

CARAN^D'ACHE
Genève



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Genève

TRAINING MANUAL  COLOUR PENCILS

INTRODUCTION

Founded in 1915 in Geneva under the name “Fabrique genevoise de crayons”, the Maison Caran d’Ache adopted its current name in 1924 when an entrepreneur called Arnold Schweitzer took the reins. The choice of the new name “Caran d’Ache” accompanied this international expansion by means of a double reference. First of all, the word “karandash” in Russian means “pencil”; but it is also, with its current spelling of “Caran d’Ache”, the pseudonym of one of the most famous cartoonists of the Belle Epoque, Emmanuel Poiré.

A true family business, the company is today presided over by Carole Hubscher, who represents the fourth generation of a family that has been involved in decision-making at the highest level since the 1930s.

Located in the Canton of Geneva since it was founded, Caran d’Ache dedicates all its know-how to creating instruments that foster creativity in the largest number of people. It designs and produces fine-art products and writing instruments for everyone, from budding creative artists to the most renowned professionals.

Caran d’Ache has developed a corporate culture based on excellence, sustainable development and social responsibility. In exporting to more than 90 countries, it is proud to act as standard-bearer on the international stage for Switzerland and Swiss Made, which are closely associated with the values that the company holds dear: quality and innovation.



HISTORY

1915

- Founding of the «Fabrique Genevoise de Crayons»
- First graphite pencils

1924

- The Fabrique is renamed «Caran d’Ache»

1929

- Fixpencil®, the first mechanical pencil in the world fitted with a patented clamping system

1931

- Prismalo®, the world’s first water-soluble pencil

1952

- Neocolor® I, permanent wax pastels

1953

- Ecridor ballpoint pen, hexagonal metal body

1966

- 825 ballpoint pen
- Fibralo®, water-soluble fibre pens

1969

- 849 ballpoint pen

1970

- First collection to include a fountain pen

1973

- Launch of the Caran d’Ache education service for Swiss teachers

1975

- Neocolor® II, water-soluble wax pastels

1983

- Mastery of Chinese lacquer – a unique expertise

1985

- Neopastel®, oil pastels

1988

- Supracolor Soft®, water-soluble pencils

1990

- Pablo®, permanent pencils

1994

- First limited edition of exceptional pieces

1998

- Léman fine-writing collection

2001

- The Modernista Diamants pen enters the Guinness Book of Records as the most expensive pen in the world
- Varius fine-writing collection

2006

- Graphite Line, high quality graphite pencils and sticks

2007

- First exceptional piece in the 1010 collection

2008

- Luminance 6901®, permanent pencils with outstanding last-fastness

2012

- Caelograph, the first pen that allows you to read the sky
- Carole Hubscher becomes Chairman of the Board

2013

- Museum Aquarelle, extra-fine water colours in the form of a pencil

2015

- Celebration of the Maison’s centenary

2016

- Astrograph, the most technical piece ever created in our workshops

QUALITATIVE AND SOCIAL ENGAGEMENT



SWISS MADE

Since the company was founded in 1915, the whole assortment of Caran d’Ache products is designed, developed and manufactured in Switzerland, in the Caran d’Ache workshops in Geneva. With the “Swiss Made” label, we guarantee our demanding customers exceptional quality, high precision, unrivalled reliability, elegance and originality in the design and production of all our products.



ISO 9001

ISO 9001 standard sets out a series of requirements concerning the implementation of quality management systems.



CE

The CE symbol indicates that the product meets the principal European health and safety standards for products. Our products and their labelling conform to Directive 2009/48/CE on the safety of toys.



AP

The “Approved Product” label (AP) indicates that the fine arts products have been evaluated by a qualified American toxicologist. Certification is provided by the “Art and Creative Materials Institute” (ACMI) which guarantees the safety of fine arts products in accordance with the American ASTM D4236 standard.



EPI

Caran d’Ache works in partnership with Public Institutions for Integration (“EPI”), a body that works towards integrating people professionally. In addition to its sub-contracting activities, Caran d’Ache has opened an “integrated workshop” at its production site.



ENVIRONMENTAL ENGAGEMENT



ISO 140001

ISO 14001 standard sets out specific requirements and guidelines for the implementation of a system of environmental management.



FSC®

FSC® is the abbreviation of “Forest Stewardship Council”, a label guaranteeing that the wood used for the production of pencils complies with 10 principles upholding respect for forestry development, the rights of local populations and long-term socio-economic well-being of forestry workers.



Caran d’Ache subscribes to a policy of sustainable development based on selection of raw materials, waste recycling, energy saving and environmental management. For example:

- Wood shavings are compressed into briquettes that help to fuel the factory’s central-heating system. Caran d’Ache saves more than 32,000 m³ of gas every year.
- Industrial waste water is treated at an in-house purification plant.
- Metal shavings are stored and recycled by an outside organisation.
- Most of the varnishes used in the manufacture of our pencils are water based.
- Beehives have been installed in the factory grounds.



Luminance 6901®

The colouring pencil that combines superb lightfastness with the creaminess of a permanent lead.



Christopher Durant (UK)

TARGET GROUP AND USES:

Meets the highest demands of **amateur and professional artists**, as well as **creative professionals** (designers, stylists, art directors, etc.) looking for a creamy, permanent lead.

GOOD TO KNOW:

Colours are tested for **3 months in the desert of Arizona** and **exposed to 400 hours of intense UV radiation** in an independent laboratory in Florida. Each colour is formulated from finely milled pigments that have been selected for their purity, intensity and resistance to UV in order to **conform to standard ASTM D-6901**. With this certification, Caran d'Ache has established a new global benchmark for lightfastness in colouring pencils.

SELLING POINTS:

- **Quality:** lightfastness that conforms to the toughest international standard in the market (ASTM D-6901). Luminance 6901 gives professionals the guarantee that their works will endure. Caran d'Ache is the only brand to offer a selection of 76 colours, of which 61 are classed in the highest category (LFI) of standard ASTM D-6901.
- **Technical argument:** Luminance 6901 possesses the same light stability as a high-quality oil paint. Optimal preservation for storing and exhibiting.
- **Emotional argument:** the unique colour range and the creaminess of a lead that glides across the paper together allow for all the blending, all the shades and gradations you could want for freedom of artistic expression.



