



New Masters® Classic Acrylics from Old Holland

In 1998 the chemists at Old Holland started initial research work on a range of Classic Acrylic Colours and Mediums. It was a long-held dream of the late owner of Old Holland, Professor Theo de Beer, to create an acrylic paint worthy of carrying the brand name "Old Holland" (or "Scheveningen" colours as they are still known in Europe because of the city in which they were originally manufactured) and he personally named the project "New Masters" as he felt that just as Old Holland oils were used in the works of many of the old masters, it should thus follow that Old Holland acrylics would be used today by the new masters of art. "

The primary criteria were established as follows.

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- The range should compliment the existing oil and watercolour ranges, being a unique mixture of the best traditional colours representing Old Holland's heritage dating back to 1664, yet also including the finest pigments born of new technologies underlining a constant search for the new and exiting colours to enhance the artist's palette.
- 2. All pigments used must be lightfast to ASTM 1 and 2 or BWS 7+ standards.
- 3. In keeping with the Old Holland tradition, each colour must be formulated with the maximum pigmentation possible in the binder system.
- 4. Old Holland Classic Acrylics must be formulated free from extenders or fillers of any kind.
- 100% pure acrylic resin must be the backbone of the binder system to give excellent adhesion, colour retention and working properties combined with the minimum wetdry colour shift.

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The Old Holland research laboratory rigorously tested over 250 pigments and many different binding systems before selecting only the finest available, regardless of cost, to be included in the range. Unlike many major manufacturers of acrylics, Old Holland chose an acrylic binder from a "boutique" manufacturer in Europe over the more obvious globally available resins. This choice while more costly, imparts an unique characteristic to New Masters unrivalled amongst its competitors. In fact, as one of the world's premier manufacturers of oil colours, Old Holland is justifiable proud of the fact that New Masters acrylics are formulated to look and feel the same as it's oils. Take a look at the old Holland hand painted oil colour chart and the same New Masters acrylic chart and you will be hard pushed to tell the difference. That is a testament to the quality of New Masters: it is virtually indistinguishable in colour strength, brilliance and intensity from the oil colour range that is the basis of it's heritage. Many pigments such as Genuine Manganese Blue are unique to the New Masters range; in addition, traditional alizarins were replaced by more lightfast anthraquinonoids and several pigments completely new to Old Holland were introduced; bismuth yellow and DPP reds and oranges as modern alternatives to the traditional cadmium pigments; guinacridone scarlet, orange and several new magentas to name but a few.

After consulting extensively with professional artists and undertaking many field trials in various countries, by the end of 2005 Old Holland had developed a range of 168 Classic Acrylic Colours, comprised of both opaque and transparent colours. In keeping with current demand Old Holland included an extensive selection of metallic, pearlescent, iridescent and interference colours based on the same acrylic resin and exhibiting the excellent light fastness long associated with the name. As a result of the high loading of pure pigment and proprietary binding system, each colour uniquely exhibits the characteristics of the individual pigment used, drying to a satin gloss and offering minimum brush drag facilitating use in a multitude of techniques from high-build impasto to ultra-thin glazing.

A comprehensive selection of multi-textured, matt, gloss, high-build and pearlizing mediums and additives were also developed to compliment the colour range and give infinite dimensions to the creative artist's imagination and the finished work.

After nearly six years of development Old Holland believes that New Masters represents the finest acrylic colour system available in the world. The expertise of Old Holland in manufacturing oils dates back to 1664. While acrylics were not invented until nearly 300 years later Old Holland believes that it's history in Classic Oils has uniquely enabled the company to create a range of Classic Acrylics that will serve the masters of today as well as it's oils served the masters of yesterday.

All those involved in this project are proud to finally present this new range to the world and hope that you agree it has been well worth the wait.









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The complete range:

136 colours (series A till F) 32 metallics (series B)

Total of 168 colours

Available in 60ml and packed by 3



Introductory set 6 tubes of 60ml;





