



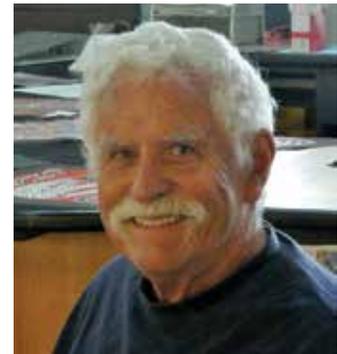
# Jim Cobb's OCTOBER ARTISTS' NEWSLETTER

## Looking for a Professional Quality Paint Ideal for your Mixed Media?

Since the 1980s Jo Sonja's has always been known as a paint for serious Folk Art painters who wanted to produce durable work. What they were looking for was a quality professional paint where the pigments are actually specified not like the low quality paints chosen by people who don't know or don't care about pigment strength.

Folk Art has dwindled in popularity but artists who do care about their work still want a professional quality paint with real pigments that are actually specified on the tube. In Jo Sonja's paint they have that but in a MATTE FINISH.

At Chroma Paints we make Atelier Interactive and Atelier A2 which are both Heavy Bodied and dry to a Satin finish. Jo Sonja's paint is Mid-viscosity and our Atelier Free Flow is a more fluid viscosity. These last two dry to a MATTE FINISH and are ideal for professional quality effects whether in fine art, decorative art, folk art or mixed media – wherever a smooth matte finish is appropriate.



Jim Cobb, owner and founder of Chroma Pty. Ltd.



OLD TUBE

NEW TUBE

We are changing the design of the Jo Sonja paints packaging. The purpose of the new tube design is to bring Jo Sonja into the Chroma family by using the spade shaped black panel at the top to make artists aware of the diversity of painting styles Jo Sonja is suited to. Above you'll see the old tube and the new tube so you will know what to look for once the old tubes are all sold. Like us on our Facebook page.

**KEEP READING on our website!**  
For more information on these techniques and our other products visit our website.

[www.chromaonline.com](http://www.chromaonline.com)  
[www.atelieracrylic.com](http://www.atelieracrylic.com)

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**ATELIER INTERACTIVE**

**HEAVY BODY SATIN FINISH**



**ATELIER A2**



**JO SONJA'S\***

**MID-VISCOSITY MATTE FINISH**



**ATELIER FREE FLOW\***

**FLUID VISCOSITY MATTE FINISH**



**FREE MEDIUMS and PAINTS!**

Have you caught up with the promotion for the introduction of our new Mediums yet? Go to our website where the OFFER is set out for you again or check with your local participating Atelier retailer in Australia

\*Ideal for Mixed Media when used with Holog Medium and Thin Medium

