



EVERYTHING  
**10%**  
OFF



ROYAL TALENS

2023 | 2024 *Winter*

BACK-TO-SCHOOL PROMOTION • EFFECTIVE 12/1/23 - 1/31/24

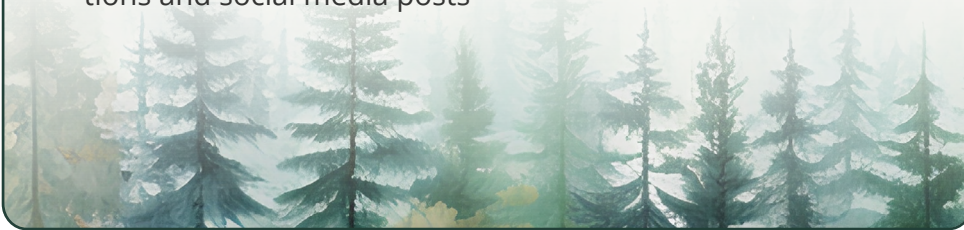
# TABLE OF CONTENTS

## Welcome to our Winter Back-to-School Promotion

Thank you for allowing us to become your preferred supplier in the art material world, we look forward to continued, shared success! Here's to a vibrant and prosperous Winter season!

Here are a few reminders about navigating our new promotion format:

- Easily jump to the page you want by clicking on it in the Table of Contents
- Jump back to the Table of Contents by clicking on the Royal Talens logo at the bottom of each page.
- Click the video links at the bottom of the pages to see the products in action – feel free to add them to your promotions and social media posts



Standard Series, Expert Series, Acrylic Ink, Auxiliaries, Accessories/Merchandise, Paper & Display Assortments

[NEW! Standard Acrylics Portrait & Classroom Sets Ad](#)

Page 3-4



Design Pencils, Expression Pencils and Markers, Accessories & Display Assortments

Page 5



Study Series, Artist Series, Auxiliaries, Paper, Merchandise & Display Assortments

[NEW! Cobra Artists Peasants Sets Ad](#)

[NEW! Cobra Mediums and Soap Ad](#)

Page 6-8



ECOLINE™

Liquid Watercolour, Paper & Display Assortments

Page 9



Soft Pastels, Oil Color, Paper, Merchandise, & Display Assortments

[NEW! General Selection de Luxe 120 Half-Stick Soft Pastels Set Ad](#)

Page 10



Talens Gouache, Watercolor, Paper, Display Assortments, Panda Oil Pastels, Angora Watercolor

[NEW! Willow Charcoal Sticks Ad](#)

Page 11



Acrylic Color, Oil Color, Gouache, Watercolor, Pastels, Pencils, Paper & Display Assortments

[NEW! Acrylic 6x12ML Sets and Dump Displays Ad](#)

Page 12-14



Oil Color, Pastels, Paper & Display Assortments

[NEW! North American Papers and Stack Out Display Ad](#)

Page 14-16

NEW

# AMSTERDAM

ALL ACRYLICS

## Classroom and Portrait Sets

Amsterdam Standard Series Acrylics offer the broadest range of remarkably vibrant lightfast colors. They are proudly crafted in the Netherlands and formulated with 100% acrylic resin binder, resulting in an exceptionally durable and flexible paint film with a uniform degree of gloss.

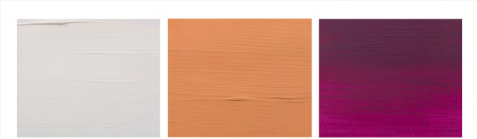
The **Classroom Set** (17791906) offers the perfect color combination for studying color mixing theories. By adding Phthalo Green to the primary mixing colors, you now have a completely new range of shades to experiment with. The **Portrait Set** (17791907) is the ideal choice for artists of any level to create stunning life-like portraits. It includes a select range of vibrant colors ideal for capturing every subtle nuance of skin tones, eyes and other facial features.

Both sets have 100% recyclable packaging made from recycled cardboard.

