

OUR VISION

Inspiring every
artist in the
world

OUR MISSION

To be the most sustainable, consumer
driven home of creative brands

OUR STRATEGY



Refine the
core



Ignite Sustainable
Growth



Secure
Capabilities

OUR VALUES



Openness



Passion



Innovation



Quality

Welcome to the Home of Creativity

the Colart brand platform

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colart

Welcome to the
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Our Vision

Where we are going

'Inspiring every artist in the world' reflects our belief that there is an artist in everyone, and our products can be used regardless of skill level.

Our Mission

What drives us

'To be the most sustainable consumer driven home of creative brands' to reflect our commitment to society.

Our Strategy

How we deliver success

Our three strategic pillars 'Refine the Core, Ignite Sustainable Growth and Secure Capabilities' are the guiding principles for our actions and reflect our focus on People, Planet and Profit.

Our Values

How we do what we do

Our values describe how we do things at Colart and by behaving in an 'Open, Passionate, Innovative and Quality' way, we unite and feel like a family.

the Colart
brand platform

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The universal language of art has the power of bringing people together.

At Colart, our role has always been to provide the tools needed to unleash freedom of expression in any shape or form. We have some of the most respected and best-selling brands on the planet, and we have customers in 120 countries. As we continue our journey, there will be increased demand for our products at home, in the studio and in the workplace. The creative industry is growing, and we will be there to meet that demand.

A strong culture, underpinned by our brand platform, is fundamental to building a sustainable business with a flexible mind-set. Our values are our foundation, which support our strategy and enable us to realise our mission and vision.