



colart

COMPANY PRESENTATION

2024

Colart in Numbers



Our corporate brand platform

Our Vision

Where we are going

Our vision, "to be the leading house of sustainable creative brands" reflects our ambition to lead the fine arts industry in the transformation to a sustainable world.

Our Mission

What drives us

Our mission "to inspire every artist in the world" voices our belief that there is an artist in everyone, and our products can be used regardless of skill level. This is what drives us and helps create an emotional connection with our audience.

Our Strategy

How we deliver success

Our five strategic pillars, Brand power, Consumer First, Excellence in operations, Collective agility and Sustainable value creation serves as a foundation for our value creation model where profitability is the enabler for our sustainable ambitions

Our Values

How we do what we do

Our core values define our approach to connection, communication, and collaboration. Passion, Quality, Agility and Accountability shape our behaviour and guide our ways of working.

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The Colart
Brand platform

OUR VISION

To be the leading house of sustainable creative brands

OUR MISSION

To inspire every artist in the world

OUR STRATEGY



Brand power



Consumer first



Excellence in operations



Collective agility



Creating impact

OUR VALUES



Passion



Quality



Agility



Accountability

The Colart Manifesto

The Colart Manifesto encapsulates our culture, purpose, and vision for the future. It's the heartbeat of Perform 2030, reflecting our unwavering commitment to creating a positive impact on the world. As we move forward, this manifesto will continue to inspire us to think big and act with purpose.

This is our creative movement

We are a house of leading creative brands united by the desire to inspire artists.

Artists who want to better themselves, their art, their society.

We stand with those who value a beautiful planet. Because we believe that, together, we can pioneer our movement towards a more sustainable and inclusive world of colour creation.

Since 1720, we have used our creativity and innovation to build a leading portfolio of world-class art materials inspired by artists. And that mission continues today.

United by a common purpose, our people thrive in a collaborative community, fuelled by a collective passion and an unwavering commitment to quality.

Above all, we will use the positive outcomes of our endeavours to be a force for good in the world as we drive our transformation to net zero.

Join our movement so together we can make the world a more colourful, a more responsible and a more inspiring place to create.

colart

inspiring every artist

Our History

Famous artists, past and present, have used our brands to create spectacular work that live on today and we are proud to be amongst the most established and most respected brands of art materials.

Winsor & Newton was founded in 1832 through the unique partnership of chemist William Winsor and artist Henry Newton. Respected artists JMW Turner, Picasso and David Hockney used the brand in their artworks. Queen Victoria commissioned Winsor & Newton to create the Series 7 brush in 1841, granting the brand its first Royal Warrant, and which is still held today.

The pioneer in fine art colour Lefranc Bourgeois, founded in 1720, and used on the ceiling of the Palace of Versailles has a long and proud tradition of working in partnership with artists.

Liquitex's founder Henry Levison created the first water-based acrylic paint. His mantra of "I'm only happy when I'm trying to create something new" lives on today, with Liquitex continuing to push boundaries and challenge the established way of doing things.



COLOUR CHART FOR OIL PAINTING.
Prepared with WINSOR & NEWTON'S Colours.

By Mr. FREDERICK OUGHTON.

PRICE 2s. 6d.

1. Green Blue Shade, 75, 50, & 25, 10.	2. Light Blue & White.	3. Very Blue & White.	4. Light Blue Tint & White.	5. French Blue & White.	6. Venetian & French Yellow.	7. Very Dark Red Oxide & White.
8. Deep Red Oxide, 75, 50, & 25, 10.	9. Venetian Blue Tint & White.	10. Venetian Blue Shade & White.	11. Light Red & White.	12. Dark Red & White.	13. Green Tint & White.	14. Prussian Blue & White.
15. French Blue, 75, 50, & 25, 10.	16. French Blue & Venetian Blue.	17. Very Dark & Amber Tint.	18. Prussian Blue, 75, 50, & 25, 10.	19. Prussian Blue, 75, 50, & 25, 10.	20. Cobalt, 75, 50, & 25, 10.	21. Cobalt, 75, 50, & 25, 10.

