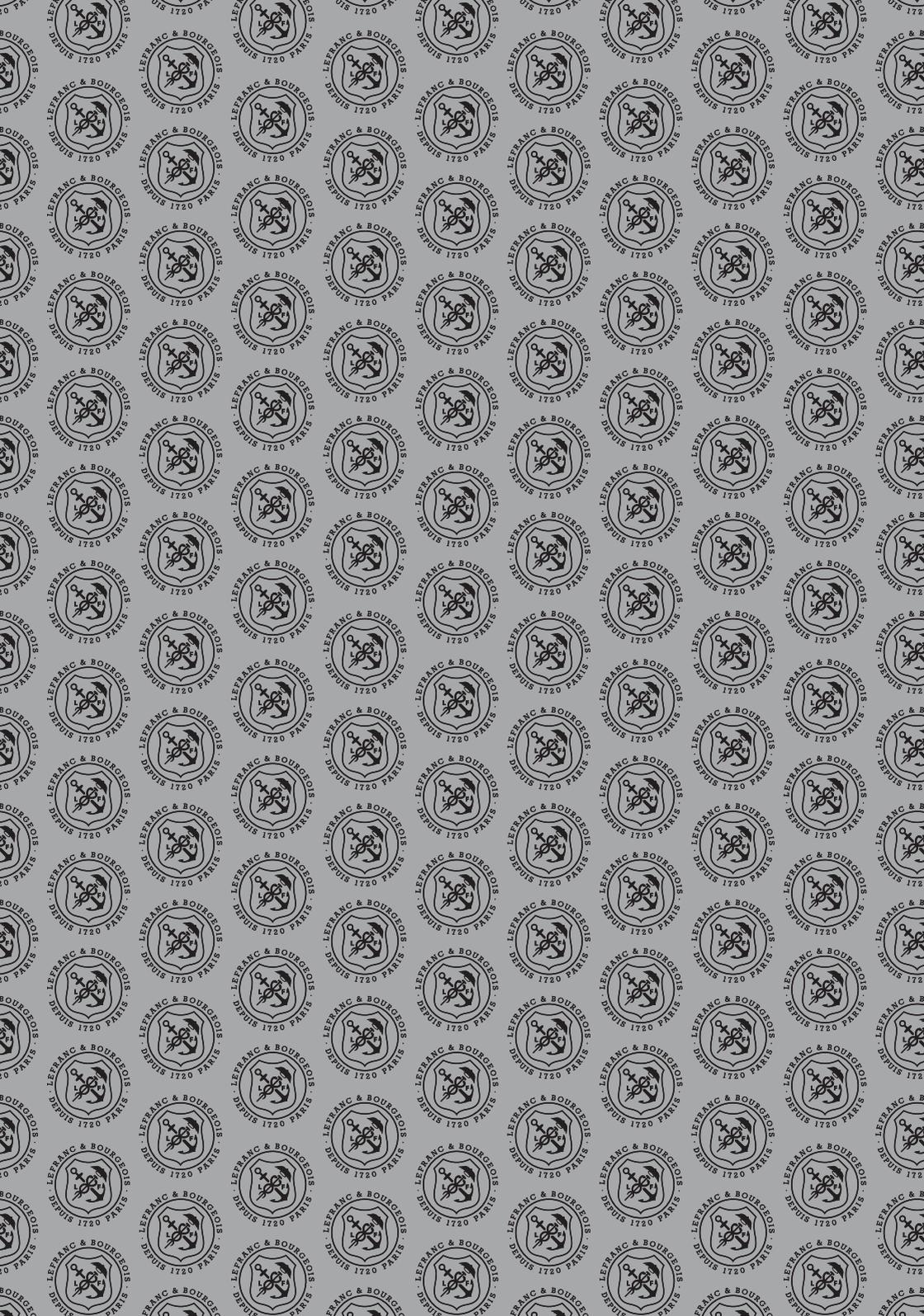


LEFRANC
BOURGEOIS
PARIS

LINEL

The Designer's Gouache
par excellence





To paint is to lose yourself in a world of colours, to become one with your materials and transform your emotions into poetry.

