (H) x 35.5cm" (W) x 26.6cm (D)

MP8105

Product	Code
6 Piece 474ml Primary Set	MP80620
6 Piece 474ml Brights Set	MP80610
6 Piece 2 Litre Set	MP80630
Chroma Mural Paint Display Assortment	MP81050
Empty Chroma Mural Paint Display Rack	MP81100
Chroma Mural Paint Guide	

## CHROMA MURAL PAINT MARKERS

**MURAL**  
PAINT MARKERS



### Chroma Mural Paint Markers

Chroma Mural Paint Markers provide a hip, modern way to apply paint. With a synthetic mohair tip, artists can use Chroma Mural Paint Markers for a variety of strokes and distinctive marks and to cover wide areas quickly and easily. Using the same lightfast, outdoor, water-resistant, non-toxic paint as Chroma Mural Paint, Chroma Mural Paint Markers can be used for interior and exterior murals and paintings.

Chroma Mural Paint Markers come in 25 expressive colours and are available in 120ml synthetic mohair dabber bottles.

Colour Name	Code
■ Acid	MP10010
■ Blacktop	MP10100
■ Brick	MP10150
■ Calypso	MP10180
■ Camo	MP10230
■ Dirt	MP10300
■ Fury	MP10350
■ Glam Rock ☆	MP10400
■ Go	MP10440
■ Ice	MP10480
■ Mud	MP10520
■ Polar	MP10560
■ Pucker	MP10610

Colour Name	Code
■ Purple Haze	MP10650
■ Rock Star ☆	MP10690
■ Sand	MP10730
■ Scorched	MP10770
■ Slime	MP10870
■ Stop	MP10910
■ Aura (Glow In The Dark) ☆	MP10070
■ Cosmic Violet ☆	MP10260
■ Screaming Green ☆	MP10810
■ Sizzling Pink ☆	MP10840
■ Techno Yellow ☆	MP10950
■ Toxic Orange ☆	MP10980
100 Bottle Display Asst.	MP81000

☆ Non-lightfast rated colour

## CHROMA MURAL PAINT MARKERS SET & DISPLAY

# MURAL PAINT MARKERS



### 8 Piece Chroma Mural Paint Set

6 x 120ml

Blacktop  
Polar  
Scorched  
Rock Star  
Ice  
Stop

2 x 600ml

Jo Sonja's All Purpose Sealer  
Jo Sonja's Polyurethane Water-based Gloss Varnish



101.6cm (H) x 128.5cm (W) x 25.4cm (D)



### Product

### Code

6 Piece Chroma Mural Paint Markers Set

MP80200

Chroma Mural Paint Markers Rack

MP81000

Chroma Mural Paint Guide

# FUSION I.A. SERIES COATINGS, GROUNDS & VARNISHES



## Fusion I.A. Series

Fusion I.A. (Industrial Art) Series are professional-grade coatings, grounds and varnishes. They are for artists who demand the very best, and are recommended for use with all Chroma professional paints fine art paints, mural paints and other projects designed for outdoors.

Available in 500ml, 1 Litre and  
4 Litre bottles.



### Pro-grade Binder Medium

Fusion I.A. Series Binder Medium is a heavy duty binder recommended to prepare and seal surfaces in preparation for painting with acrylic or oils. Fusion I.A. Series Gesso may be applied over Binder Medium to provide extra "tooth". Promotes strong adhesion of the paint and prevents loss of moisture into the substrate and remains flexible.

Product	Code
500ml Binder Medium	MP70100
1 Litre Binder Medium	MP70120



### Pro-grade Gesso

Fusion I.A. Series White Gesso is a superior quality, heavy bodied bright white gesso with industrial strength opacity, adhesion and water resistance. It contains maximum levels of titanium dioxide, calcite grit and acrylic resin. Extreme caution should be used when sanding a surface that Fusion I.A. Series Gesso has been applied. May be applied over Binder Medium to provide extra "tooth". Dries to a non-yellowing, flexible matte finish and is suitable for professional works of art. Recommended for use with all of Chroma's Professional Grade Paints including Archival Oils, Atelier Interactive and Jo Sonja Artists' Colours.