The mark of responsible forestry



TECHNICAL DETAILS:

WOOD:

Premium quality Californian cedar wood
Produced from sustainably managed forests, FSC® certified

VARNISH:

4 aqueous layers
Clear varnish, and long capsule matching the colour of the lead

NUMBERS:

Reference colour



DIMENSIONS:

Length 175 mm, diameter 8 mm (round pencil)

SOLUBILITY



PIGMENT CONCENTRATION



LIGHTFASTNESS



OPACITY



LEAD :

Diameter 3.8 mm
Angle 24°

SHARPENING: Excellent

FRIABILITY: Low



DURABILITY :

Creamy, waxy lead, corresponds to a 7B-8B graphite

HOW DO YOU GIVE A SUCCESSFUL DEMONSTRATION ?

KEY WORDS TO REMEMBER:
Exceptional lightfastness, 80% LF1 and 20% LF2, creamy and permanent lead, many options for overlaying and blending, quality and purity of colour (23 monopigmented), intense colours that shine, FSC® certified wood, 76 colours

TECHNIQUE 1:
Test the **unique creaminess** and the **waxy texture** of the lead (compare it with the Pablo). Point out the **references to its resistance to UV**, and the colour name stamped on the pencil.



Write a word.



Draw a line. Apply firm pressure to demonstrate the radiance and luminosity of the colour.

The radiance and extraordinary intensity of the colours will stay the same for decades, due to the exceptional lightfastness of Luminance 6901.

TECHNIQUE 2:
Demonstrate the **effects of overlaying** and blending.



Demonstrate the Sgraffito technique by applying a light colour then a darker colour on top, then scratching with your nail to reveal the underneath layer.

When overlaying, the waxy texture allows painting effects to be produced and colours to be blended.

TECHNIQUE 3:
Show application on **unconventional material**.

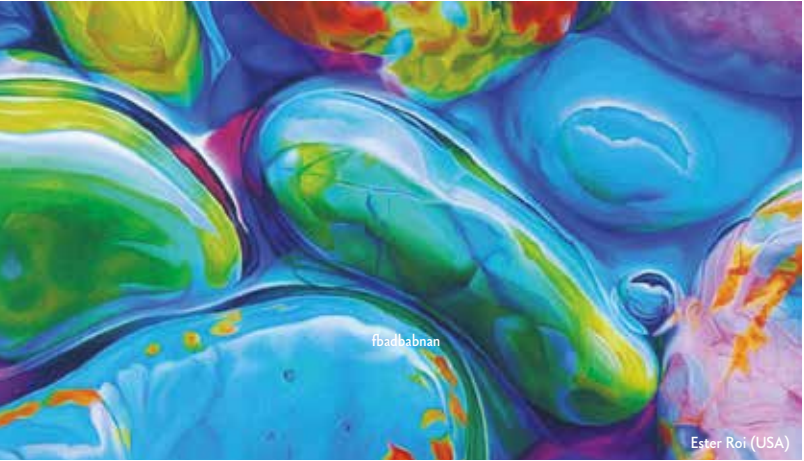


Apply Luminance 6901 to a piece of wood, cardboard, stone or pottery then polish with a cloth. After polishing, the water-resistant colour can be exposed to the outside.

The creaminess of Luminance 6901 allows you to try out many different supports, even smooth and satin paper. Ideal for creating decorative objects.

MIXED TECHNIQUE:
Draw outlines with Luminance 6901, then apply layers of water colour, gouache and acrylic on top.

SOME WORKS CREATED USING LUMINANCE 6901:



ASSOCIATED ACCESSORIES:

Full Blender Bright



Museum Aquarelle



Extra fine watercolours in the shape of a pencil, perfectly suited to the nomadic ways of watercolourists.

TARGET GROUP AND USES:

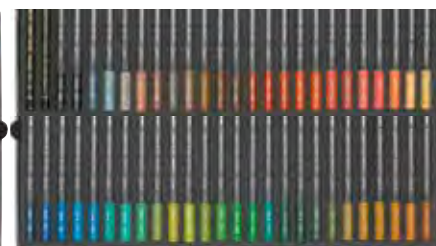
Meets the highest demands of amateur and professional artists, as well as the most nomadic of watercolourists. Museum is perfect for sketching, and for everything from preparatory watercolours up to works of art worthy of the best museums.

GOOD TO KNOW:

26 colours are monopigmented, that is, they have been made from a single type of pigment. This ensures, in particular, a purity in blending. Museum has the particular feature of exceptional lightfastness, whether it has been used wet or dry.

SELLING POINTS:

- **Quality:** Very strong concentration of extra-fine quality pigments, giving a concentrate of pure colours, immediately and completely soluble.
- **Technical argument:** Pencil and watercolour at the same time. Both pencil and watercolour techniques may be used to create its palette of colours on dry paper or by taking some of the pigments direct from the lead.
- **Emotional argument:** A way of discovering or rediscovering watercolour painting thanks to a fresh approach coming in the form of a pencil. Users of Museum will never view watercolour painting in the same light again.



TECHNICAL DETAILS:

WOOD:

Premium quality Californian cedar wood
Produced from sustainably managed forests, FSC® certified

VARNISH:

6 aqueous layers
Black varnish, and long capsule matching the colour of the lead

NUMBERS:

Reference numbers of the product and colour



DIMENSIONS:

Length 175 mm, diameter 7.60 mm to the sides and 8.20 mm to the edges

SOLUBILITY



PIGMENT CONCENTRATION



LIGHTFASTNESS



OPACITY

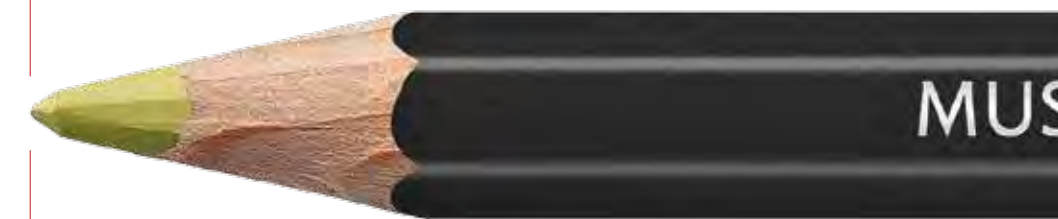


LEAD :