Since its inception, Lefranc Bourgeois has understood the thrilling physicality of painting and its intrinsic connection to the human soul.

For 300 years it has been Lefranc Bourgeois' ceaseless quest to create the perfect medium. This pursuit has delivered paint that transcends colour. Materials that become palpable emotions, whose subtlety and elegance inspires passionate artists to elevate their painting practice.

LEFRANC BOURGEOIS
Free your Emotions

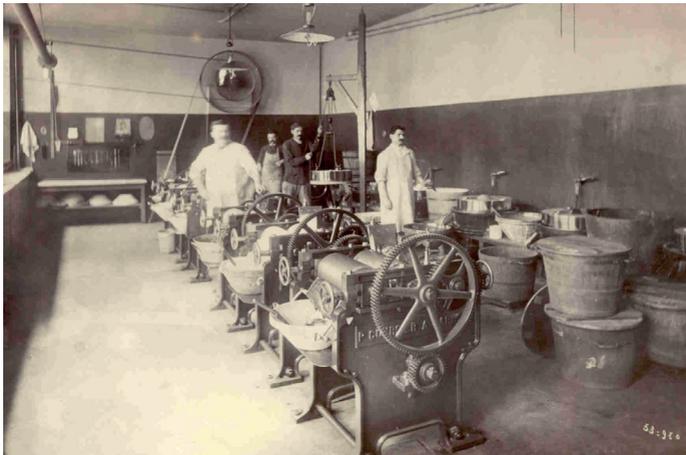
LEFRANC BOURGEOIS

Destinies United

Three centuries ago, apothecary Charles Laclef met painter Jean Siméon Chardin. In 1720 the two men combined their complementary knowledge into a business that would become one of the finest brands of art materials in the world, Lefranc. Lefranc set the gold standard for oil painting, continually driving forward quality.

Nearly two centuries later, the history of painting was again altered forever by another collaboration – this time with Joseph Bourgeois. In the early 20th century, the industrial revolution set an ever-accelerating pace of change in professional and private life. Contemporary artists wanted a new kind of paint that was more versatile and quicker to dry. Joseph Bourgeois, the visionary paint manufacturer, was keen to meet these modern needs. His pioneering research made a distinguished contribution to the new field of acrylic and vinyl paints. His company produced faster-drying paints, empowering painters to enjoy a newfound spontaneity.

Brought together by their shared vision of art and industry, in 1965 the Lefranc and Bourgeois businesses joined forces to create Lefranc Bourgeois. At last, art and science were united to serve the passionate brushstroke of every artist.



The factory in Montreuil-Sous-Bois where Joseph Bourgeois produced the earliest non-hazardous pigments

LINEL

THE HISTORY OF GOUACHE

Water-based paints were first used by prehistoric humans, who painted on their cave walls with a mixture of water and coloured earth. The early Egyptians added gum arabic, a natural sap from the acacia tree, to this mixture. Surviving frescoes attest to the potency of this ancient recipe.

Gouache is created by grinding coloured pigments with gum arabic and an inert white filler.

The medium is typically used for landscape studies, models or preparatory sketches. The opacity of gouache gives it an important quality in painting, giving the artist the unlimited ability to continue layering lighter colours on darker ones.



LINEL

Truly exceptional quality

LINEL is a unique extra-fine gouache that's creamy and intensely pigmented.

One of the last gouaches in the world to still contain gum arabic, LINEL achieves incomparable quality thanks to the French know-how that goes into making it. Gum arabic is a natural resin harvested from acacia trees, and a critical ingredient in the composition of the gouache. It produces a powerful opacity and excellent resistance over time, giving deep matte colours that retain their solid opaque appearance once dry.

APPLICATION

LINEL can be applied with all types of brushes. A flat brush is best for solid blocks of colour and washes. For stroke work or glazing, use a round brush. Precision detailing requires a very fine round brush or a liner.

PREPARING THE BACKGROUND

LINEL enables you to create backgrounds of intense colour. When painting blocks of solid colour, add a drop of water to the paint and moisten the tip of your brush to achieve the right balance.