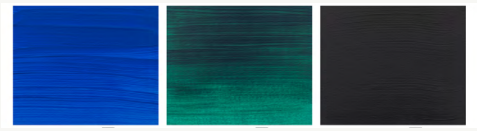
Item No. 17791906 & 17791907 | MSRP \$45.95



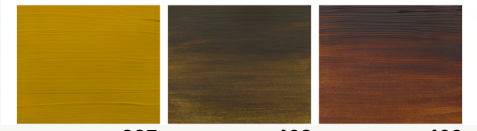
105 Titanium White    275 Primary Yellow    369 Primary Magenta



105 Titanium White    224 Naples Yellow Red    344 Mortuum Violet



572 Primary Cyan    675 Phthalo Green    735 Oxide Black



227 Yellow Ochre    408 Raw Umber    409 Burnt Umber



## Open Stock & Sets

### Standard Series

#### Open Stock

20ML	1704XXX0
120ML	1709XXX2
250ML	1712XXX0
500ML	1772XXX2
1LTR	1771XXX2
	<b>NEW COLORS</b>
2.5LTR	17671050

#### Sets

20ML	17820XXX
120ML	1779190X
	<b>NEW SETS &amp; PACKAGING</b>

### Expert Series

#### Open Stock

75ML	1911XXX0
150ML	1915XXX0
400ML	1974XXX0

#### Sets

20ML	198205XX
------	----------

### Acrylic Ink

#### Open Stock

30ML	1720XXX0
100ML	1721XXX0
250ML	1730XXX0

#### Sets

30ML	1720910X
	<b>NEW PACKAGING</b>

## Auxiliaries

Grounds, Mediums,  
Gel Mediums, Effect  
Mediums, Varnishes  
24XXXXXX

## Paper

Black Book 9302302X  
Acrylic Pad 9302302X

## Accessories/Merchandise

Acrylic Paint Dosing Nozzle Set  
(for 75ML, 120ML and 150ML tubes)  
91841709

Backpack, Keychain and Beanie  
8800114X

## Assortments

For a full list of Amsterdam assortments, please refer to the promotion spreadsheet.

WATCH AMSTERDAM INKS USED WITH AIRBRUSH IN ACTION





Each sharpener comes in a plastic storage box with 2 replacement blades



## Open Stock & Sets

### Design

#### Open Stock Pencils

Graphite	8815KXX
Specialties	86XXX01
Color	8805XXX

#### Sets

Graphite	8815H12
Specialties	8823H12
Aquarel	8835HXX
Color	8805HXX
Pastel	8840HXX

### Expression

#### Pencil Tin Sets

Color	60312XXX
Graphite	603110XX
Watercolor	603130XX

#### Marker Sets

Fineliner	60241XXX
Fineliner Brushpen	60325XXX
Highlighter	60283XXX

## Accessories

Pencil Sharpener Display of 24  
8638D24

## Assortments

For a full list of Bruynzeel assortments, please refer to the promotion spread-sheet.

WATCH BRUYNZEEL PENCIL SHARPENERS IN ACTION





# Cobra Artist Peasants Sets

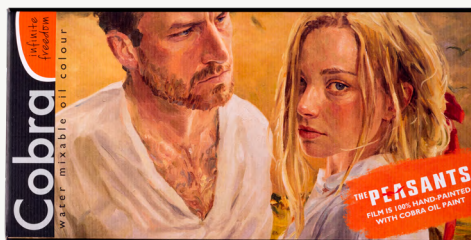
Cobra Artist is an artists' quality water-mixable oil paint with an exceptionally high degree of pigmentation using only the very best pigments and oils to create the colors. The colors have the highest degree of lightfastness (+++) and will remain unchanged for at least 100 years under museum conditions.

To tie in with the theme of the new "Peasants" film, which was entirely hand-painted with Cobra oils, two new Cobra sets have been developed, featuring landscape and portrait colors. Each set comes in beautiful packaging with imagery from the film, making them a great gift for artists, art lovers, and film fans.

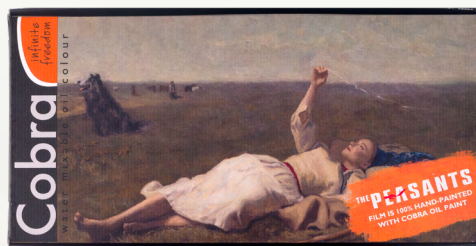
**ITEM NO. 21829501 & 21829502 | MSRP \$149.95**

The film, "The Peasants," is an adaptation of a Polish peasant love story by Hugh Welchman that won the Nobel Prize in Literature. The studio's 2017 production 'Loving Vincent', received several awards and nominations and grossed over \$42 million at the box office.