Diameter 3.8 mm
Angle 25°

SHARPENING: Excellent

FRIABILITY: Low



DURABILITY :

Soft lead, corresponds to a 6B-7B graphite

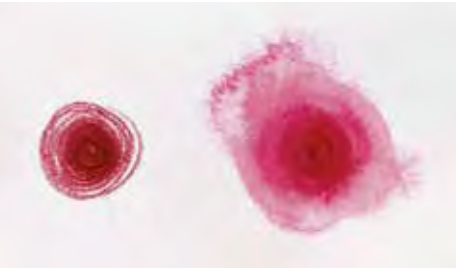
HOW DO YOU GIVE A SUCCESSFUL DEMONSTRATION ?

KEY WORDS TO REMEMBER:

Watercolour in the form of a pencil, new techniques for artists who work out and about, immediate and total solubility, exceptional lightfastness whether applied dry or as a watercolour, quality and purity of the colours (of which 26 are monopigmented), FSC® certified wood, 76 colours.

TECHNIQUE 1:

Simply demonstrate the **strength of the highly concentrated pigments** and the **vibrancy of the colours** as they come into contact with water and structured paper.



Draw a coloured circle with pencil 530 then spray with water. The colour is revealed at its most radiant best, the watercolour effect taking place immediately.

TECHNIQUE 2:

Demonstrate the **exceptional luminosity and excellent solubility** of the colours, which give Museum the characteristics of an extra-fine watercolour in the form of a pencil (playing with lines).



Generously apply 3 colours to each side of a rectangle.



Wash each of the colours with a brush until they blend into each other.

Watercolour effect and playing with lines combined in a single artist's tool.

TECHNIQUE 3:

Demonstrate the **multifunctionality of the Museum pencil**. Much more than just a pencil, Museum is a watercolour that can be used for a wide range of techniques, even those practised while out and about.



Just as you would with a box of watercolour paints, create a colour palette on a piece of paper with a rough surface. Moisten the paper with water. Remove some of the colour from the palette with a brush and let the pigments react with the wet paper ('wet-on-wet' technique).

Diluted with water, Museum becomes a pure watercolour thanks to its concentration of pigments and its transparency. To produce a concentrated paint, the lead may be dipped into water.

MIXED TECHNIQUE:

For preparatory work or expressive shades of black, Technalo pencils may be used with Museum Aquarelle. It is interesting to note the difference in the blackness of a graphite watercolour pencil compared with that of a pigmented black pencil.

SOME WORKS CREATED WITH MUSEUM AQUARELLE:



ASSOCIATED ACCESSORIES:



Palette Aquarelle



Museum Petit gris brush



Raphael watercolour brush



Pablo®

The colour pencil that is permanent but with a soft, dry lead and high covering power. The perfect combination of luminosity, opacity and choice of colours.



Janie Pirie (UK)

TARGET GROUP AND USES :

Recommended for **amateur artists, for graphic artists and illustrators, students and teachers of fine art** who are looking for soft and permanent lead.

GOOD TO KNOW :

Pablo and Supracolor Soft leads are manufactured using the same process up to the “soaking” stage. The leads are in fact immersed in a **wax bath, which determines the essential character of the future pencil** (permanence or solubility) and which allows the colour to be transferred to the paper evenly.

SELLING POINTS:

- **Quality:** High covering power, perfect for large areas of colour, gives excellent luminosity, even on black paper.
- **Technical argument:** Dry lead which creates no powder and is ideally suited for realistic drawing, shading in layers and for colouring details.
- **Emotional argument:** Caran d’Ache’s widest range of permanent pencils for exciting experimentation with the most subtle of colour combinations.



TECHNICAL DETAILS:

WOOD:

Premium quality Californian cedar wood
Produced from sustainably managed forests, FSC® certified

VARNISH:

6 aqueous layers
Varnish and capsule matching the colour of the lead



DIMENSIONS:

Length 175 mm, diameter 6.80 mm to the sides and 7.4 mm to the edges

SOLUBILITY



PIGMENT CONCENTRATION



LIGHTFASTNESS



OPACITY



LEAD :

Diameter 3.8 mm
(3 mm for the gold, silver and bronze)
Angle 25°

SHARPENING: Excellent

FRIABILITY: Very low



DURABILITY :

Soft lead, corresponds to a 4B-5B graphite

HOW DO YOU GIVE A SUCCESSFUL DEMONSTRATION ? ATION ?

KEY WORDS TO REMEMBER :

Permanent, soft, dry lead, high covering power, perfect for both large areas and detailed colouring, luminous colours, FSC® certified wood, 120 colours.

TECHNIQUE 1 :

Demonstrate how well Pablo resists water, as well as its suitability for a variety of unusual material.



Draw a very simple design, then spray with water.



Apply Pablo to a piece of wood, cardboard, stone or pottery then polish with a cloth.



Different material, such as cardboard, wood, stone or pottery will all showcase Pablo's covering power and lustre. Perfect for creating decorative objects.

TECHNIQUE 2 :

Show how superimposing layers of Pablo colour one on another does not lead to their blending together (as they would with the Luminance 6901 pencil, which allows superimposed layers to blend because of its waxiness).



Pablo

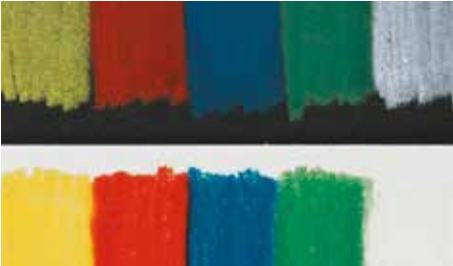


Luminance 6901

Apply a generous amount of a light colour, then a layer of a darker colour on top.

TECHNIQUE 3 :

Demonstrate Pablo's covering power on coloured or black paper (if required, compare it with other products).



