

# NAMTA 2019

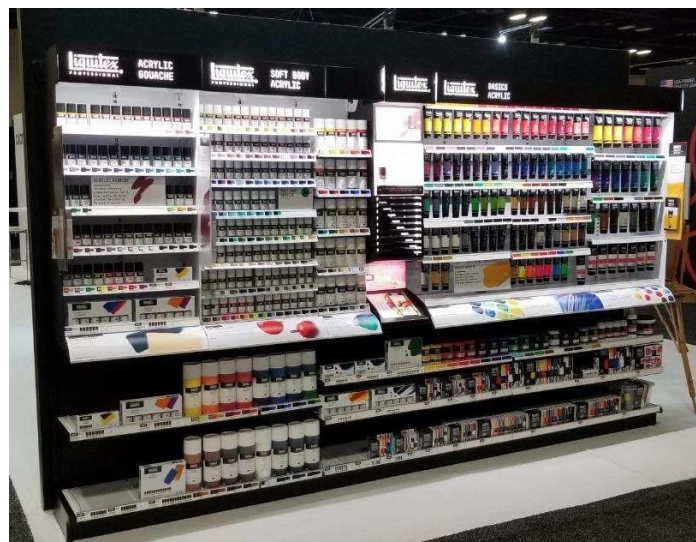
## Art Materials World

The 2019 NAMTA fair took place in San Antonio, Texas, at the end of February.

Colart's booth was located centrally, easy to spot for the 770 people who visited the trade. Sales Representatives mentioned that the booth layout and customer flow was improved over recent years. Our key initiatives for 2019 were the Liquitex New Merch system, W&N NPD with focus on Professional Water Colour, Designer's gouache and Graphic Art, Arches overview with assortment of sku's and display, and Sculpture Block with an in-booth demo.



As you came inside the convention center, the first thing you could spot the Liquitex Merch system. We had a 12 foot run that featured Acrylic Gouache, Soft Body, the SEC, and Basics. An important feature of the Liquitex system was the new packaging for basics which were a huge hit. Numerous retail stores claimed an early 2019 growth (5% to 7%) thanks to the new Merchandising system.



As you walked around, you were able to see the W&N Cad Free wall. We had a large hand-painted piece which featured all of the new PWC cad-free colours with tubes highlighted in a shadow box. In

addition, two cabinets were set up in front for customers to try out our new products. Behind the LQ merch system was a split W&N New colours and Arches wall.



Winsor & Newton hosted the Welcome Reception on the Saturday where our Commercial Director and Namta Board Member, Steve Chamberlain, say a few words on Colart's behalf. Colart had 4 entries in the New Product Showcase at the show. For Winsor & Newton we featured fineliners, W&N New Colours and W&N Cad-Free Professional Water Colour and Designer Gouache.

We also showed a 2-minute video that highlighted what's to come for our brands in 2019 and what we've accomplished in 2018: [Click here to watch the video.](#)

## Namta 2020

There is a lot of excitement for Namta 2020, which will take place in April in a central location in Chicago. It will be a great occasion for Canadian customers to attend as it is closer than the past two editions of Dallas and San Antonio.