Note: Nos. 1, 2, 3, 4, are Greens, useful in Cliffs, Mountains, Distances, also in Flowers, Fruit, and Drapery. No. 5, for Flowers, Fruit, Drapery, &c. No. 6, in Sunsets, &c. No. 7 is for working from the Green and makes good tints for the grey of True Blues, Shades, &c. Nos. 8, 9, 10, 11, 12, for the Shades in Flesh (these Tints can be used for many other purposes in a picture). No. 14, useful in Flowers and Fruit Painting. Nos. 15, 16, 17, and 18 are Fineground Greens. Nos. 19, 20, and 21, Green Greens for Distances Hills, Trees, &c. All these Greens are used in Flower and Fruit Painting. Chrome Yellow can be substituted for Aurifer Yellow, and Gouache Lake for Alligator Delmon. But these colours do not permanent.

WINSOR & NEWTON, Limited, LONDON

Our Community

Our presence should always provide an experience, give guidance or inspire in some way, no matter the format or channel –events, contests, art education, real and virtual galleries. We find new channels for our traditional products and add new products to our traditional channels. Colart's The Fine Art Collective features hands-on artist-run workshops in universities and colleges around the world on how to use artist's materials.

Our commitment to promoting creativity and those who live a creative lifestyle is vital. Our support of the arts and artists reflects our vision to inspire every artist in the world.



Our Brands

Our brands are at the heart of our business, and their heritage dates back to the 18th century



Liquitex

LEFRANC
BOURGEOIS
PARIS

reeves

snazaroo

Conté à Paris
DEPUIS 1795



Our brands are at the heart of our business, and their unique heritage dates back to the 18th century.

We are committed to nurturing and developing these great brands. We do this by celebrating their diversity, fostering their individuality and preserving the unique elements of the heritage of each, whilst ensuring that they are as relevant today as they have always been.

At the same time, we constantly respond to the changing needs of artists by improving the performance of our product ranges through the application of the latest available technology, as well as ensuring that we comply fully with an ever-evolving regulatory landscape.

The Colart House of Brands includes Winsor & Newton, Liquitex, Lefranc Bourgeois, Snazaroo, Conté à Paris, Charbonnel and reeves.

Sustainability

Certified



Corporation

Colart, including our brands [Winsor & Newton](#), [Liquitex](#), [Lefranc Bourgeois](#), [Conté à Paris](#) and [Charbonnel](#) is a **Certified B Corp**. **We have joined the B Corp community and pledge to use business as a force for good.**

As a B Corp in the arts manufacturing industry, we're counted among businesses that are leading a global movement for an inclusive, equitable, and regenerative economy. This is not just for Colart but all arts manufacturing businesses. By leading an industry community, we can collectively work for the better good.