Take a sheet of black paper and, pressing firmly, apply two colours.

MIXED TECHNIQUE :

Combine Pablo and Supracolor by using the "washing" technique. Draw a design with Supracolor, then overlay the picture with Pablo. Using a moist brush, expose the picture, then dry with a paper towel. Pablo can also be used over acrylic or gouache to create textured effects.

SOME WORKS CREATED WITH PABLO :



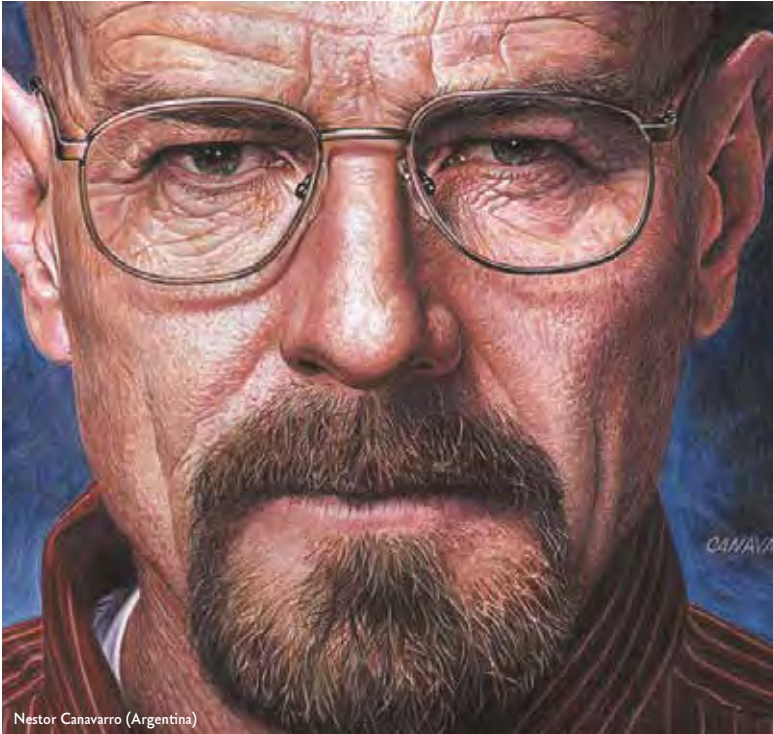
Urban Trösch (Switzerland)



Janie Pirie (UK)

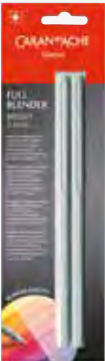


Ana Del Hoyo (Spain)



Nestor Canavaro (Argentina)

ASSOCIATED ACCESSORIES :



Full Blender Bright



Sharpening machine



Colouring book



Supracolor® Soft

*The colour pencil with a **soft water-soluble** lead and high covering power. The **perfect combination** of luminosity, opacity and choice of colours.*



TARGET GROUP AND USES:

Recommended for **amateur artists, for graphic artists, illustrators, students and teachers of fine art** who are looking for a soft, watercolour lead.

GOOD TO KNOW:

Pablo and Supracolor Soft leads are manufactured using the same process up to the “soaking” stage. The leads are then immersed in different types of wax bath: a permanent one for Pablo and a water-soluble one for Supracolor Soft.

SELLING POINTS:

- **Quality:** High covering power, perfect for large areas, has excellent luminosity even on black paper.
- **Technical argument:** Wide range of finely nuanced shades allows the faithful reproduction of the most subtle colours without using the blending technique. The water-soluble colours are almost permanent once dry. Perfect for overlaying colours with little or no blending.
- **Emotional argument:** Caran d’Ache’s widest range of watercolour pencils for exciting experimentation with the most subtle of colour combinations.



TECHNICAL DETAILS:

WOOD:

Premium quality Californian cedar wood
Produced from sustainably managed forests, FSC® certified

VARNISH:

6 aqueous layers
Varnish and capsule match the colour of the lead

NUMBERS:

Reference numbers
of the product



DIMENSIONS:

Length 175 mm, diameter 6.80 mm to the sides and 7.4 mm to the edges

SOLUBILITY



PIGMENT CONCENTRATION



LIGHTFASTNESS



OPACITY



LEAD :

Diameter 3.8 mm
(3 mm for the silver, gold and bronze)
Angle 25°

SHARPENING: Excellent

FRIABILITY: Very low



DURABILITY :

Soft lead, corresponds to a 4B-5B graphite

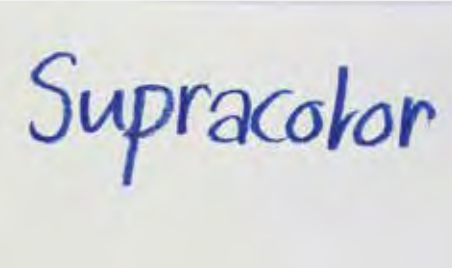
HOW DO YOU GIVE A SUCCESSFUL DEMONSTRATION ?

KEY WORDS TO REMEMBER:

Water-soluble, soft lead, high covering power, perfect for large areas, luminous colours, FSC® certified wood, 120 colours.

TECHNIQUE 1:

Test the softness of Supracolor leads (compare with Prismalo). Point out the notes regarding UV resistance, and how the name of the colour is marked on the pencil.



Write a word.



Draw a line, strong or faint.

TECHNIQUE 2:

Demonstrate the luminosity and excellent solubility of the colours.



Apply 3 colours generously to each side of a square.



Wash out one of the colours using a paintbrush, until it blends into the others.



Once turned into watercolour, the colour marks made by Supracolor are more blurred than those made by Prismalo, but less than those made using a Museum. This feature is a good way of showing the difference between hard water-soluble pencils (Prismalo) or soft ones (Supracolor) and the extra-fine watercolour pencil (Museum).

TECHNIQUE 3:

Demonstrate Supracolor Soft’s covering power on coloured or black paper (if required, compare it with other products).



Take a sheet of black paper and, pressing firmly, apply two colours.

MIXED TECHNIQUE:

Combine Pablo and Supracolor by using the “washing” technique. Draw a design with Supracolor, then overlay the picture with Pablo. Using a moist brush, expose the picture, then dry with a paper towel.