LINEL

SEALING

Gouache paintings aren't usually varnished, as they are typically framed under glass – but if you want to ensure optimal protection over time, you can seal LINEL. Although a gouache will remain resolvable after it's dried, varnishing it will allow you to obtain even more vivid colours. Lefranc Bourgeois' superfine varnish delivers a very fine coating that won't yellow and provides complete protection.

CLEANING YOUR BRUSHES

Both wet and dry paint should be cleaned off with water. Brushes used for varnishing must be cleaned with methylated spirits (white spirit) before the varnish hardens.



LINEL

Rich and Varied Colours

"Linel gouache is a benchmark in the realm of paint for artists and designers. It's the Rolls Royce of gouaches – made with high-quality pigments, it's saturated, intense, velvety, creamy, pliable, opaque, and very very matte."

*Philippe Roaldes, Colour designer – Teaching Professor at EnsAD**

* Ecole nationale supérieure des Arts Décoratifs (France's national Decorative Arts/Art & Design School)



Super-Strong Colour

LINEL offers a rich, varied and modern colour palette with outstanding resistance to time and light.

- The colours are ready for use and can be mixed freely
- By combining colours you can create gradients, shading or bright patchwork effects that bring out the vibrancy of every new shade you create
- Its high concentration of pigments and strong saturation make it great for colour mixing, enabling you to achieve anything from pure shades to pale greys

THE NEW LINEL PALETTE

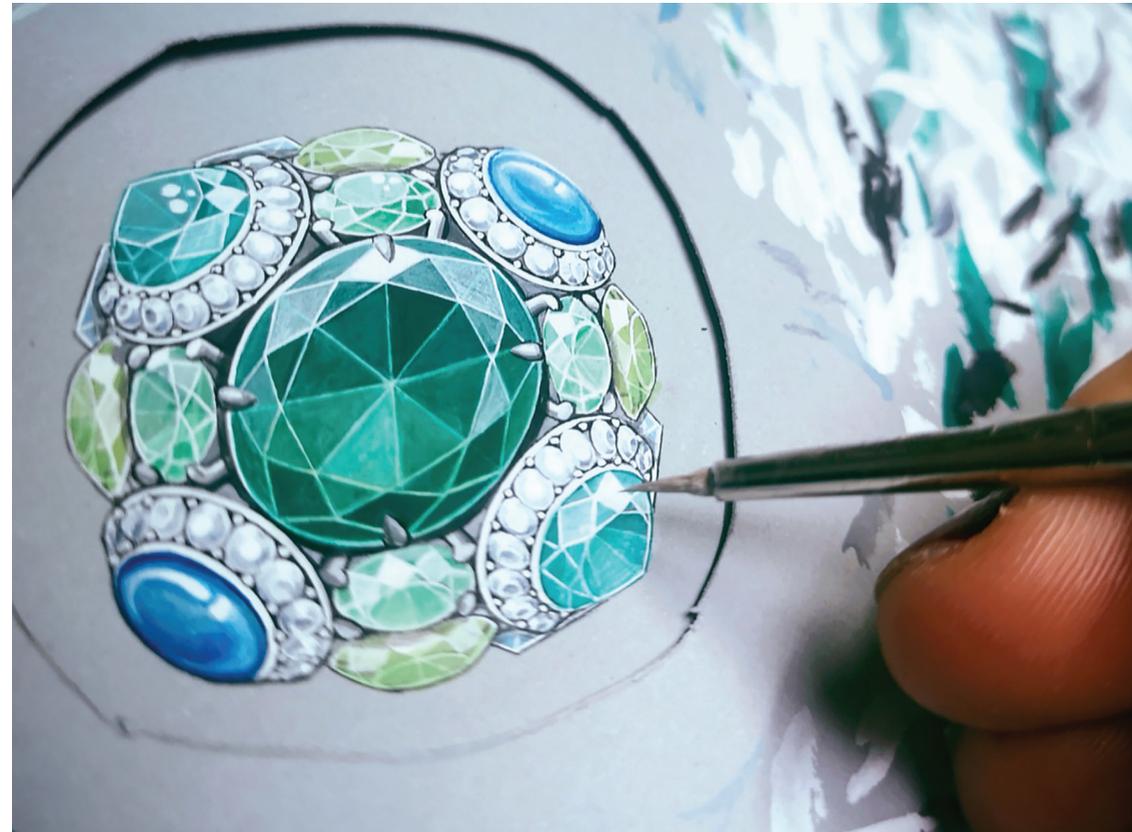
A More Nuanced Range

The LINEL colour palette has been reformulated to offer a richer and more balanced range of shades in line with contemporary trends (a few dated shades have been withdrawn and replaced with new, more modern ones).