Our Distribution Channels

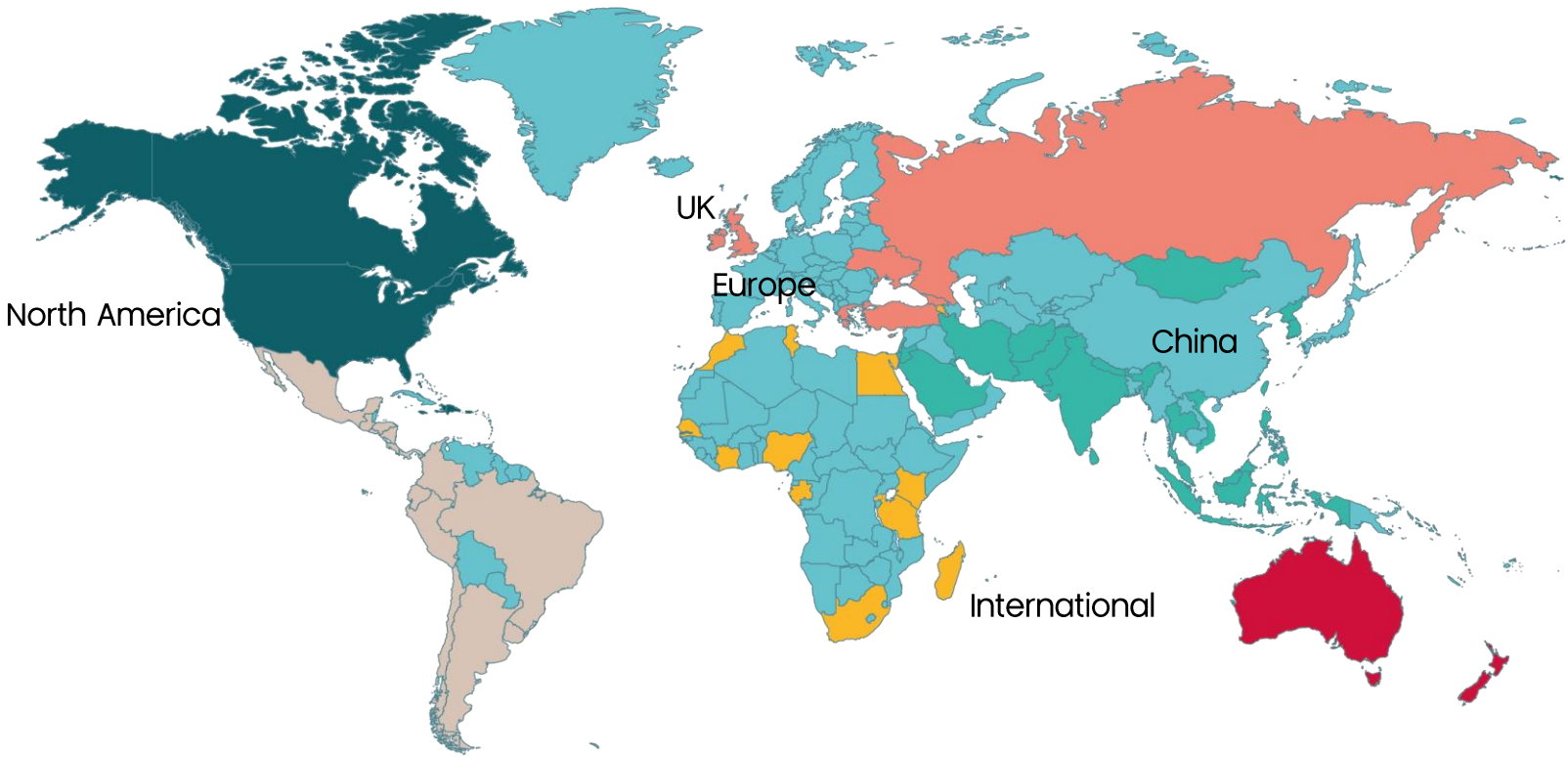
The Colart Group is the global parent company and home for some of the world's most recognised brands in the art material industry. Colart's brands provide a wide range of products for creatives, regardless of skill level, from professional fine artists to hobbyists and students.

We are present in the UK, Europe, North America and China and more globally through our distribution partnerships in APAC, EMEA and LATAM enabling us to make our brands available to customers and consumers in over 120 countries.

Our head office is in London, and globally we employ 920 people in 13 countries, with 10 sales offices, 4 production units, and 4 distribution centres.

