



Pigment Rich, Professional Quality, Matte Finish

84 Non Traditional, Pigment-Rich, Fully Intermixable, Water Based Colours available in 59ml Bottles. Non-toxic and of the finest quality, **ProColour** is ideal for all types of painting where absolute purity, depth of colour and permanence are essential.

So what is it that makes ProColour so different?

The answer lies in the following:

- The Resin
- The Pigments
- The Adaptability of Application
- The Drying

Resin

This is the heart of ProColour paint. It is highly specialized and unrivalled in this industry; clear in colour, not white. It absorbs up to 80% more pigment than competitors products, so therefore provides greater colour vibrancy. **ProColour** resin is capable of massive dilution: 700 parts water can be mixed with 1 part paint without structural breakdown and so allows precise glazing and colour layering control. The resin gives the paint amazing adhesion, so it can also be used on most non-absorbent surfaces like glass and wood. The resin provides more flexibility in the paint allowing it to be painted on surfaces that bend, such as acetate and plastic, without cracking.

Pigment

Our pigments are chosen specifically for their high light fastness characteristics, so they will not fade. They are of the highest quality and concentrated, which provides opacity when needed yet will allow massive dilution for transparency. No cadmium or lead based pigments are used in the production of **ProColour** products.

The word "Hue" is added to our colour names to signify that the colour is replicated using non-toxic pigments. Combined with our resin, these pigments produce a unique artist quality paint that provides the artist with greater control over the techniques he or she employs, than has ever been possible before.

The unique formulation of resin and pigments in **ProColour Artist Acrylics** was developed by Chromacolour International Limited of Calgary, Canada in 2010. It is exclusive to Procolour.

Adaptability

ProColour is so adaptable that almost any painting technique is possible.

Straight from the bottle: **ProColour** can be used as an acrylic or gouache.

Add water: Use **ProColour** as an ink.

Add more water: Use **ProColour** as a watercolour.

Add Flow improver: Use **ProColour** through an airbrush

Add Gel Thickener: Use **ProColour** like an oil.

Drying

ProColour dries to the same colour as wet, so is far more predictable. It is highly opaque and dries to a velvety matte finish. It dries waterproof, allowing underlying colours to be painted over without reactivating or smudging. This results in colours staying true with no muddy effects. It dries in about the same time as other acrylics. **ProColour** is totally permanent and lightfast so colours will not fade. It is flexible when dry and will not crack or yellow, no matter how thickly applied.

Cleaning up: Wet brushes, palettes, etc can be cleaned with warm water and dish soap. Dried paint can be cleaned off with isopropyl alcohol (rubbing alcohol) and then rinsed well in warm soapy water.

ProColour Additives: Add Retarder to extend drying time. Add Flow Improver for airbrush and ink techniques. Add Gloss Medium for an acrylic finish. Add Gel Thickener for impasto techniques. Use Gesso for priming absorbent surfaces. Use Extender for glazing.

www.procolour.net

ProColour , Evergreen House Studio, DE56 0DL. No.4. Tel 01773 820282 / Mobile 07973 820282