Product	Code
1 Litre Gesso	MP70150
4 Litre Gesso	MP70170



### Pro-grade Exterior UV Varnish Gloss & Matte

Projects can become damaged from the elements. Fusion I.A.

Series Pro-grade Exterior UV Varnish is an all-acrylic, clear, superior performance coating offering excellent exterior durability that resists cracking, peeling and blistering. The weatherproofing formula protects your project from damaging UV rays while providing a high degree of water resistance and long term sealing protection. Can also be used to refresh previously stained wood without darkening. During use, ensure adequate ventilation. Even though the product is non-toxic, it should be kept out of the reach of children.

Product	Code
500ml Exterior UV Varnish Gloss	MP70200
1 Litre Exterior UV Varnish Gloss	MP70220
500ml Exterior UV Varnish Matte	MP70250
1 Litre Exterior UV Varnish Matte	MP70770

# MOLTEN METALS METALLIC ACRYLIC

**MOLTENMETALS**  
Metallic Acrylic

**NEW!**



## Chroma Molten Metals Metallic Acrylic

Water resistant colours that possess superb coverage and dry rapidly to a brilliant silky metallic finish. It is useful for painting on paper, cardboard, canvas, metal, or plastic. Can be used alone as a palette colour or mixed with other acrylic colours to create dramatic iridescent effects.

Chroma Molten Metals Metallic Acrylic comes in 6 luminous colours and is available in a 5 x 75ml set.

Colour Name	500ml
Aged Bronze	MM10103
Copper	MM10113
Dorado Gold	MM10123
Purgare Silver	MM10133
Rojo Gold	MM10153
Xanadu Gold	MM10143

## Set

### 5 Tube Set 5 x 75ml

Silver  
Xanadu Gold  
Dorado Gold  
Aged Bronze  
Copper



Product

5 x 75ml Set

Code

MM80100

# CHROMA 2 INTENSE & OPAQUE CLASSROOM PAINT

**Chroma2**  
**WASHABLE**  
INTENSE & OPAQUE  
CLASSROOM PAINT



## Chroma 2 Washable Intense & Opaque Classroom Paint

Teachers usually expect washable paints to be weak and lack intensity. Our new Chroma 2 Washable Intense & Opaque heavy bodied formula overcomes this problem, providing strong colours and thick creamy body.

Chroma 2 Washable can be used in schools as a total classroom resource, for painting and printing on all surfaces such as paper, canvas, cardboard, plaster, clay, and many others.

At the secondary level, students usually progress to Chromacryl for painting, as they are old enough to develop more advanced acrylic techniques. Teachers should consider using Chroma 2 Washable for silk screen and other printing lessons, as it is so easy to clean up printing equipment and gives great results.

Comes in 21 bright intermixable colours,  
available in 500ml and 2 Litre bottles  
for easy classroom use.

Colour Name	500ml	2 Litre
Black	WA00005	WA00010
Brown	WA00015	WA00020
Cool Blue	WA00025	WA00030
Cool Red	WA00035	WA00040
Cool Yellow	WA00045	WA00050
Green Deep	WA00055	WA00060
Green Light	WA00065	WA00070
Honey		WA00072
Orange	WA00075	WA00080
Purple	WA00085	WA00090
Turquoise	WA00095	WA00100
Warm Blue	WA00105	WA00110
Warm Red	WA00115	WA00120
Warm Yellow	WA00125	WA00130
White	WA00135	WA00140
Fluoro Blue	WA00155	WA00160
Fluoro Green	WA00195	WA00196
Fluoro Orange	WA00175	WA00180
Fluoro Pink	WA00165	WA00170
Fluoro Purple	WA00145	WA00150
Fluoro Red	WA00185	WA00190

## PROMOTIONAL MATERIAL



Product	Code
Dispenser Pumps for 2 Litre Bottle	CC95510
Chroma Bulk Paint Dispenser	CC95520
Chroma Disposable Apron	CR95090
Silicon Valve Caps	PA23600
Chroma 2 Washable Colour Chart	WA95000

## CHROMA 2 STUDENT PAINT



### Chroma 2 Student Paint

Chroma 2 is a thick and creamy tempera paint for primary and secondary school students.