To learn more: <http://thepeasantsmovie.com>



PORTRAIT SET (21829501)



LANDSCAPE SET (21829502)



NEW



# Artist Mediums & Soap

The Cobra brand has a clear mission to reduce the use of solvents in oil painting, and several new products have been developed to help artists achieve this goal. All work well with both Cobra Water-Mixable Oil Colors and traditional oil paints and offer a range of benefits.

- Ideal for use in classrooms and studios where the use of solvents is being minimized
- Long-awaited additions to the Cobra line, tested and approved by Cobra art ambassadors

ITEM NO. 24281XXX & 88009032

MSRP \$7.95 - \$14.95

# JOIN THE REVOILUTION!



## Linseed Oil and Safflower Oil – 75ml

- Water-mixable
- Increases the flow, gloss and transparency of the paint making it fatter
- Lengthens the drying time and increases the durability of the paint film
- Can be used as a binder to make your own paint or mediums
- Linseed Oil yellows slightly (therefore, it is recommended for use in the first layers of paintings)
- Safflower Oil does not yellow

## Solvent-free Thinner – 75ml

- Made of alkyd resin and water
- Can be used to make paints leaner
- Increases the flow and transparency
- Creates a glossier finish
- Dries more quickly than mixing with water, while also causing less color shift

## Medium Mix – 75ml

- Made of alkyd resin
- Use with traditional paints to make them water-mixable
- Can be thinned with water
- Increases the gloss and transparency of the paint, making it fatter

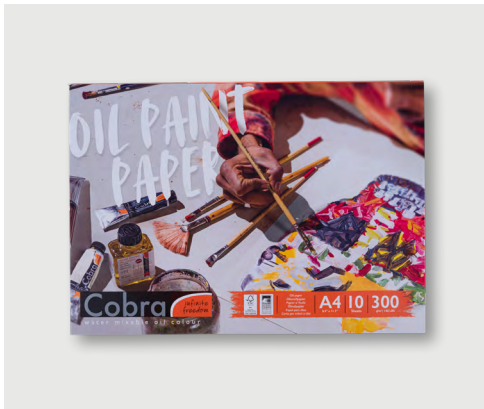
## Solvent-free Brush Cleaner – 75ml

- Reusable
- Made of vegetable oil
- Cleans water-mixable oils more easily than water, as well as traditional oil paints

## Brush and Hand Soap

- Made from a 100% natural formula
- Ideal for cleaning hands and brushes
- 5.3 oz (150 gram) bar

NEW



## Open Stock & Sets

### Study Series Solvent-Free Oil Color

#### Open Stock

40ML 2505XXX0  
200ML 2508XXX0

#### Sets

20ML 258204XX  
40ML 25820XXX

### Artist Series Solvent-Free Oil Color

#### Open Stock

40ML 2105XXX0  
150ML 2107XXX0  
**NEW COLORS**

#### Sets

20ML 258204XX  
40ML 21820XXX  
**NEW SETS**

## Auxiliaries

Oil, Thinner, Brush Cleaner, Medium  
Mix, Brush & Hand Soap **NEW**

Painting Paste, Painting Medium,  
Glazing Medium, Quick Dry Medium,  
and Varnish

