# **PHOENIX ARTIST OIL COLOUR**

#### **INFORMATIVE LABELS**

Interpreting the professional terms information on the label to facilitate colour selection

Lightfastness Each pigment's resistance to fading, known as lightfastness, is rated on a scale by the American Society for Testing & Materials (ASTM)

Less Lightfast +++ Extremely Lightfast ++ Good Lightfast



Pigments are particles that determine the colour of paint. A paint can contain either a single pigment or multiple pigments. The specific pigments used in the paint are indicated on the paint tube and colour chart



Phoenix Artist oil colour, across the entire range, has achieved AP certification. AP certification is awarded by the Art & Creative Materials Institute (ACMI) in the United States and ensures the safety of art materials. With AP certified oil colour pigments, you can use them with confidence, without worrying about the presence of harmful substances or any health risks.

## THE RANGE

40ml Tubes: The 40ml size of oil paint offers better control over the amount of paint used and is easier to carry and handle during the painting process. It is particularly suitable for small areas or detailed painting.

200ml Tubes: The 200ml size is more suitable for large-scale painting projects or situations where a significant amount of paint of the same color is needed.



COLOU

#### Tube 200ml Tube 40ml

# **EXPLORE FEATURES**

## Refined Pigments

We meticulously select the highest concentration of pigment powders, sourced from premium suppliers worldwide. Through our proprietary grinding process, which involves over 10 rounds of refinement, we achieve an unparalleled level of pigment fineness. This results in intense and vibrant colour that offer exceptional coverage and luminosity.



## **Luxuriously Creamy Texture**

The paints are made using a unique formulation that combines the pigments with carefully selected oils. This meticulous blend results in a luscious. buttery texture. The consistency of our paints allows for smooth and effortless application, making them a delight to work with for both beginners and professional artists. The paints glide effortlessly across the canvas, enabling precise control over brushstrokes and enhancing the overall artistic experience.

### **Superior Lightfastness**

Less Lightfast	<b>/</b>
Good Lightfast	
Extremely Lightfast	

Our paints undergo meticulous testing to ensure they resist fading and deterioration. Through thorough trials, we simulate real-life conditions, including exposure to harsh light, humidity, and temperature changes. This rigorous testing guarantees that your artwork will maintain its vibrancy and true colour for years, preserving your artistic vision over time.



## **COLOUR CHART**

#### FINE ARTISTS' OIL COLOURS

• A palette of 50 colours made with the highest quality fine art pigments.









































#### **KEYTO CODING**



#### LIGHTFASTNESS LEVEL

+ Less Lightfast ++ Good Lightfast +++ Extremely Lightfast

TRANSPARENCY / OPACITY

Transparence ✓ Semi-Transparence

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Semi-Opaque Opaque

#### COLOUR INDEX

PW Pigment White PB Pigment White PY Pigment Yellow PG Pigment Green

PO Pigment Orange | PBr Pigment Brown

PBk Pigment Black PR Pigment Red PV Pigment Violet







# **PHOENIX OIL COLOUR PRODUCTION PROCESS**

#### **Pigment Selection**

Pigment Selection: The initial step in the production process involves the careful selection of premium pigments sourced from various regions worldwide. This ensures the incorporation of vibrant and durable colours into Phoenix oil paints.

#### **Binder Mixing**

A unique combination of natural oils and resins is meticulously blended with the pigments. This binder not only facilitates the ease of paint application but also enhances its durability.

#### Triple Milling

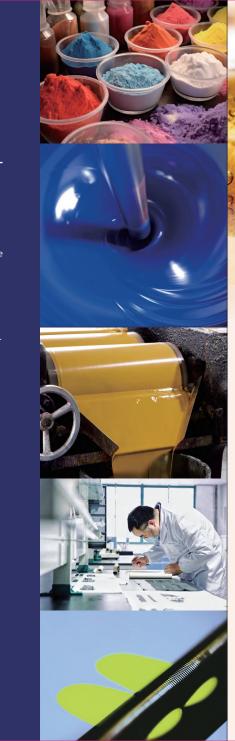
The pigment and binder mixture undergoes three rounds of milling. This process involves passing the mixture through a series of rollers to achieve a smooth and even texture, eliminating any residual impurities and yielding high-quality oil paints.

#### Labeling and Packaging

The chosen pigments undergo traditional grinding methods. This process guarantees the uniform dispersion of pigments and their thorough mixing with binders, resulting in consistent colour intensity.

#### **Quality Control**

Phoenix oil paints undergo strict quality control measures to maintain consistent excellence. Each batch is subjected to colour accuracy, viscosity, drying time, and overall quality testing.



# **PHOENIX OIL COLOUR MEDIUM**

Oil colour mediums play a pivotal role in the art of oil painting, providing artists with a range of benefits to maintain the gloss, prevent cracks, and enhance the permanency of their artworks. These mediums are carefully designed to work in harmony with oil paints, allowing artists to explore various techniques and achieve desired effects.





#### OIL MEDIUM

The general purpose for this medium is to thin the paste consistency, improve flow and wetting, slow drying, increase the durability of the film and resistant to vellowing.



## **OIL PAINTING MEDIUM**

250ml

75ml

The general purpose for this medium is to thin the paste consistency, improve flow and wetting, slow drying, increase the durability of the film and resistant to yellowing.

# **PAINTING DILUENT**

This particular product serves as a thinner for oil colors as well as a cleaning agent for brushes. Its potency and odor are less pronounced compared to that of Turpentine.



STAND OIL

#### Improves the flow and slows the drying rate. It could also be mixed with Turpentine to improve the flow.



#### **FAST DRYING MEDIUM**

Fast drying medium improves the flow and drying speeds of oil colours. It also smoothes brush stroke and increases the transparency.

## **AVAILABLE COLOUR SETS**

















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colours













