

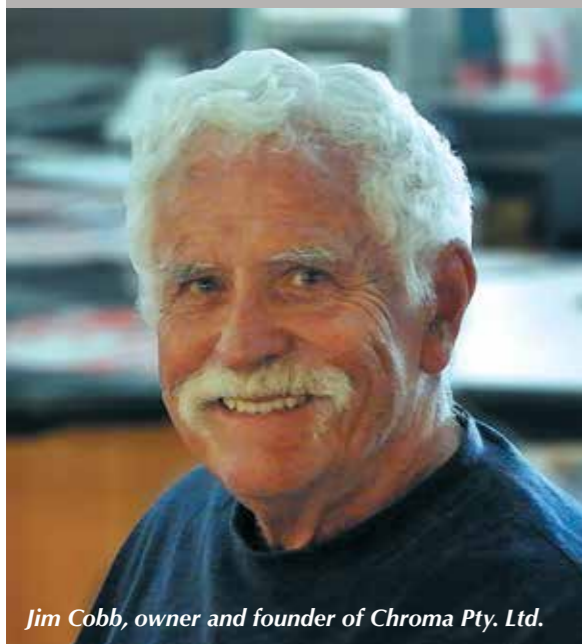
## About Chroma

Chroma is a quality fine art, decorative and educational paint manufacturer with a difference.

Our paints are created by an artist for artists. We like to think of ourselves as paint making pioneers. We explore and innovate to create formulas that suit the varying requirements of the artist.

Jim Cobb, paint maker, artist and owner of Chroma, has spent the last 50 years producing not only world class paints, but paints that add something a little extra. A stroke of innovation!

The company Chroma is privately owned and has been making these specialized paints for all sectors of the education and artist paint market. Artists' paints use applied chemistry. They need to keep pace with technical developments, but the industrial technology used has to be adapted to suit the needs of artists. It is attention to the consistency and the manipulation of artists' paint which characterizes everything that Chroma does.



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

*I want to catch up with artists in New Zealand through this magazine and offer a promotional programme running until December 31, 2018.*

- A free sampling of tubes of new Mediums when you buy 2 tubes of Atelier Interactive paint followed by availability of these Mediums packaged in normal sizes but offered at sacrificed prices till December 31. **For details about this and the pricing being offered by participating retailers please refer to our digital newsletter at [www.Atelieracrylic.com](http://www.Atelieracrylic.com) which contains more information of interest to artists.**

The idea is that if you know which mediums to use for the work you are doing, the chances are you will find an immediate and surprising improvement in everything you do. Words can't tell this story so I've set up a digital programme where I can use images and videos to show you what is now available as well as downloadable PDF files with basic information.

- I know that you will still need to use anything new to find out for yourself whether you enjoy using it.
- Please talk to your art shop – they won't want to stock new products unless they know you are interested.
- I can see that our new range of mediums, which is set out from thick to thin, when it is shown in the videos will very much widen your horizon by making it dead easy to keep on blending as long as you like without losing normal acrylic advantages of fast drying paint when you want it.

No other paint offers this feature, but it is useless unless you know how to exploit it. Many people who are using Atelier Interactive don't yet know how to activate its best and most remarkable feature – the ability to keep blending, and I'm hoping to overcome this communication problem because it's very easy to do when you know how, and the new mediums being released will lift acrylic painting to a new level as soon as you start to use them.

Who would use any ordinary acrylic when they know about this?



WATCH THE VIDEOS

As we release our new Mediums I'm providing what you need in downloadable PDF's for your information and reference, backed up by short videos where I try to show visually what I am talking about.

For more information go to our website [Atelieracrylic.com](http://Atelieracrylic.com)



### HEAVY GEL SATIN

This is an extremely thick yet mobile paste which holds brush marks and creates a sharp impasto effect similar to oil paints when used with a palette knife.

**250ml POT**

*This medium is too thick to pack in tubes.*



### THICK PAINTING MEDIUM

This has a viscosity similar to the paint itself, and if you like working wet in wet this medium is very straightforward to use but it simply will not work unless you use at least one part to one part of paint, because the purpose of the Medium is to create a wet layer, ie. a blanket of wet paint, and once this is established you will not need to spritz with Unlocking Formula much or perhaps not at all, depending on the weather. When you have finished a layer it can be dried easily by applying warmth (ie. sunlight, draft from an air conditioner or hair dryer).

**Buy two tubes of Atelier Interactive and get one TUBE of Thick Painting Medium FREE**



**250ml BOTTLE  
1 Litre BOTTLE**

# Announcing the Release of Our New Acrylic Mediums

I have set out below our new Mediums ranging from very thick to very thin. You need to know that all of these mediums prolong wet working time but they can also be used for traditional techniques simply by not using the Unlocking Formula and they can be dried easily by applying some source of warmth.

**The offers on this page are valid until December 31 2018. Contact [www.atelieracrylic.com](http://www.atelieracrylic.com) or your local art store for more details.**

### MIDDLE PAINTING MEDIUM

New Middle Medium is a fine tuning of the original Clear Painting Formula and is basic for diluting and spreading paint, blending, edge blending, and glazing.

**BUY two TUBES of Atelier Interactive and get one TUBE of Middle Painting Medium FREE**



**250ml BOTTLE  
1 Litre BOTTLE**

### THIN PAINTING MEDIUM

This painting medium completes the list. Breakdown our Heavy Bodied Paints by adding this Medium for a smooth dilution for air brushing, to create a liquid paint or for fine detail.

**250ml BOTTLE**



### MEDIUMS FOR THE MORE FLUID AND MATTE PAINTS ATELIER FREE FLOW COLOURS AND JO SONJA'S ACRYLIC



### THIN PAINTING MEDIUM

Atelier Free Flow and Jo Sonja's Acrylic are matte and are already more flowy paints but become very liquid when Thin Medium is added.

**250ml BOTTLE**



### HOLDING MEDIUM

When Holding Medium is added to paints they body up and are easier to control in a more painterly mode.

**250ml BOTTLE  
500ml BOTTLE**



**Buy two tubes of Jo Sonja OR 2 x 60ml bottles of Atelier Free Flow and get one tube of Holding Medium FREE**

## CALLING ALL ARTISTS

Readers should talk to their local art supplier and ask them to order the Atelier Mediums in as soon as they become available. They are being sent to New Zealand now!