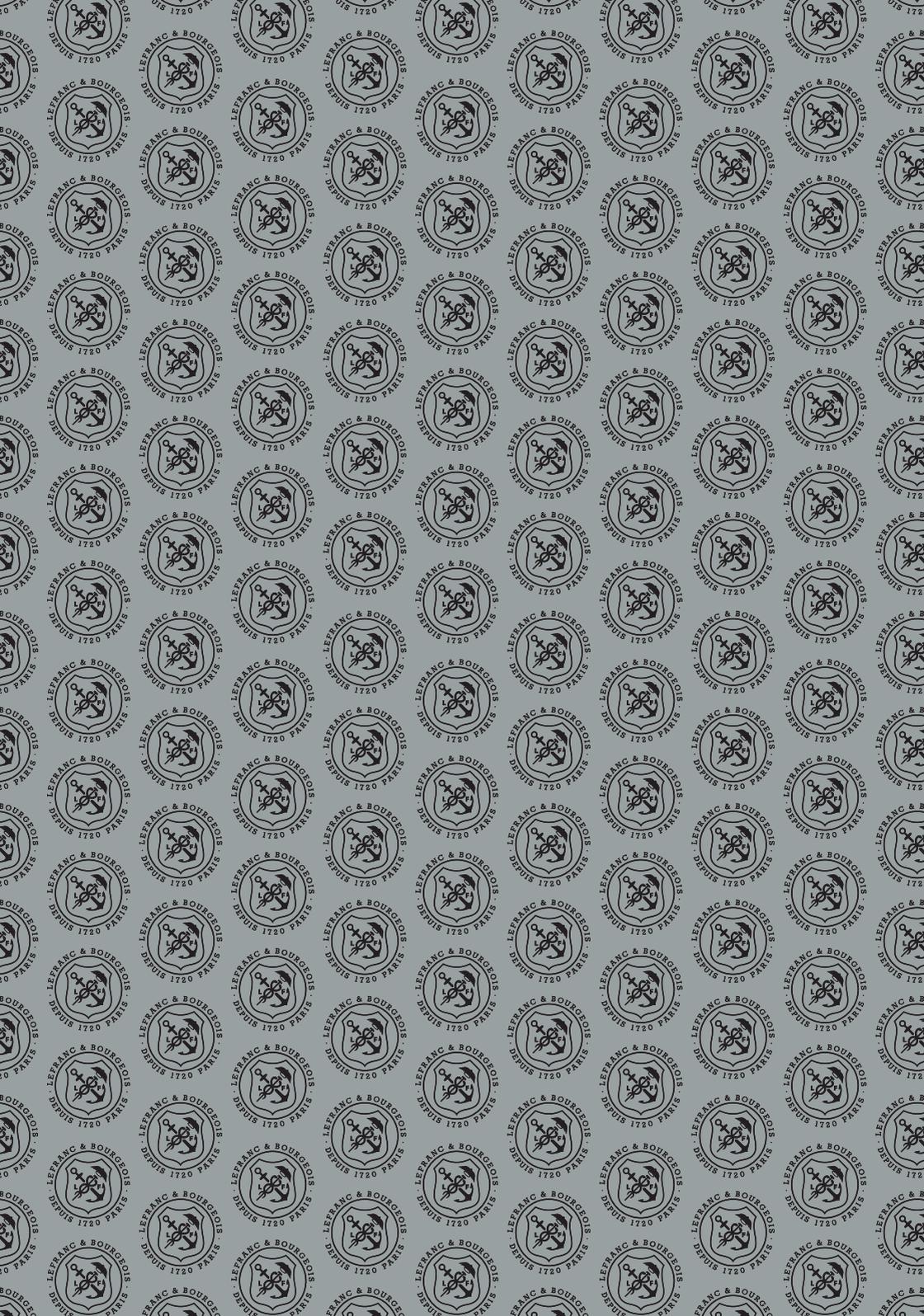


LEFRANC  
BOURGEOIS  
P A R I S

*Flashe*<sup>®</sup>  
Absolute colour  
on all supports





Painting is a journey into a world of colours. It's about the artist becoming one with their materials to create silent poetry.

Since it was first founded almost 300 years ago, Lefranc Bourgeois has always had a clear understanding of this visceral rapport between human and painting.

It is this quest for the ideal materials that inspires Lefranc Bourgeois to provide something more than colours: texture transformed into emotion, where finesse and elegance enable artists to enrich the way they paint.