24XXXXXX, 951631XX, 88009032

## Merch

Apron 88009117

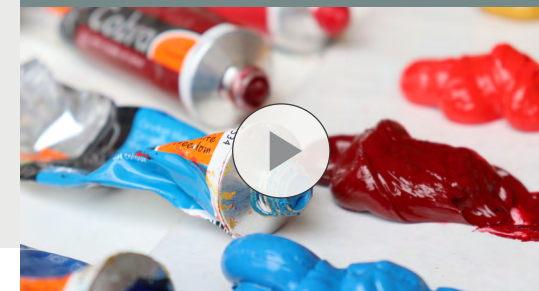
## Paper

Oil Painting 9305000X

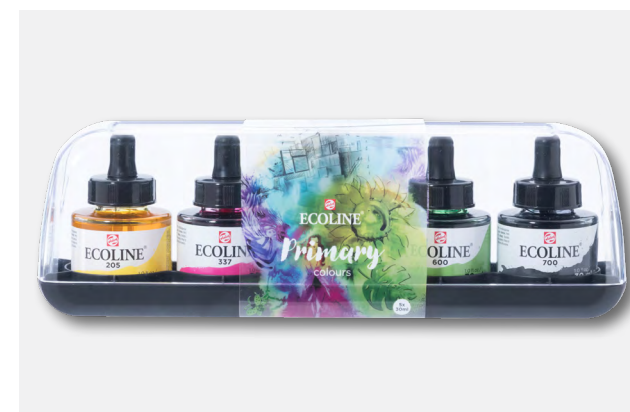
## Assortments

For a full list of Cobra  
assortments, please refer to  
the promotion spreadsheet.

WATCH ARTIST TESTIMONIALS FOR COBRA  
WATER MIXABLE OIL COLOR







## Open Stock & Sets

### Liquid Watercolour Jars

#### Open Stock

30ML 1125XXX1

#### Sets

5x30ML 1125990X

10x30ML 11259902

## Paper

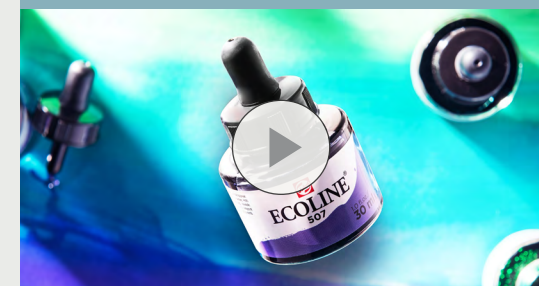
Watercolor Paper Pad 9158XXXX

Watercolor Print Paper 91580002

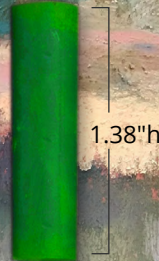
## Assortments

For a full list of Ecoline assortments, please refer to the promotion spreadsheet.

WATCH ECOLINE LIQUID WATERCOLOR AND PAPER IN ACTION

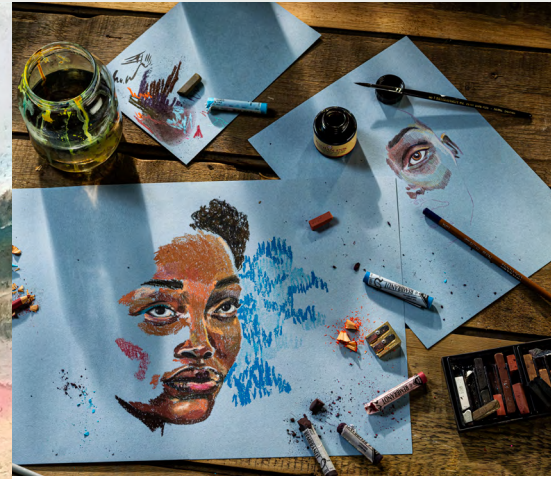


**NEW**



actual size of half-stick pastel

Artwork by Wennie Huang



**30**  
NEW COLORS

### Open Stock & Sets

#### Soft Pastels

- Open Stock**
- Full Stick 3199XXXX
- Sets**
- Micro 3182XXXX
- Standard 3182XXXX **NEW SET**

#### Oil Color

- Open Stock**
- 40ML 0105XXX2
- 150ML 0107XXX2 **NEW COLORS**
- Sets**
- 15ML 0182XXXX
- 40ML 01820510

### Paper

- Oil Color 9305XXXX
- Pastel 930XXXXX
- Drawing 930800XX

### Merch

- Apron 88009033

## Rembrandt General Selection de Luxe 120 Half-Stick Soft Pastel Set

Rembrandt soft pastels have been the world's most commonly used pastel for many years. These professional-quality soft pastels are manufactured with only the purest pigments and finest quality kaolin clay. These round sticks have excellent softness for beautiful color release and toning.

Item No. 31820120 MSRP \$220.95

### Assortments

For a full list of Rembrandt assortments, please refer to the promotion spreadsheet.