This high quality paint combines the versatility of an acrylic with the easy clean up of a tempera. It does not form a rock hard skin when it dries which makes it very easy to clean out of brushes and other equipment. Use as a general purpose classroom paint and for all your printing techniques like silkscreen and lino block.

This is a highly pigmented paint and as such may stain some fabrics so it is sensible to wear protective clothing in the art room.

Colour Name	2 Litre
Black	C210090
Brown	C210120
Cool Blue	C210150
Cool Red	C210180
Cool Yellow	C210210
Green Deep	C210240
Green Light	C210270
Honey	C210300
Purple	C210330
Red Oxide	C210360
Warm Blue	C210390
Warm Red	C210420
Warm Yellow	C210450
White	C210480

Comes in 14 bright intermixable colours available in 2 Litre bottles for easy classroom use.

Product	Code
Dispenser Pumps for 2 Litre Bottle	CC95510
Chroma Bulk Paint Dispenser	CC95520
Chroma Disposable Apron	CR95090
Silicon Valve Caps	PA23600
Chroma 2 Colour Card	C295000

## CHROMA KIDZ WASHABLE

*Chroma Kidz®*  
**WASHABLE**  
BRIGHT & TRANSPARENT  
FOR LITTLE KIDZ



Colour Name	500ml	2 Litre
Black	WA00205	WA00210
Brown	WA00215	WA00220
Cool Blue	WA00225	WA00230
Cool Red	WA00235	WA00240
Cool Yellow	WAA0245	WA00250
Green Deep	WA00255	WA00260
Green Light	WA00265	WA00270
Orange	WA00275	WA00280
Purple	WA00285	WA00290
Turquoise	WA00295	WA00300
Warm Blue	WA00305	WA00310
Warm Red	WA00315	WA00320
Warm Yellow	WA00325	WA00330
White	WA00335	WA00340

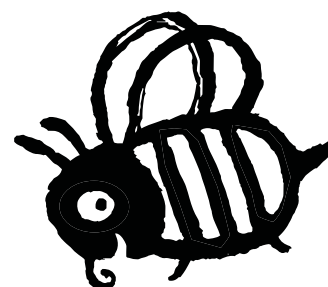
## Chroma Kidz Washable

Chroma Kidz Washable is the perfect paint for young expressionists wanting to explore a vast array of painting, printing and craft possibilities. It is a versatile paint with exceptional covering power. Chroma Kidz is rich in colour and satisfying to use for young artists! Designed for preschool and infants, it can be used for everything from finger-painting to print-making. It's a washable, non-toxic, waterbased, quick drying and that means easy clean up in the classroom.

Chroma Kidz Washable comes in 14 brilliant colours available in 500ml bottles and 2 Litre bottles.

## Promotional Material

Product	Code
Chroma Kidz Washable Colour Chart	CK95090
Chroma Disposable Apron	WA96000



# CHROMA KIDZ



## Chroma Kidz

Chroma Kidz makes painting fun and easy for children. Chroma Kidz is designed for preschool and infants and can be used for everything from finger-painting to print-making. It's non-toxic, water-based, and quick drying. Suitable for works on paper and board. Note: Some fabrics may retain stains so the use of art smocks in the classroom is recommended.

Colour Name	500ml	2 Litre
Black	CK10090	CK10120
Brown	CK10150	CK10180
Cool Blue	CK10210	CK10240
Cool Red	CK10270	CK10300
Cool Yellow	CK10330	CK10360
Green Deep	CK10480	CK10510
Green Light	CK10540	CK10570
Magenta	CK10660	CK10690
Orange	CK10720	CK10750
Purple	CK10810	CK10840
Warm Blue	CK10990	CK11020
Warm Red	CK11210	CK11240
Warm Yellow	CK11300	CK11330
White	CK11410	CK11440
Fluoro Blue	CK14090	
Fluoro Green	CK14150	
Fluoro Orange	CK14300	
Fluoro Pink	CK14360	
Fluoro Purple	CK14420	
Fluoro Red	CK14480	

Chroma Kidz comes in 20 brilliant colours available in 500ml bottles and 2 Litre bottles.

