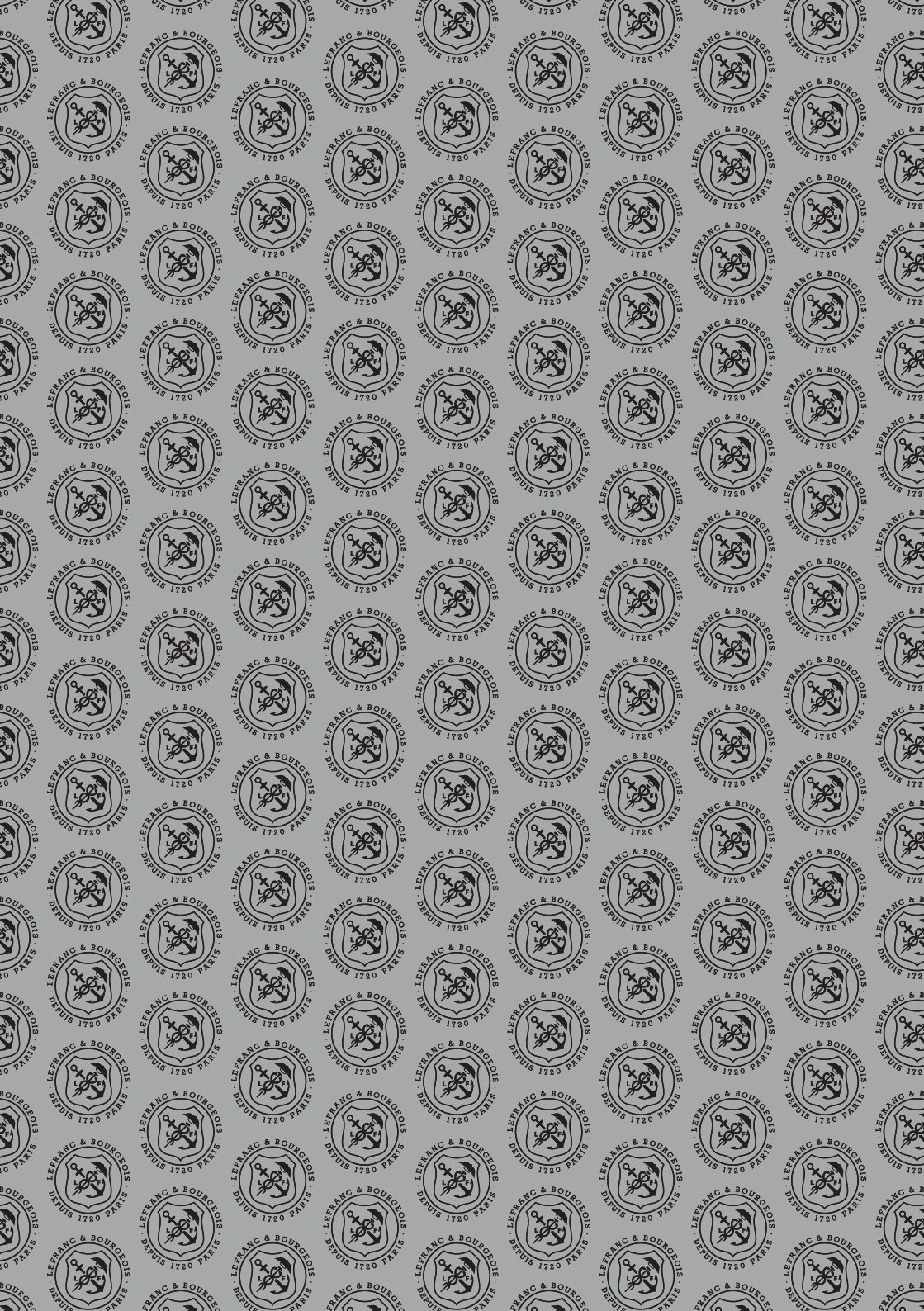


LEFRANC  
BOURGEOIS  
P A R I S

**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

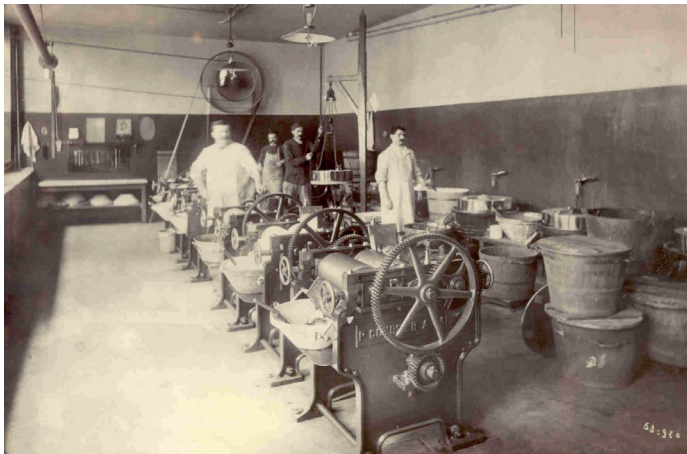
## LEFRANC BOURGEOIS

### *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.



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## LINEL

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### *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.



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## LINEL

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#### **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