DISCOVER NOTEWORTHY SHADES OF REMBRANDT OIL COLOURS



## Open Stock & Sets

### Goauche

#### Open Stock

20ML 0824XXX2  
50ML 0804XXX2

#### Sets

20ML 0882040X

### Watercolor

#### Sets

Opaque 959200XX  
Transparent 959300XX

## Paper

Tracing 9153003X  
Drawing 915300XX

## Assortments

Gouache 20ML, 60 Colors 550-8112



## Talens PANDA

### Sets

Oil Pastels  
958300XX



## angora

Made in Germany

### Sets

Watercolor  
959601XX



NEW

## Willow Charcoal Sticks

Natural willow charcoal is an excellent choice for artists who prefer traditional drawing materials. Made from high-quality willow branches from the United Kingdom, this charcoal is perfect for creating expressive and textured drawings. It is a versatile and expressive drawing material that is ideal for creating stand-alone works or as a basis for a painting.

The set includes three sticks of medium charcoal, each measuring 7-8mm in diameter.

Item No. 96000013 | MSRP \$4.95

NEW

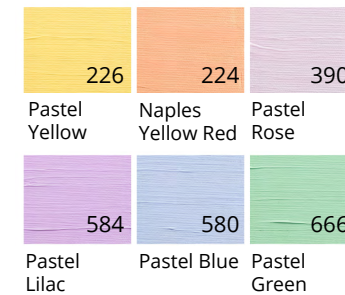


## 6x12ML Acrylic Sets and Dump Displays

Talens Art Creation Acrylics are perfect for students, beginners and hobbyists, offering the best quality at the best price. Available in four new 6-color theme sets and four cardboard point-of-purchase dump displays with 100 tubes in the same colorways – Primary, Metallic, Pastel, and Caribbean.

- New plastic, modern tubes allow you to see the exact color inside the tube
- Dump bins offer an excellent opportunity for consumers to try the paints or stock up on their favorite colors

Item No.	Description	MSRP
<b>6x12ML Sets</b>		
9021860M	Primary	\$9.95
9021861M	Metallic	\$9.95
9021862M	Pastel	\$9.95
9021863M	Caribbean	\$9.95
<b>Dump Displays</b>		
9021890M	Primary	\$175.00
9021891M	Metallic	\$175.00
9021892M	Pastel	\$175.00
9021893M	Caribbean	\$175.00





## Open Stock & Sets

### Acrylic

#### Open Stock

75ML	3511XXXM
200ML	3520XXXM
750ML	3574XXXM

#### Sets

12ML	90218XXM <b>NEW SETS &amp; PACKAGING</b>
75ML	35828XXM

### Oil

#### Sets

12ML	90201XXM
------	----------

### Gouache

#### Sets

12ML	90216XXM
------	----------

### Watercolor

#### Sets

12ML	90220XXM
Pocketbox	9022112M

### Pastels

#### Sets

Soft	90290XXM
Water Soluble	90291XXM

### Pencils

#### Sets

Color	90280XXM
Graphite	90281XXM

## Paper

Mixed Media	931280XM <b>NEW PADS</b>
Acrylic	931600XM
Oil Color	9315002M
Watercolor	931780XM <b>NEW PADS</b>
Pastel	931900XM
Sketch	931800XM
Sketchbook	9313XXXM

## Assortments

For a full list of Talens Art Creation assortments, please refer to the promotion spreadsheet.

WATCH HOW TO CREATE MIXED MEDIA ART WITH TALENS ART CREATION



NEW

# ROYAL TALENS

**CLICK HERE**  
for more information  
on the complete  
North American Paper  
Program and a detailed  
listing of items in the  
Van Gogh Stack Out  
Assortment

## North American Paper Program

A new line of imperial-sized paper, specifically tailored for the North American market! This impressive range includes watercolor, sketch, drawing and mixed media papers in grades and sizes based on the most popular school list and standard framing sizes. Artists now have easy access to the sizes they need for all their projects, whether they are just starting out or creating works of art for display.