**LEFRANC BOURGEOIS**  
**Liberate your emotions**

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## LEFRANC BOURGEOIS

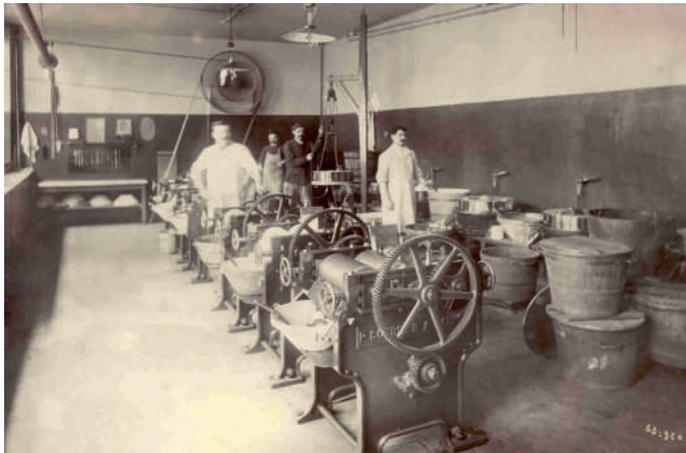
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### *Interwoven destinies*

Almost 300 years ago, Charles Laclef, an apothecary and ancestor of the founder of the Lefranc firm, met with Jean Siméon Chardin. The two men found that they had complementary skills, and in 1720, Lefranc was born. The company went on to become one of the finest brands selling fine art materials. Lefranc invented, defined and pushed the boundaries of quality standards for oil painting. Almost two centuries later, another meeting changed the future of painting: this time between Lefranc and Joseph Bourgeois.

At the beginning of the 20th century, while the world was moving to the frenetic rhythm of the industrial revolution, the artists of the time were looking for a paint that was more docile and that would dry more quickly. The research efforts of Joseph Bourgeois – a visionary who sought to adapt to artists' new lifestyles – set his company apart, and he contributed to the development of acrylic and vinyl paints by manufacturing faster-drying paints which gave artists new possibilities for spontaneous creativity.

Lefranc's and Bourgeois' shared vision of art and the industry resulted in the two companies coming together in 1965, in what was a merger of art and science for the benefit of every artist.



The factory in Montreuil-Sous-Bois where Joseph Bourgeois made his first non-dangerous colours.

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## FLASHE

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### *Absolute colour on all supports*

Since day one, Lefranc Bourgeois has sought to make each colour more than just a tint: a vibrant and visceral blend of texture and emotion. The company has always known the importance of bringing colour to life and giving each artist the possibility to transcend their emotions, their art. For almost 300 years, Lefranc Bourgeois has been striving for innovation, to facilitate absolute freedom of artistic expression for artists everywhere. The unique characteristics of FLASHE are testament to this.

In the 1950s, Bourgeois developed the iconic FLASHE, the first vinyl colour and an alternative to traditional art materials. Its adherence to a wide variety of painting surfaces enables artists to break free from the constraints of their studio and from the canvas, while its unique pigmentation properties and excellent matt finish transform the artist's experience. Colour becomes absolute and multiform. Any canvas or any space comes alive with the enduring impression of the pigments.

For the last 60 years, FLASHE has been a trusted choice of fine-art painters and a symbol of artistic freedom. It was favoured by artists such as Vasarely and Niki de Saint-Phalle and remains a tool for free artistic expression among contemporary painters such as JonOne and many others.



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## LIBERATE YOUR EMOTIONS

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### *FLASHE, a unique paint in its genre*

FLASHE was the first alternative to traditional art materials: a vinyl paint that offered new perspectives of artistic expression that were not possible with oil paints. Made in France and launched in 1954, FLASHE has revolutionized the world of painting.

FLASHE is a pioneering vinyl-based paint that is characterized by its matt properties and its intense covering power on a wide variety of supports. It enables the artist to paint on any painting surface, with a strong paint film that maintains the power of the colours. Because FLASHE is made with a different resin than acrylic paints, it produces different results. It is much more than a matt acrylic paint – it unleashes the intensity of the pigments and the luminosity of the colours with a matt finish.

Painters can create and express their art without any limits in terms of colour, space or time, and are able to rediscover the joy of painting and the spontaneity of movement.