SOME WORKS CREATED WITH SUPRACOLOR:



ASSOCIATED ACCESSORIES:



Watercolour postcards



Plastic spray bottle



Brushes with water reservoir



Prismalo®

The iconic **water-soluble** colour pencil with a **fine, hard** lead for making **clear, sharp** outlines.



Rita Bebian (Portugal)

TARGET GROUP AND USES:

The pencil of choice for **Swiss schoolchildren** for decades, as well as being used by many **international artists**. Recommended for artistic drawing, illustrations, graphic design and for teaching drawing.

GOOD TO KNOW:

The **world's first water-soluble pencil**, it has been the companion of whole generations of artists and school children since **1931**. Its name, which comes from the play on words «Prisme à l'eau» ("water prism") evokes a stunning rainbow in colours that you want to keep on watercolouring.

SELLING POINTS:

- **Quality:** Fine, resilient lead that wears down very slowly.
- **Technical argument:** Universal pencil that is both highly technical for artists to make detailed drawings and very economical for intensive use, particularly at school.
- **Emotional argument:** A veritable icon evokes colourful memories for generations of artists who, as children, would hold in their hands their metal case bearing the image of the Matterhorn.



The mark of responsible forestry



SWISS MADE

TECHNICAL DETAILS:

WOOD:

Premium quality Californian cedar wood
Produced from sustainably managed forests, FSC® certified

VARNISH:

6 aqueous layers
Varnish matches the colour of the lead, white capsule

NUMBERS:

Reference numbers of the product and colour



DIMENSIONS:

Length 175 mm, diameter 6.80 mm to sides and 7.4 mm to edges

SOLUBILITY



PIGMENT CONCENTRATION



LIGHTFASTNESS



OPACITY



LEAD :

Diameter 2.95 mm
Angle 18°, sharp edges

SHARPENING: Excellent

FRIABILITY: Very low



DURABILITY :

Hard lead, corresponds to a 2B-3B graphite

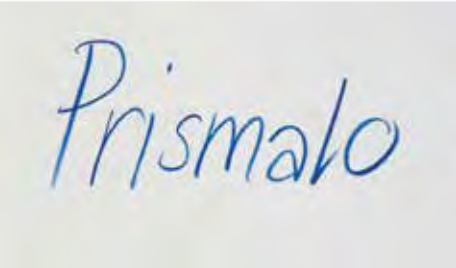
HOW DO YOU GIVE A SUCCESSFUL DEMONSTRATION ?

KEY WORDS TO REMEMBER:

Water-soluble, fine, hard lead, detail and precision, ideal for detailed drawing and colouring, luminous colours, a Swiss icon, FSC® certified wood, 80 colours.

TECHNIQUE 1:

Test the **stability and hardness of the lead** (compare with Supracolor). Use a line to show both the **pigment concentration** and the **precision of the line** (perfect for shading).



Write a word.



Draw a line, strong or faint.



These key characteristics confer on Prismalo a privileged place in Swiss schools and among international artists.

TECHNIQUE 2:

Demonstrate the **precision of the lead**, but check that the pencil is kept well-sharpened.



Take a complex and detailed colouring design.



Prismalo Supracolor Museum

Compare the different angles of the edges.

TECHNIQUE 3:

Demonstrate that the **hard, water-soluble lead** is perfect for unusual application techniques such as “rubbing” as it **wears down more slowly than others**.



Using a moist brush, draw a letter or a design, then add colours to the wet paper by rubbing the lead on sandpaper.

SOME WORKS CREATED USING PRISMALO:



Laura Fantini (Italy)



Rita Bebiano (Portugal)



Sonja Burger (Switzerland)



José d'Apice (Brazil)

ASSOCIATED ACCESSORIES:



Sharpening machine



Colouring book



Brush with water reservoir



Fancolor

A range of pencils that are *straightforward, environmentally friendly and safe to use* in standard format, mini or Maxi and which *develop a child's imagination while giving reassurance to parents*. They are a *first window opening onto the world of the fine arts*.

TARGET GROUP AND USES:

Designed to help budding artists from the age of 5 learn how to draw and colour.

GOOD TO KNOW:

Fancolor products are also made in our workshops in Geneva. They therefore benefit from the **same high standard of manufacturing processes and the same know-how as all Caran d'Ache fine-art products**. They have been designed and made with the greatest respect for the environment and always with the **well-being of their young users** in mind.



SELLING POINTS:

- **Quality:** Soft but durable lead which is guaranteed to be easy and pleasant to use. The risk of breaking is minimised, particularly with the Maxi pencils. A product that is economical to use and therefore to buy, as it offers an excellent combination of quality, price and longevity within its category.
- **Technical argument:** 2 in 1, the pencil transforms into paint with the help of a school paintbrush, a sponge or simply a finger. Independently experimenting with watercolour and painting techniques becomes child's play.
- **Emotional argument:** Fancolor stimulates colour in children's imagination by giving them high-quality tools with which to express themselves and which accompany them on their creative awakening and journey of discovery. While letting budding artists develop their feeling for art, they also allow them to express the full range of their emotions.



The mark of responsible forestry



SWISS MADE

TECHNICAL DETAILS:

WOOD:

Premium quality Californian cedar wood
Produced from sustainably managed forests, FSC® certified

VARNISH:

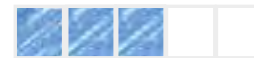
6 aqueous layers
Varnish matches the colour of the lead, no capsule, rounded end

NUMBERS:

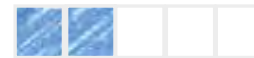
Reference numbers of the product



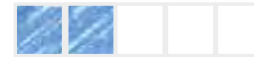
SOLUBILITY



PIGMENT CONCENTRATION



LIGHTFASTNESS



OPACITY



DIMENSIONS:

Length 175 mm, diameter 6.80 mm to the sides and 7.4 mm to the edges

LEAD :

Diameter 2.8 mm
Angle 20°

SHARPENING: Excellent

FRIABILITY: Low

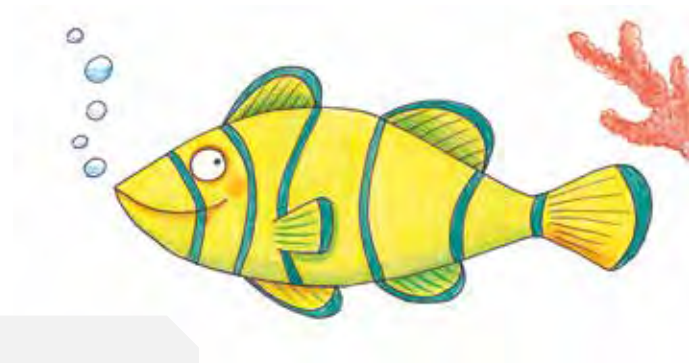


DURABILITY :

Soft lead, corresponds to a 2B-4B graphite



Swisscolor



The watercolour pencil in the colours of Switzerland for a typically Swiss souvenir, timeless and colourful.