LINEL now spans a consistent spectrum of colours, with opacities and formats (sets) designed to satisfy even the most demanding painters.

This range has been tested and approved by artists and teachers from art and graphic design schools.

Gouache painted by Estelle Lagarde, gouache artist for High Jewellery, using Linel colours

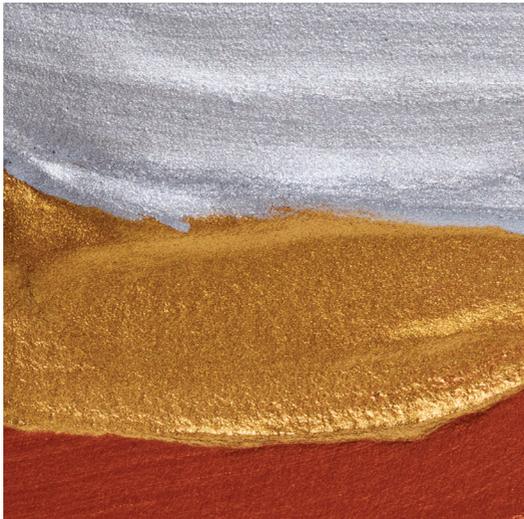


THE NEW LINEL PALETTE

Texture that Encourages Free Expression

A unique texture

- LINEL gouache comes out of the tube in a generous, pliable paste with a creamy appearance
- Its unique, velvety texture gives you unrivalled freedom of expression, making it perfect for designers



Render

- Its rich pigments give LINEL a wonderful luminosity, whether applied straight from the tube or slightly diluted with water

Versatile Enough for Many Surfaces

- LINEL can be used on any thin surface – paper, wood panel and canvas on a stretcher – making it very popular with designers who value its even and flat colour



LINEL

The Designer's Gouache par excellence

THE NEW LINEL PALETTE

This superb extra-fine range now offers
78 rich, modern shades with 11 new colours

	CADMIUM-FREE YELLOW 896 S3 *** ■		PERSIAN RED 845 S1 *** ■ P072/P8170		DIOXAZINE VIOLET 473 S1 *** ■ PV23
	LEMON YELLOW 169 S1 ** * ■ PY3/PY1		VERMILION 395 S2 ** * ■ P83/P013		ULTRAMARINE VIOLET 057 S1 * * ■ PV3
	PRIMARY YELLOW 153 S1 *** ■ PY74/PY138		RUBY RED 388 S1 * * ■ PR9		ULTRAMARINE 054 S2 *** ■ PB29
	JAPANESE YELLOW LIGHT 183 S1 *** ■ PY4		BRILLIANT RED 336 S2 * * ■ PR9/P8170		COBALT BLUE 030 S1 *** ■ PB28
	CADMIUM-FREE MEDIUM YELLOW 899 S3 *** ■		CADMIUM-FREE RED MEDIUM 894 S3 *** ■		REX BLUE 067 S1 *** ■ PB29/PY6/PW5
	CADMIUM YELLOW MEDIUM 159 S3 *** ■ PY3		CHINA RED 368 S2 * * ■ PR164/PK4/P013		PRUSSIAN BLUE 046 S2 * * ■ PB27
	PERSIAN YELLOW 843 S1 *** ■ PY65		CARMINÉ RED 366 S2 * * ■ PR170/P812		INDIGO IMITATION 084** S2 * * ■ PB27/P8K/P8B3
	JAPANESE YELLOW DEEP 184 S1 ** * ■ PY1/P013		CRIMSON LAKE 341** S1 * * ■ PR83/P812		MARINE BLUE 042 S3 *** ■ PB29/P8K9
	INDIAN YELLOW IMITATION 181 S2 * * ■ PY1/P013		PRIMARY RED 437 S1 *** ■ PV19		HOGGAR BLUE 056 S3 *** ■ PB15A/PB15.0
	CADMIUM-FREE ORANGE 910 S3 *** ■		TYRIAN ROSE 354** S1 * * ■ FLUC6/FR14		CERULEAN BLUE IMITATION 065 S1 *** ■ PB15.1/PW6
	PERSIAN ORANGE 844 S2 * * ■ PD13/PY1		QUINACRIDONE MAGENTA 859 S2 *** ■ PR122		FRANCE BLUE 076 S1 *** ■ PB15.1/PW6
	CADMIUM-FREE RED SCARLET 918 S3 *** ■		MADDER LAKE DEEP 346** S2 * * ■ PR83/PV2		PRIMARY BLUE 063 S1 *** ■ PB15.1
	CADMIUM RED SCARLET 418 S3 *** ■ PR108		QUINACRIDONE VIOLET 860 S2 *** ■ PV5		AZURE BLUE HUE 047 S2 *** ■ PB15.1/PG7