#### **APPLICATION**

FLASHE can be applied with any type of brush without being diluted. A semi-responsive brush is recommended. It can also be applied with a sponge brush, a flexible spatula or, for effects, with a paint-spray gun, or even with an airbrush, diluting as desired.

#### **BACKGROUND PREPARATION**

Pure or diluted with water, FLASHE makes it possible to create vibrant backgrounds.

#### **WATERCOLOUR**

Dilute with between 1/3 and 2/3 water as desired, to create washes and patinas.

## VARNISH

Matt varnish can be applied over FLASHE paints, to maintain the vibrancy of the colour without altering the shade. Gloss varnish will make shades a tone deeper and more vivid. Recommended for all outside applications.

## CLEANING APPLICATORS

Use water for wet paint and warm water with alcohol for dried paint.



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# FLASHE

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## *Bold, vivid and contemporary colours*

An extra-fine paint with unique optical characteristics, FLASHE enhances the beauty of every shade. This is Absolute Colour.

### **Powerful colour**

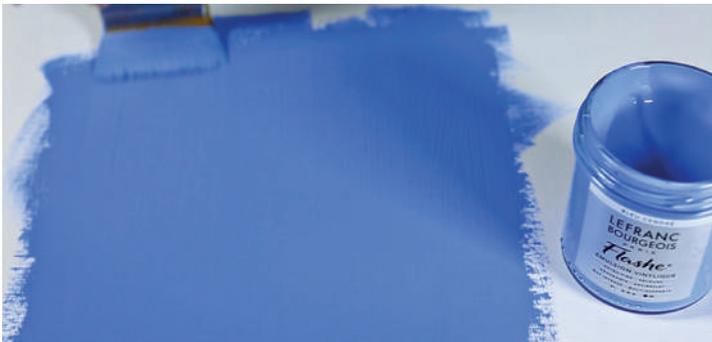
To ensure FLASHE colours are absolute and vibrant, pigment selection is carried out with meticulous care.

- Paints are developed with high-quality pigments that are specially selected for fine arts: a high level of purity ensures radiant colours, optimum blending and exceptional durability.
- Luminous pigments: specific pigment treatment techniques give unique luminosity: colours seem to shimmer while maintaining their matt finish.
- High pigment density: pigment strength is so strong that the colour remains powerful, even when the paint is diluted.

### **Unique texture**

- Creamy texture enables spontaneous painting.
- Supple, elastic texture which transforms into a strong film.
- Good coverage\*, especially for opaque colours, and so can be used as an undercoat for oil or acrylic for large formats and matt colours.

\*This makes it possible to cover a 5 x greater surface area than with a traditional acrylic paint



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## FLASHE

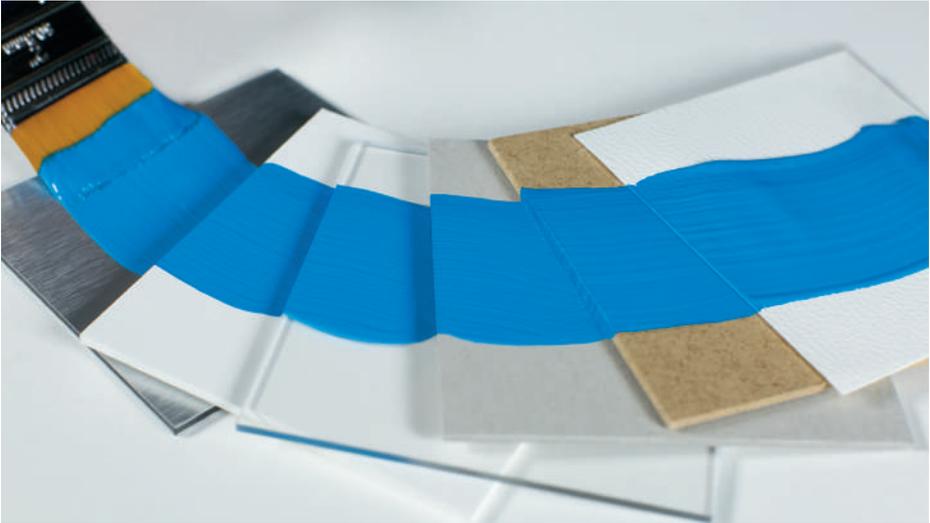
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*A texture developed for creative freedom*

### **Can be used on more painting surfaces than an acrylic**

FLASHE enables artists to work on all painting surfaces.