ITEM	ITEM NO.	MSRP
<b>TALENS ART CREATION</b>		
Mixed Media Paper	931280XM	\$11.95 - \$22.95
Watercolor Paper	931780XM	\$10.95 - \$15.95
<b>VAN GOGH</b>		
Drawing Paper	9318800X	\$13.95 - \$22.95
Sketch Paper	9318800X	\$12.95 - \$29.95
Mixed Media Paper	9312800X	\$11.95 - \$22.95
Watercolor Paper Pads (White & Black)	941780XX	\$9.95 - \$19.95
Watercolor Paper Blocks (White & Black)	941780XX	\$13.95 - \$29.95



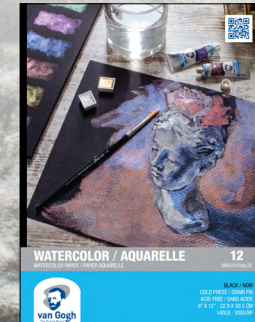
**van Gogh**  
The Quality Brand

## Stack Out Assortment

The NEW stack out assortment features the highest demand types and sizes of papers for back to school and year round.

The assortment includes 6 SKUs, 204 Pads, plus the stackout merchandiser.

ITEM NO.	MSRP
550-VAN STACKOUT	\$2,989.80



NEW



# PRIMARY MIXING SETS

Four new Van Gogh Primary Color Mixing Sets designed for beginning artists and students. Each set contains everything needed to get started with color mixing including the three primary colors, black and white plus there's a QR code on the packaging that goes to a color mixing instructional video. Choose from two oil color boxed sets with either five 20ML or 40ML tubes, a watercolor boxed set with five 10ML tubes, and a plastic pocket box with five half pan colors and seven empty spaces to add more pans plus a brush and mixing tray.

Item No.	Description	MSRP
<b>Oil Color Sets</b>		
02820405	5x20ML tubes	\$21.95
02820505	5x40ML tubes	\$39.95
<b>Watercolor Sets</b>		
20820115	5x10ML tubes	\$24.95
20808605	Pocketbox - 5 pans	\$29.95

## Oil Color Mixing Sets



105  
Titanium White



267  
Azo Lemon Yellow (Primary)



366  
Quinacridone Rose (Primary)



570  
Phthalo Blue (Primary)



701  
Ivory Black

## Watercolor Mixing Set



Watercolor Pocketbox



106  
Opaque White



254  
Permanent Lemon Yellow (Primary)



366  
Quinacridone Rose (Primary)



570  
Phthalo Blue (Primary)



701  
Ivory Black



Cut-out window on packaging shows product inside



Watercolor pocketbox comes in a POP display with 10 sets





## Open Stock & Sets

### Oil

#### Open Stock

40ML	0205XXX3
200ML	0208XXX3
500ML	0218XXX3

#### Sets

20ML	0282XXX <b>NEW SET</b>
40ML	02820505 <b>NEW SET</b>

### Pastels

#### Open Stock

9586XXX

#### Sets

Oil	958600XX
Carre	908200XX

## Paper

Drawing

Sketching

Mixed Media

Watercolor Pads

Watercolor Blocks

Oil Color

Toned Paper

931800XX

**NEW PADS**

931800XX

**NEW PADS**

9312800X

**NEW PADS**

9417800X

**NEW PADS**

9417800X

**NEW BLOCKS**

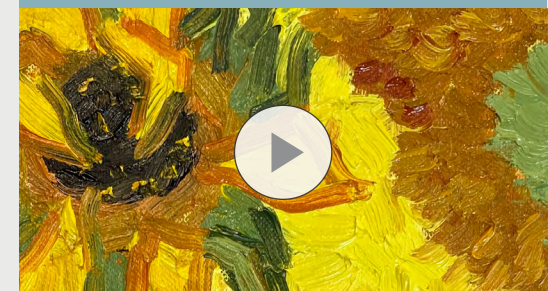
9315XXX

931800XX

## Assortments

For a full list of Van Gogh assortments, please refer to the promotion spreadsheet.

PAINT LIKE VAN GOGH WITH  
VAN GOGH OIL COLORS





# Order Dates & Payment Terms

- Order Dates:  
December 1, 2023 - January 31, 2024
- Standard payment terms apply.
- Direct Order Free Freight Minimum at \$750/net, can be deducted off invoices paid within terms.
- Prices are subject to change without notice.
- Submit to [orders.na@royaltalens.com](mailto:orders.na@royaltalens.com)



ROYAL TALENS

## Royal Talens North America

30 Industrial Drive, Northampton, MA 01060

413-300-1899 | [orders.na@royaltalens.com](mailto:orders.na@royaltalens.com)

[royaltalensnorthamerica.com](http://royaltalensnorthamerica.com)