## Promotional Material



Product	Code
Chroma Kidz Colour Chart	CK95090
Chroma Disposable Apron	CR95090



# Terms & Conditions of Sale

## 1. General

Notwithstanding anything contained in any order or other document form the customer, the terms and conditions set out herein shall be the terms and conditions applicable to all sales by Chroma unless otherwise agreed in writing by Chroma.

“Chroma” means Chroma Australia Pty Limited or where the seller is one of its related companies (defined by the Corporations Law) that related company.

## 2. Delivery

Chroma will make all reasonable efforts to have the goods delivered on the delivery date agreed between the parties however Chroma shall be under no liability whatsoever should delivery not be made on this date.

## 3. Price

Unless otherwise agreed in writing the price of goods shall be the pricing ruling at the date of delivery plus freight, insurance, taxes, and other applicable charges. Chroma shall be entitled without notice to adjust the selling price specified in published price lists to take account of any increases in costs including:

- manufacturing costs
- freight
- insurance
- exchange rates
- taxes or other statutory charges.

## 4. Risk

The risk in the goods shall, unless otherwise agreed in writing, pass to the customer upon delivery to the customer, customer's agent, to a carrier commissioned by the customer or loaded on board a ship or plane in the case of overseas FOB sales.

## 5. Payment

Payment shall be made strictly in accordance with the terms applicable to the customer as agreed in writing by Chroma and the customer. Where no terms are so agreed payment shall be made within 30 days of the date of the invoice.

## 6. Interest on unpaid amounts

Invoices not paid by the due date shall bear interest at a rate of 10% per annum calculated daily from the due date until date of payment.

## 7. Property

(a) Property in the goods shall remain with Chroma and Chroma reserves the right to dispose of the goods until such time as payment in full as been received by Chroma.

(b) If the customer fails to pay any amount due to Chroma by the due date or an event specified in Clause 9. (c) hereof occurs, then Chroma may without prejudice to any other rights or remedies recover and/or resell the goods or any of them and Chroma, its servants or agents may enter the customer's premises (or any other place where the goods may be) for that purpose.

(c) Notwithstanding these terms and conditions of sale if the customer commits an act of bankruptcy (individual) or commits an act which entitles a person to apply to wind up the customer, appoints a receiver or receiver manager (company) all unpaid amounts shall become immediately due.

(d) Until payment is received in full the customer shall store the goods in a way that clearly manifests Chroma's title.

(e) The custom acknowledges that until the total indebtedness hereunder is discharged the custom holds the goods as bailee of Chroma and that a fiduciary relationship exists between them.

(f) If the goods are resold by the custom then the customer hereby assigns to Chroma the benefit of any claim against the purchaser.

## 8. Claims and returns

Subject to Clause 10. hereof all claims including claims for short deliveries, wrong supply and damage shall be made in writing and received by Chroma within seven (7) days of the delivery date. No goods shall be returned without the prior written consent of Chroma.

## 9. Information

Subject to Clause 10. hereof any information or assistance provided by Chroma to the customer in relation to the goods or their use is given in good faith and is believed by Chroma to be appropriate and reliable. However any such information or assistance is provided without liability or responsibility on the part of Chroma.

## 10. Liability

(a) Chroma acknowledges that by law certain conditions and warranties may be implied into contracts and rights and remedies conferred upon the customer which cannot be excluded, restricted or modified by contract (“non-excludable Rights”). Save for Non-excludable Rights, Chroma disclaims all warranties, conditions, liabilities or representations in relation to, inter alia, the quality, fitness for purpose or conformity with the description of the goods or services which might but for this Clause be implied by law or otherwise.

(b) Chroma's liability to the customer in relation to or in connection with the goods or services supplies pursuant to any of the Non-excludable rights, any express warranty or otherwise shall be to the full extent of the law be limited at Chroma's options to:

(i) in the case of services, to supplying the services again or paying the cost of having the services supplied again; and

(ii) in the case of goods, to the repair or replacement of the goods, the supply of equivalent goods or the payment of the respective cost thereof.

(c) Notwithstanding anything contained herein Chroma shall not be liable to the customer for the loss or profits or contracts, loss of use or for any indirect or consequential loss whatsoever arising from negligence of Chroma its servants or agents, breach of contract or statutory duty or other howsoever.



**C H R O M A**

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