TARGET GROUP AND USES:

Designed for all lovers of tourist souvenirs who also love the universal activities of drawing and colouring.

GOOD TO KNOW:

Swisscolor products are also made in our workshops in Geneva. They therefore benefit from the same high standard of manufacturing processes and the same know-how as all Caran d'Ache fine-art products.

SELLING POINTS:

- **Quality:** Soft yet durable lead, which guarantees easy and pleasant use. A product of Swiss colours, but also one with an especially good reputation for excellent quality, which makes this pencil an economical creative tool.
- **Technical argument:** 2 in 1, the pencil transforms into paint with the help of a school paintbrush, a sponge or simply a finger.
- **Emotional argument:** It makes the perfect present and souvenir of Switzerland for all budding creative artists or beginner adults to discover the world of colouring and watercolour drawing.



The mark of responsible forestry



TECHNICAL DETAILS :

WOOD:

Premium quality Californian cedar wood
Produced from sustainably managed forests, FSC® certified

VARNISH:

6 aqueous layers
Varnish matches the colour of the lead, no capsule, trimmed end



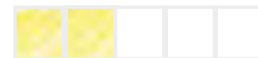
DIMENSIONS:

Length 175 mm, diameter 6.80 mm to the sides and 7.4 mm to the edges

SOLUBILITY



PIGMENT CONCENTRATION



LIGHTFASTNESS



OPACITY



LEAD :

Diameter 2.8 mm
Angle 25°

SHARPENING: Excellent

FRIABILITY: Low



DURABILITY :

Soft lead, corresponds to a 2B-4B graphite

COLOUR PENCILS SUMMARY

GUIDANCE FOR DEMONSTRATIONS

- Use **appropriate paper** : water-soluble or permanent, depending on the properties of the pencil
- For each demonstration, always **choose the same 3 pencils from each range** to facilitate comparisons. For example, choose colours 010/070/140 from Prismalo, from Supracolor, etc.
- Take the time to **present the pencil**, its markings and its finish, as well as **opening the case** to let the customers discover for themselves the rainbow of colours and scent of cedar wood that are so distinctively Caran d’Ache
- Always **try out the techniques on your own in advance** so that you know how to do them before presenting them to your customers
- **Apply firm pressure to the leads** to show the strong concentration of pigments in our products
- **Regularly sharpen the pencil** so that it is always close to its original sharpness
- When using certain techniques, **make comparisons between products** to emphasise the key points mentioned
- As far as possible, use our **accessories** (brush with water reservoir, blender, sharpening machine) and **demonstrate mixed techniques** to encourage cross selling
- Don’t forget to mention than **our products are entirely designed and made in Switzerland**, in the Caran d’Ache workshops, to the highest quality and in accordance with ecological standards and certifications



GOOD TO KNOW

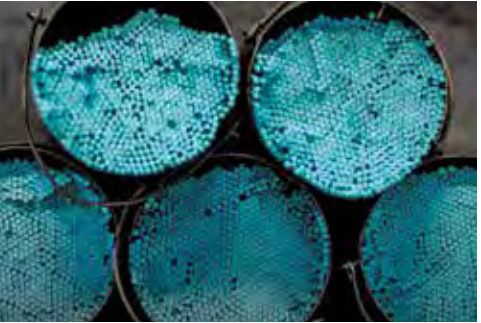
Water-soluble or water-resistant?

The type and composition of the binding agents used determine whether a coloured pencil or a pastel is water-resistant or water-soluble. Pigment powder itself is never water-soluble, except when the pigment particles are surrounded by a binding agent.



The excellence of Caran d’Ache products

The quality and purity of the ingredients used, the recipe and the experts’ know-how are all keys to determining the level of quality of a colour product. In the Caran d’Ache workshops, there are innumerable pots and machines which specialists have been using for a hundred years in a specific sequence to produce painting colours based on recipes handed down from previous generations

