

ENDCAP PROPOSAL

Create an attractive destination for the Special Release Muted Collection.

Features the Muted Collection, Black & White in Heavy Body, Soft Body and Ink, a selection of top selling mediums and the new Mediums Trial Sets.

Endcap proposal includes only suggested products and can be customized as desired. See next page for complete suggested sku listing.

30 inch width.

Header can be ordered separately.

A comprehensive POS kit is shipped with each new placement of the Special Release Muted Collection Countertop Unit. POS materials can be used to further dress up the endcap.

THE COLLECTION

For the first time Liquitex introduces a color collection! The Special Release Muted Collection will also be the first range to bring to life the new Liquitex brand positioning and be the biggest NPD for the brand in 2016. The collection will help to bring our USP to life (intermixability and color matching) and will stimulate the trial of new formats.

COLORS

The range consists of 5 colors matched across 3 ranges (Heavy Body, Soft Body and Ink). These unique color tones have been inspired by 2016 trends. Each color has a muted, subtle character reflected in the naming rationale. These colors are not intended to be a mixing palette, instead they are a tonal palette.

THE PORTFOLIO

The collection features 19 new SKUs:

- 15 loose colors - entry level gifting
- 3 sets - premium gifting
- 1 Counter Top Unit

All SKUs are now available with availability through the end of 2017.



Date	Salesperson	Ship When	Via
Order No.	Buyer	Customer No.	
Sold To:			

colart
Americas, Inc.
11 Constitution Ave
P. O. Box 1396
Piscataway, N.J. 08855-1396
Telephone: 800-445-4278
Office Fax: 732-562-0941
Order Fax: 732-562-0940
Website: www.colart.com

SPECIAL INSTRUCTIONS

SPECIAL RELEASE MUTED COLLECTION ENDCAP PROPOSAL

SUGGESTED PRODUCTS

Quantity in Endcap	Product Number	Description	MSRP	Ext MSRP
1	7650743	Muted Collection Countertop	\$356.70	\$356.70
3	3699298	Muted Collection Ink Set	\$42.95	\$128.85
3	3699299	Muted Collection Soft Body Set	\$66.45	\$199.35
3	3699300	Muted Collection Heavy Body Set	\$68.95	\$206.85
6	1045432	HB 2 oz tube - Titanium White	\$8.79	\$52.74
3	1045244	HB 2 oz tube - Ivory Black	\$8.79	\$26.37
3	1045276	HB 2 oz tube - Mars Black	\$8.79	\$26.37
3	1047244	HB 4.65 oz tube - Ivory Black	\$16.39	\$49.17
3	1047432	HB 4.65 oz tube - Titanium White	\$16.39	\$49.17
3	1047276	HB 4.65 oz tube - Mars Black	\$16.39	\$49.17
3	2002244	SB 2 oz jar - Ivory Black	\$8.29	\$24.87
3	2002276	SB 2 oz jar - Mars Black	\$8.29	\$24.87
3	2002432	SB 2 oz jar - Titanium White	\$8.29	\$24.87
3	4260432	Ink 30ml Jar - Titanium White	\$7.19	\$21.57
3	4260337	Ink 30ml Jar - Carbon Black	\$7.19	\$21.57
3	3699296	Mediums Trial Set - Gels	\$19.99	\$59.97
3	3699297	Mediums Trial Set - Fluids	\$19.99	\$59.97
3	7604	Clear Gesso - 118ml (4 oz)	\$9.89	\$29.67
3	5308	White Gesso - 237ml (8 oz)	\$13.69	\$41.07
3	5008	Gloss Medium & Varnish - 237ml (8 oz)	\$14.19	\$42.57
3	5108	Matte Medium - 237ml (8 oz)	\$14.19	\$42.57
3	5708	Gloss Gel Medium - 237ml (8 oz)	\$14.69	\$44.07
3	5120	Gloss Heavy Gel Medium - 237ml(8 oz)	\$14.69	\$44.07
3	5321	Matte Gel Medium - 237ml (8 oz)	\$14.69	\$44.07
3	5508	Modeling Paste - 237ml (8 oz)	\$13.69	\$41.07
3	5408	Pouring Medium - 237ml (8 oz)	\$15.19	\$45.57
3	6308	Slow-Dri Blending Medium - 237ml(8oz)	\$14.19	\$42.57
3	6208	Gloss Varnish - 237ml (8 oz)	\$14.69	\$44.07
3	8208	Satin Varnish - 237ml (8 oz)	\$14.69	\$44.07
3	5208	Matte Varnish - 237ml (8 oz)	\$14.69	\$44.07
			TOTAL	\$1,931.94

ORDERABLE HEADER - 30in wide x 12 in high

English Product Number: 7650931

French Product Number: 7650932



All orders subject to acceptance and approval by ColArt Americas or nominated distributor. Minimum order \$750.00
Net USA, \$950 Net USD Canada ©2016 ColArt Americas, Inc.