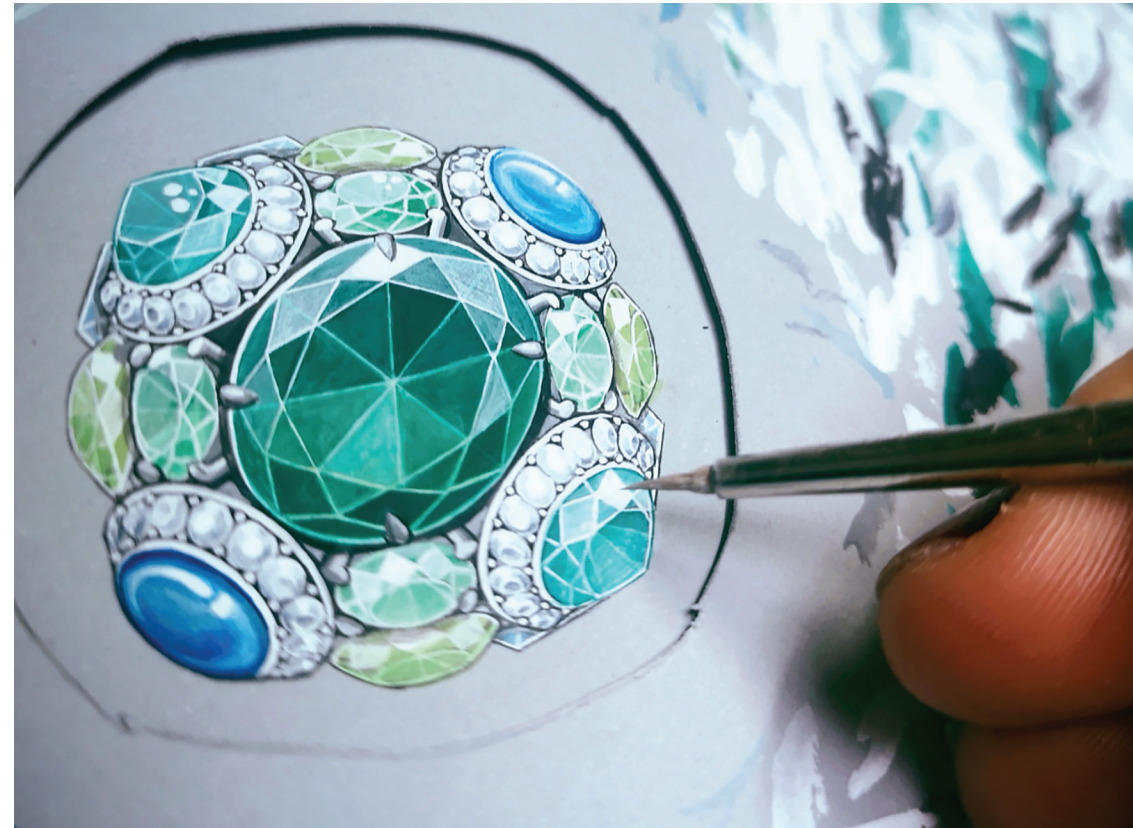
### *A More Nuanced Range*

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*

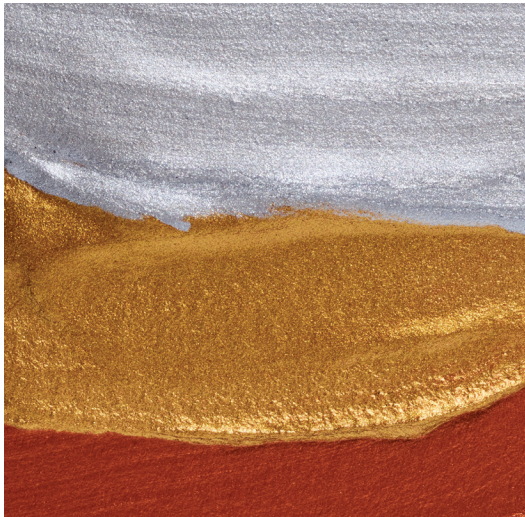


## THE NEW LINEL PALETTE

*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

	<b>CADMIUM-FREE YELLOW 898</b> S3 ★★ ■		<b>PERSIAN RED 845</b> S1 ★★★ ■ P072/P8170		<b>DIOXAZINE VIOLET 473</b> S1 ★★ ■ PV23
	<b>LEMON YELLOW 169</b> S1 ★★ ■ PY3/PY1		<b>VERMILION 395</b> S2 ★★ ■ P83/P013		<b>ULTRAMARINE VIOLET 057</b> S1 ★ ■ PV3
	<b>PRIMARY YELLOW 153</b> S1 ★★★ ■ PY74/PY138		<b>RUBY RED 388</b> S1 ★★ ■ PR9		<b>ULTRAMARINE 054</b> S2 ★★★ ■ PB29
	<b>JAPANESE YELLOW LIGHT 183</b> S1 ★★★ ■ PY4		<b>BRILLIANT RED 336</b> S2 ★★ ■ PR9/P8170		<b>COBALT BLUE 030</b> S1 ★★★ ■ PB28
	<b>CADMIUM-FREE MEDIUM YELLOW 899</b> S3 ★★★ ■		<b>CADMIUM-FREE RED MEDIUM 894</b> S3 ★★★ ■		<b>REX BLUE 067</b> S1 ★★★ ■ PB29/PY6/PW5
	<b>CADMIUM YELLOW MEDIUM 159</b> S3 ★★★ ■ PY3		<b>CHINA RED 368</b> S2 ★★ ■ PR184/PK4/P013		<b>PRUSSIAN BLUE 046</b> S2 ★★ ■ PB27