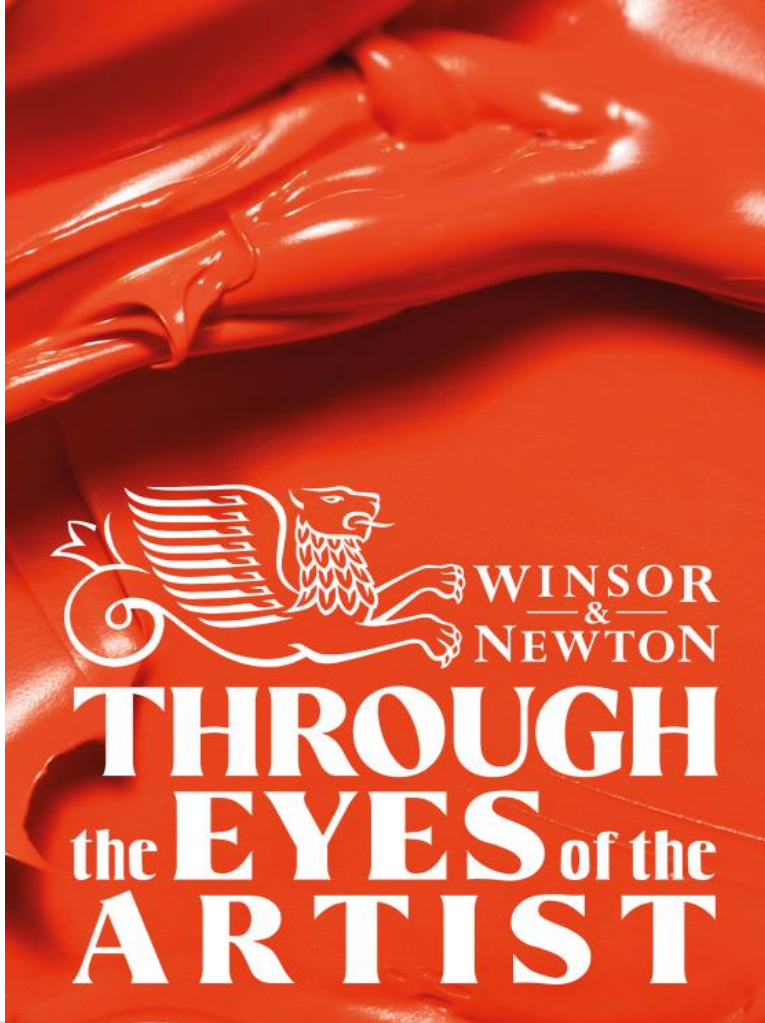


Understanding our Commercial Map



Understanding our Operations map





Winsor & Newton

Founded 1832



The artists' ally since 1832, Winsor & Newton is always innovating to help creators develop and flourish, with one of the widest portfolios of art materials in the world. We believe that the creative process helps us grow, and our vision is for every artist to experience the rewards of that growth.

Through The Eyes of the Artist

We share the desire to make our mark and grow in the process. And it's our mission to sustain it, through our role as a beacon of excellence in colour and quality, and our commitment to creating safe and sustainable products. Together, we can do wonderful things when looking at the world through the eyes of the artist.



Liquitex[®]

Liquitex

Founded 1955

Evolving, innovating and pushing boundaries. Supporting and collaborating with artists, creatives, and their communities. Developing and offering the boldest range of acrylic paints, mediums and tools to help everyone take an idea, big or small, and make it real. And proudly, passionately, relentlessly doing it all since 1955. We are Liquitex.

A Positive Mark

We believe in the power of creative expression to create a better world where artists and communities can thrive. A world that gives back more than it takes. That generates social and environmental value.

Liquitex Residency Program

We are proud to offer an International Residency Program, hosting artist residency opportunities in studios around the world. Our latest Just Imagine residency series is offered at the Liquitex Studio in Manufacturer's Village, East Orange, NJ.



LEFRANC
BOURGEOIS

PARIS - 1720

Lefranc Bourgeois

Iconic Brand

Chosen by the most prestigious painters for over 300 years such as Matisse, Picasso Van Gogh or Nicky de St Phalle and still today thanks to its know-how, its innovative spirit (like the creation of tube allowing impressionism movement or the Flashe), and its proximity with artists.

Dare To Paint

For over 300 years, we've been at the side of all artists: budding artists, Sunday artists, established artists and, of course, the most well-known artists!

Painting with a brush, a finger, a knife... using gouache, oil, acrylic and why not all at the same time! We're convinced that we can all have fun painting, so let's Dare to paint!

Conté à Paris[™]

DEPUIS 1795

Conté à Paris[™]

DEPUIS 1795

Conté à Paris

Founded 1795

Conté à Paris is the French brand expert in pencils and pastels since 1795.