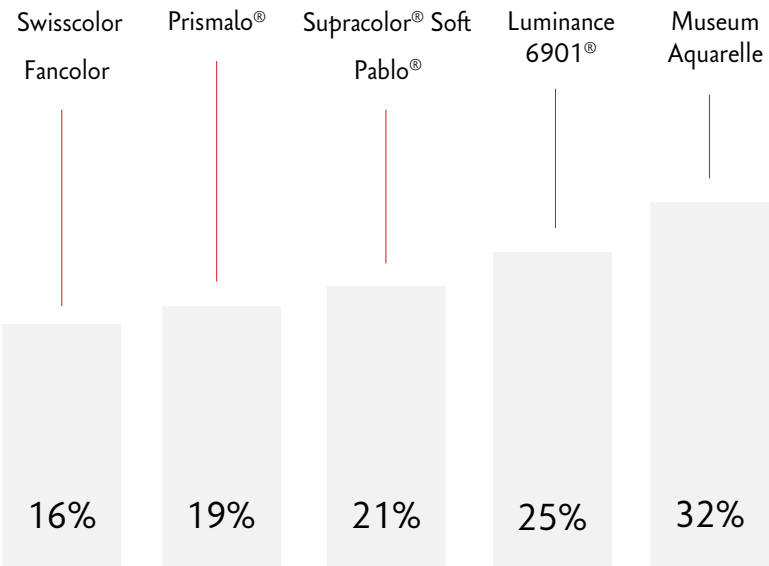


The system of lightfastness

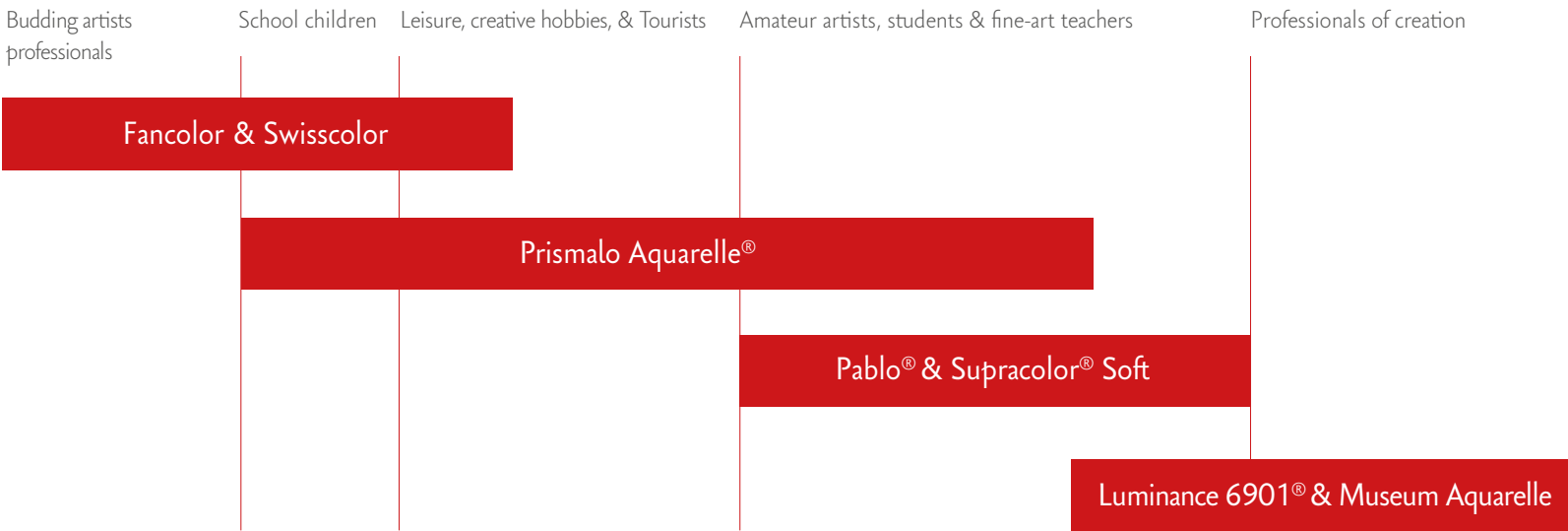
Generally, Caran d’Ache indicates the light-resistance of its artists’ colours with a system of stars based on the 8-part “Blue Wool Scale Standard” (BW). To determine light-resistance, colour applications are subjected to strong xenon light in the laboratory for 100 –150 hours, representing the equivalent of three months of bright sunlight. A strip covered previously shows how much the colour has changed due to the UV irradiation compared to the original colour.