	<b>PERSIAN YELLOW 843</b> S1 ★★★ ■ PY65		<b>CARMINÉ RED 366</b> S2 ★★ ■ PR170/P812		<b>INDIGO IMITATION 084**</b> S2 ★ ■ PB27/P8K/P8B3
	<b>JAPANESE YELLOW DEEP 184</b> S1 ★★ ■ PY1/P013		<b>CRIMSON LAKE 341**</b> S1 ★ ■ PR83/P812		<b>MARINE BLUE 042</b> S3 ★★★ ■ PB29/P8K9
	<b>INDIAN YELLOW IMITATION 181</b> S2 ★★ ■ PY1/P013		<b>PRIMARY RED 437</b> S1 ★★★ ■ PV19		<b>HOGGAR BLUE 056</b> S3 ★★★ ■ PB15A/PB15.0
	<b>CADMIUM-FREE ORANGE 910</b> S3 ★★★ ■		<b>TYRIAN ROSE 354**</b> S1 F ■ FLUCSFR14		<b>CERULEAN BLUE IMITATION 065</b> S1 ★★★ ■ PB15.1/PW6
	<b>PERSIAN ORANGE 844</b> S2 ★★ ■ PD13/PY1		<b>QUINACRIDONE MAGENTA 859</b> S2 ★★ ■ PR122		<b>FRANCE BLUE 076</b> S1 ★★ ■ PB15.1/PW6
	<b>CADMIUM-FREE RED SCARLET 918</b> S3 ★★★ ■		<b>MADDER LAKE DEEP 346**</b> S2 ★ ■ PR83/PV2		<b>PRIMARY BLUE 063</b> S1 ★★★ ■ PB15.1
	<b>CADMIUM RED SCARLET 418</b> S3 ★★★ ■ PR108		<b>QUINACRIDONE VIOLET 860</b> S2 ★★★ ■ PV5		<b>AZURE BLUE HUE 047</b> S2 ★★ ■ PB15.1/PG7