Mass tone	SERIES	LIGHTFASTNESS RATING	OPACITY RATING
50% white reduction	S1 Series 1	*** Colours with excellent lightfastness even when reduced	■ Opaque colours
	S2 Series 2	** Colours with very good lightfastness	■ Semi-opaque colours
	S3 Series 3	* Colours with good lightfastness when used pure	
		F Fugitive colours	

www.lefrancbourgeois.com

	TURQUOISE BLUE 050 S1 *** ■ PB15.3/PG7/PW6		YELLOW GREEN 590 S2 * * ■ PY3/PY14/PG17		RAW SEPIA 121 S2 *** ■ PBK9/P8101
	TURQUOISE DEEP 070 S1 *** ■		NAPLES YELLOW 191 S1 * * ■ PY1/P013/PW6/PW5		LICHEN GREY 846 S1 *** ■ PY42/P8K9/PW5
	COBALT GREEN DEEP 522 S1 *** ■ PG26		YELLOW OCHRE 302 S1 *** ■ PY42		NEUTRAL GREY 258 S1 *** ■ PBK1/P8101/PW5/PY42
	VIRIDIAN IMITATION 564 S2 * * ■ PG7/PY3		MONACO YELLOW 188 S1 *** ■ PY42/PY65		STORM GREY 847 S1 *** ■ PBK9/P829/PW6
	VERONESE GREEN HUE 551 S1 * * ■ PG7/PY3/P827		RAW SIENNA 482 S2 *** ■ PY42/P8101		PAYNE'S GRAY 261 S1 *** ■ PB27/P8K7
	JAPANESE GREEN LIGHT 536 S2 * * ■ PG7/PY3		PINK OCHRE 817 S1 *** ■ PY42/PW6		DEEP BLACK 268 S1 *** ■ PBK1
	ACACIA GREEN 502 S1 * * ■ PY3/PG7/PW6		RED OCHRE 306 S2 *** ■ PY42/P8101		IVORY BLACK 269* S1 *** ■ PBK9
	FIELD GREEN 543 S2 * * ■ PG7/PY3		BURNT SIENNA 481 S2 *** ■ PB101/PY42/P8K11		SUPER HIDING WHITE 012* S1 *** ■ PW6/PW5
	BRILLIANT GREEN 558 S1 * * ■ PY74/PG7/PY3		BURNT UMBER 477 S2 *** ■ PB87/PY42/P8101		ZINC WHITE 009* S1 *** ■ PW5
	CHROME OXIDE GREEN 542 S1 *** ■ PG17		VAN DYCK BROWN 111 S1 *** ■ PY42/P8101/P827		TITANIUM WHITE 008* S1 *** ■ PW6
	SAP GREEN 076 S1 * * ■ P8		CASSEL EARTH 475 S2 *** ■ PR101/P8K9		SILVER 710 S1 *** ■ MCAS
	OLIVE GREEN 541 S2 * * ■ P08/P013		RAW UMBER 478 S1 *** ■ PB87/PY42		GOLD 700 S1 *** ■ MCAS
	ST. MICHAEL GREEN 580 S1 * * ■ PY3/PY1/P827/P013		WARM SEPIA 120 S1 *** ■ PY42/P8101/P887/P8K9		COPPER 707 S1 *** ■ MCAS

78 COLORS

* 60ML
** Not intermixable

MADE IN FRANCE

NEW LINEL COLOURS

Broadening the Colour Spectrum

Cadmium-free Colours

Lefranc Bourgeois has harnessed its world-leading 2017 innovation to create Cadmium-free colours that deliver all of the strength and power of their cadmium counterparts, while creating exactly the same shades when mixing colours.