Chosen by the greatest masters, by students of fine art and by amateur artists for the quality of its products, and the widest possible variety of techniques and effects for drawing, sketching and pastels.

Parisian Roots

Continuing the inventiveness of the brilliant inventor of the modern graphite, Nicolas-Jacques Conté, the brand Conté à Paris is launching a set of its iconic Pierre Noire.





Snazaroo

snazaroo™

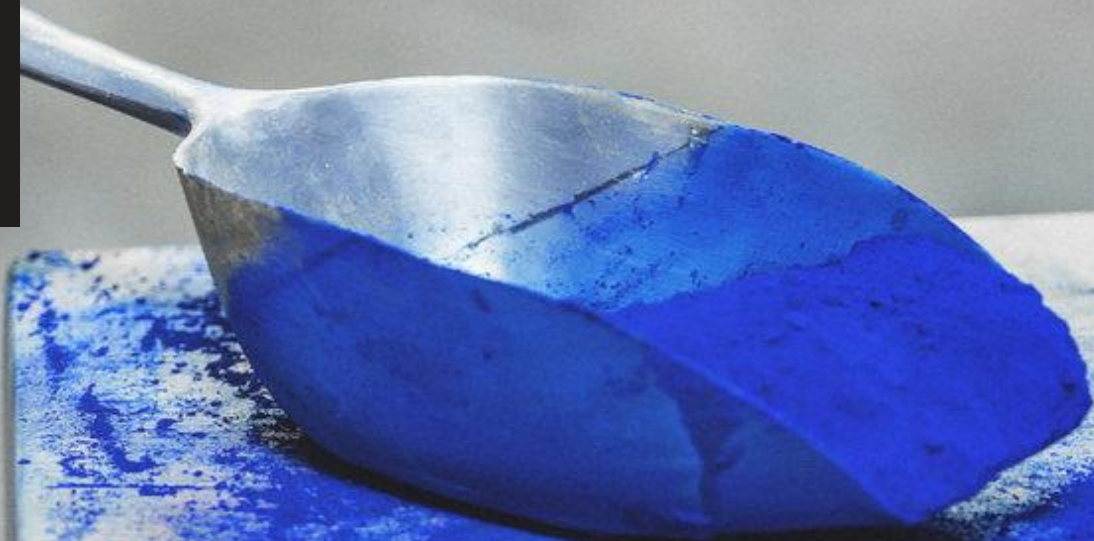
Founded 1989

SNAZAROO is the leading choice for quality, offering cosmetic grade face paint, which means our face and body paints are skin friendly. SNAZAROO encourages the child to get involved and express themselves through face and body paint. SNAZAROO products are easy to apply and easy to wipe off meaning that mistakes really don't matter and with our 1/2/3 step guides it couldn't be easier.

Cheeky Fun

SNAZAROO is the perfect playtime with kids excited by the fact, that it feels like they shouldn't be able to paint on face and bodies and yet loving the fact that they are not just allowed to but encouraged to. Kids experience the sensory benefits of face and body paint and the intimacy of being eye to eye with each other, they simply love the process of being involved.

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OUR ORGANISATION

Our Group Leadership Team



CEO
Romain Guinier



Finance
Jonathan Spight



People
Jane Beeston



Sustainability
Sara Brennan



**Brand &
Commercial**
Gail Pasquier



Operations
Bruno Lebourdais

Our Owners

Lindéngruppen is a second-generation family business focusing on sustainable long-term development of industrial companies.

The Lindéngruppen purpose is to empower its' companies to prosper and lead the transformation to a sustainable world. This is reflected in their overarching strategy to expand their positive impact by strengthening Group companies, making them sector leaders in the transformation to a sustainable world.



Our Board Members



Owner
Jenny Linden
Urnes



Chair
Magdalena Gerger



Board Member
Fabio Pedrazzi



Board Member
Jean-Francois
De Saussure



Board Member
Linda Dauriz

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#inspiringeveryartist
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thank you