Mass tone	SERIES	LIGHTFASTNESS RATING	OPACITY RATING
Opacity	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

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

# 78 COLORS

\* 60ML  
\*\* Not intermixable

MADE IN FRANCE

## NEW LINEL COLOURS

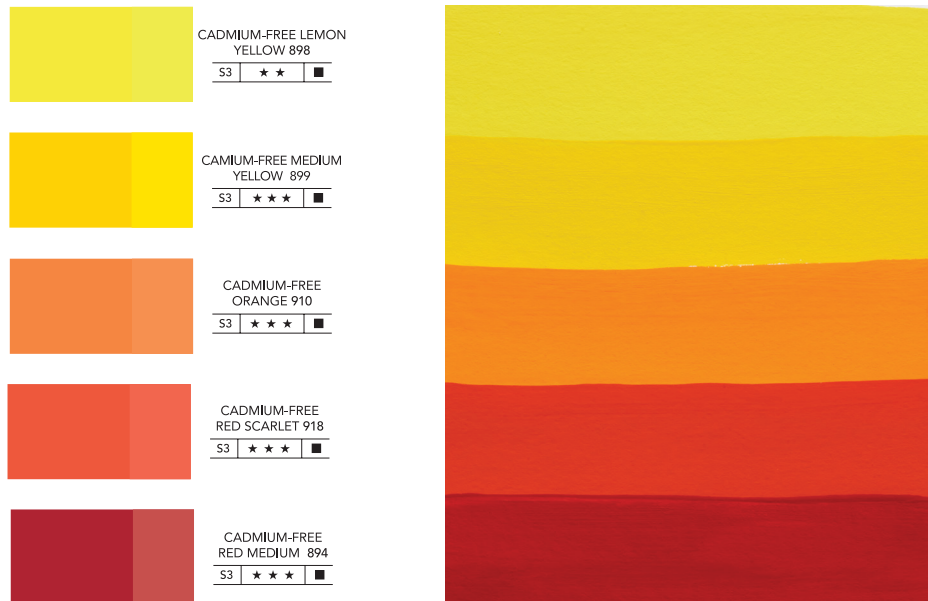
### Broadening the Colour Spectrum

#### 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

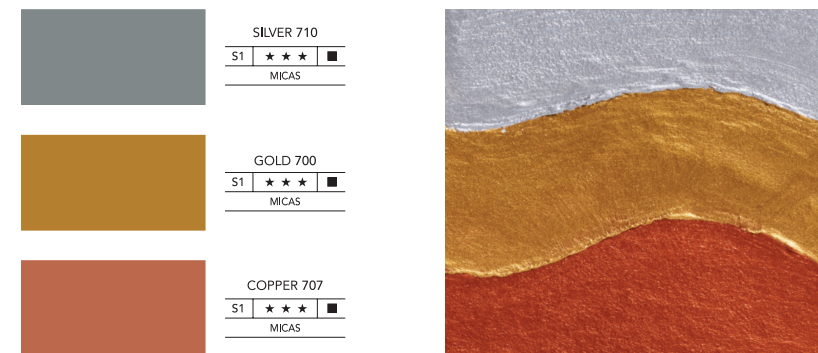
### Broadening the Colour Spectrum

#### 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

	<table border="1"><tr><td>S1</td><td>★ ★ ★</td><td>■</td></tr></table>	S1	★ ★ ★	■		TURQUOISE DEEP 070 <table border="1"><tr><td>S1</td><td>★ ★ ★</td><td>■</td></tr></table>	S1	★ ★ ★	■
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S2	★ ★	■							
	<table border="1"><tr><td>S1</td><td>★ ★</td><td>■</td></tr></table>	S1	★ ★	■		PINK OCHRE 817 <table border="1"><tr><td>S1</td><td>★ ★ ★</td><td>■</td></tr></table>	S1	★ ★ ★	■
S1	★ ★	■							
S1	★ ★ ★	■							

**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](http://www.lefrancbourgeois.com)



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