These alternatives are more eco-friendly and less toxic.

5 Cadmium-free colours: Cadmium-free Lemon Yellow, Cadmium-free Medium Yellow, Cadmium-free Orange, Cadmium-free Red Scarlet, Cadmium-free Red Medium



NEW LINEL COLOURS

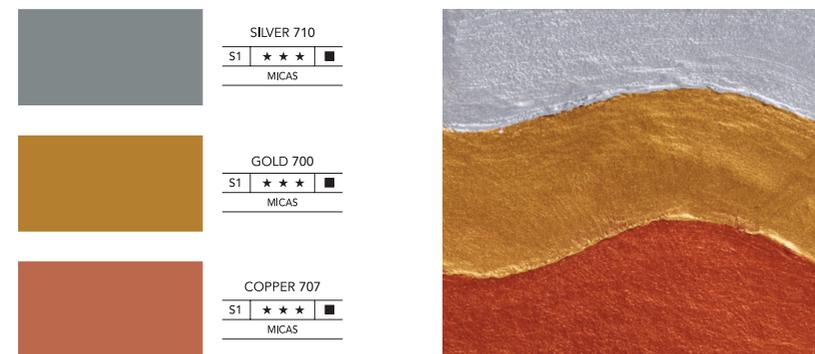
Broadening the Colour Spectrum

Metallic Colours

As a brand that always seeks to enhance the artistic experience, Lefranc Bourgeois is always conscious of shifting trends and expectations. This is why they now offer metallic colours.

3 Metallic Colours: Silver, Copper, Gold

These paints are formulated with solid and light-resistant pigments, yielding a high-quality rendering that stays stable over time and allows artists to enjoy new chromatic shades.



NEW LINEL COLOURS

Broadening the Colour Spectrum

New shades

9 more modern colours tested and approved by Art School teachers

	TURQUOISE DEEP 070 S1 ★★ ★■		TURQUOISE DEEP 070 S1 ★★ ★■
	PRIMARY RED 437 S1 ★★ ★■ PV19		COBALT GREEN DEEP 522 S1 ★★ ★■ PG26
	QUINACRIDONE MAGENTA 859 S2 ★★ ★■ PR122		CHROME OXIDE GREEN 542 S1 ★★ ★■ PG17
	QUINACRIDONE VIOLET 860 S2 ★★ ★■ PV55		YELLOW GREEN 590 S2 ★★ ■ PY3/PY74/PG17
	DIOXAZINE VIOLET 473 S1 ★★ ★■ PV23		PINK OCHRE 817 S1 ★★ ★■ PY42/PW6

Essential colours : Lemon Yellow, Primary Yellow, Persian Yellow, Vermillion, Primary Red, Ultramarine, Cobalt Blue, Primary Blue, Brilliant Green, Yellow Ochre, Burnt Umber, Payne,s Gray, Ivory Black, Tatanium White

LINEL

The new LINEL range



Palette of 78 colours in tubes
2 sizes, 14 ml and 60 ml
2 complementary ready-to-use sets.

Set of Primary Colours for the fundamental colour mixtures. 6 × 14 ml tubes.



Set of Double Primary Colours: a warm tone and a cool tone of each primary colour specially selected to deliver more nuanced shades than can be achieved with basic primary colours. 10 × 14 ml tubes.



THE FULL LEFRANC BOURGEOIS RANGE

There are no limits to creativity. That's why Lefranc Bourgeois offers a comprehensive range of colours, inks, mediums and additives, as well as brushes, paper and more. Everything you could ever need in the graphic arts.

Our products empower every artist to create paintings where passion and emotion come together in a fusion of colour and materials.