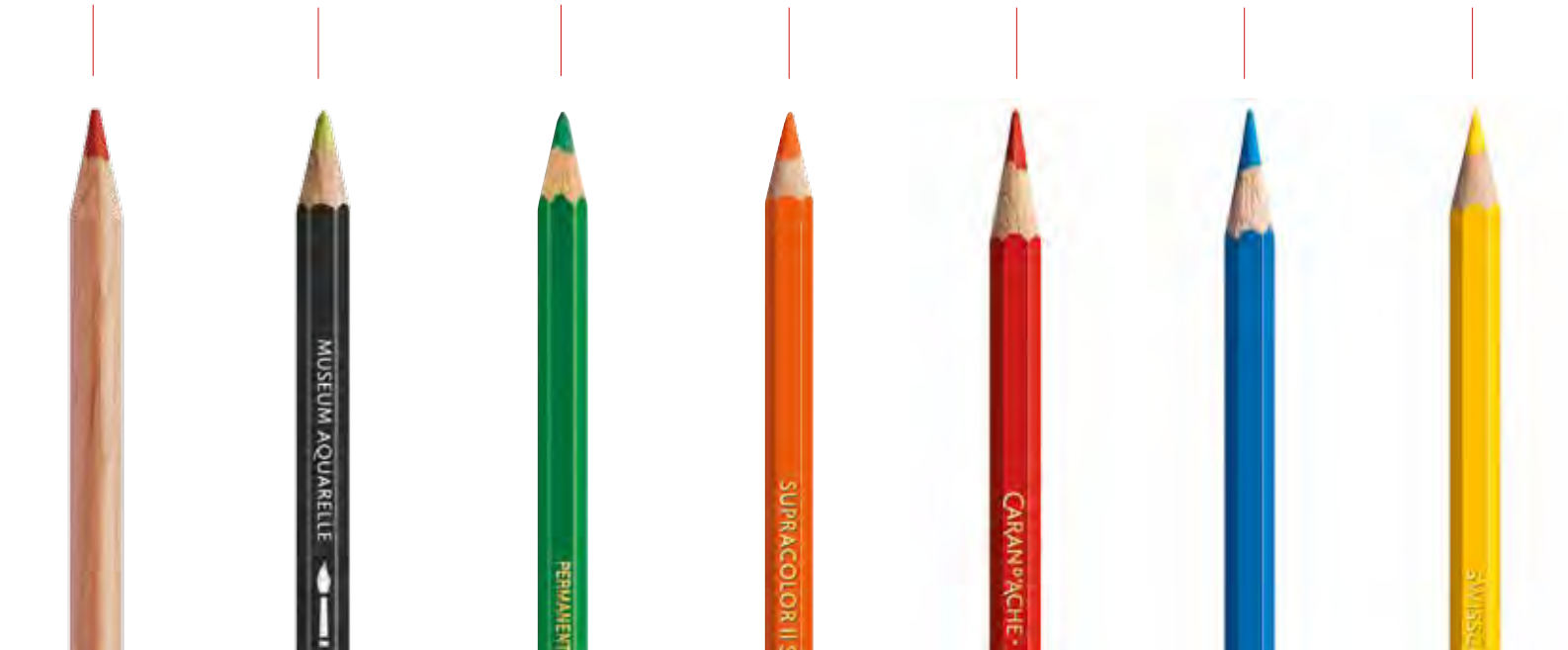
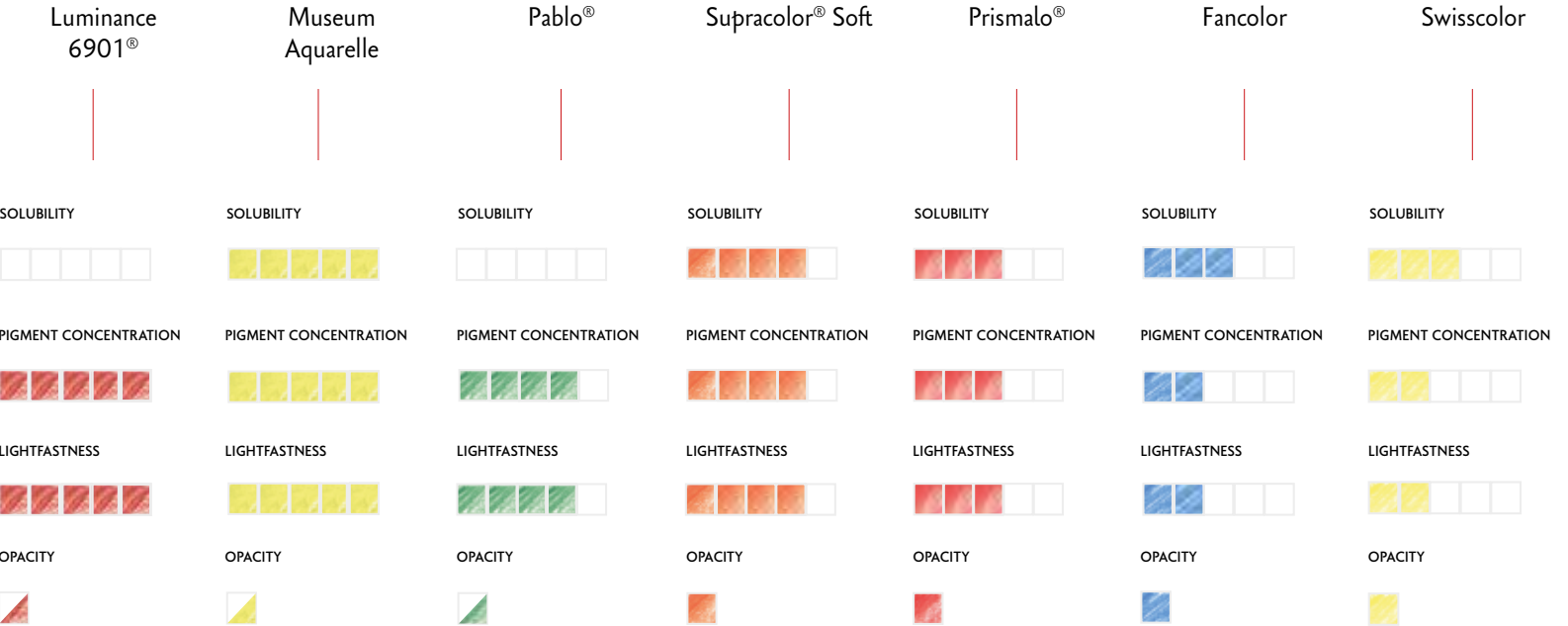
PIGMENT CONCENTRATIONS



TARGET GROUPS



SUMMARY OF TECHNICAL DETAILS



KEY ACCESSORIES



Sharpening machine

The Caran d’Ache sharpening machine has become a cult object for its design and precision. Perfect for pencils and wax pastels with a diameter from 4 to 10 mm, it has accompanied generations of school children, lovers of the fine arts and of writing since 1933. It has a replaceable cutter.



Spirit of the Alps

Much more than just a colouring book, “L’Esprit des Alpes” (Spirit of the Alps) is a book of artistic drawings for colouring. Inspired by drawing pads, with its superior quality paper (240 g/m2), it contains 25 designs and an original A2 poster on the theme of Alpine landscapes. Perfect for water-soluble pencils (Prismalo), permanent pencils (Pablo), felt pens (Fibralo Brush) and gouache.



Full Blender Bright

This is a colourless medium for universal use based on oil and wax, which allows you to blend, mix and deepen colours. It applies a waterproof layer and slightly strengthens UV resistance. Hexagonal shape, made without wood, economic as 100% of it can be used. Perfectly complements Caran d’Ache colour pencils, graphite pencils and wax pastels.



Brush with water reservoir

Practical and easy-to-use brush with water reservoir, a modern addition that complements traditional watercolour brushes.

Medium: The suppleness of the medium brush makes it perfect for details, calligraphy and subtle mixes.

Large: The broad, soft brush is perfect for large areas and wash drawing.

Fibre-tipped: The hard, fibre-tipped brush is perfect for watercolour “drawing” with mastery and precision.



Plastic spray bottle

Water spray, 50 ml, perfect for watercolour techniques. It can be used to produce unexpectedly good finishes and is an ingenious device for creating effects and textures.



Palette Aquarelle

Palette for watercolour painting with two faces. The first is rough, imitating the texture of paper, which holds onto material from dry products. The second is smooth and suitable for all types of paint. Its rectangular shape allows you to spread pigments along its length for using exclusive Caran d’Ache techniques such as the “bamboo”, “rainbow” or the “monotype”.



Museum Petit gris pur watercolour brush

Brush made from superior quality squirrel hair. The petit gris is remarkable for its excellent water retention.



Raphael watercolour brush

This “petit gris” brush, made from premium quality squirrel hair offers great water retention and has a very fine tip. Soft and supple, it can be used for vibrant wash drawing, fine, precise lines as well as very long strokes across the paper without having to return to the palette. Soaked in water, the bristles come together spontaneously and form a neat point that works equally well for working details.

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