All of our mediums, additives, inks and accessories are compatible with LINEL paints to unleash your creative spirit.



Studio Gouache



Inks



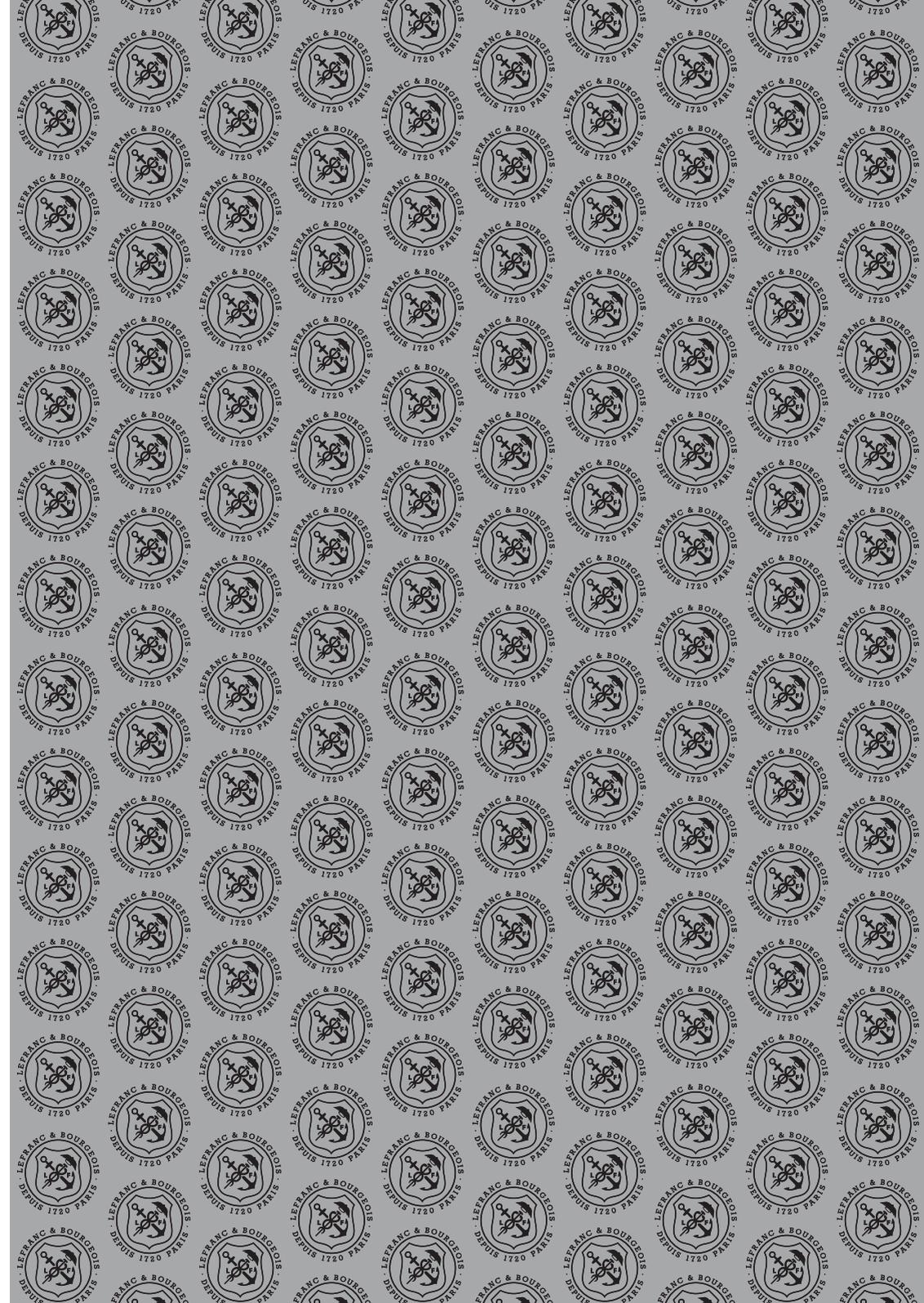
Mediums & Additives



Accessories

For recipes and tutorials go to the Lefranc Bourgeois website:

www.lefrancbourgeois.com





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