- Ultra-adherent formulation: can be applied on all non-oily painting surfaces directly, without priming (wood, textile, leather, metal, paper, polystyrene, etc.). Thanks to its adhesive qualities, FLASHE is guaranteed to be 100% stable over time (unlike traditional acrylic paint, which cannot be applied onto plastic or glass because it will peel after drying).
- Uniform finish: the colour finish is identical on all painting surfaces.



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## FLASHE

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*A texture developed for creative freedom*

### **Unique and solid finish**

Thanks to its formulation, the velvet finish of FLASHE colours is unique and stable:

- Unique formulation: a vinyl resin emulsion combined with high-end pigment. FLASHE colours maintain complete pigment intensity (unlike traditional acrylic resin, which can degrade the pigment). FLASHE can be used with a high level of dilution, without breaking the film. The inner radiance of the pigments comes to the surface.
- Solid and durable colour: colour withstands the test of time thanks to the high resin and pigment quality. For working outside, it's recommended to use a varnish.
- A perfect matt finish means that the colour isn't altered by light reflection. Total light absorption maintains the integrity of the colour, so the tones look identical when viewed from any angle. Ideal for transferring your artwork from analogue to digital, scanning, or for using with a projector for digital art.

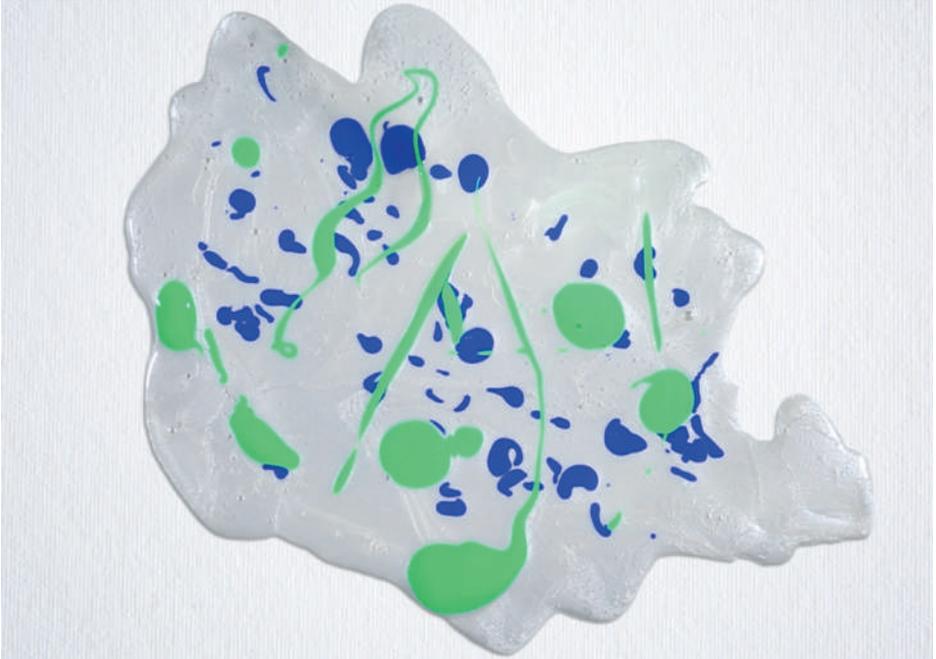


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## FLASHE

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*A texture developed for creative freedom*



DRIPPING technique with Flashe iridescent pearlescent White, Bright Green and Ocean Blue.

*All Flashe colours have a distinctive matt finish, with the exception of the iridescent colours, which have a luminous, satin finish as a result of their pearlescent pigmentation.*

*Opaque colours (indicated with a black square) can be used with a single application.*

*Semi-opaque colours (indicated with a black-and-white square) should be used with two applications.*

*Transparent colours (indicated with a white square) will need between three and four applications (with an interval of 30 minutes between each one) to achieve an opaque coverage.*





*Flashe*<sup>®</sup>

**Absolute colour  
on all supports**

# THE NEW FLASHE PALETTE

					
LEMON YELLOW 169 S1 ★ ★ ★ ■ □ PY4	JAPANESE YELLOW LIGHT 183 S1 ★ ★ ★ ■ □ PY74	SAHARA YELLOW 194 S1 ★ ★ ★ ■ □ PY65	JAPANESE ORANGE 476 S1 ★ ★ ★ ■ □ PY65 PR9	ORANGE 201 S1 ★ ★ ★ ■ □ PY65 PR9	VERMILION RED 393 S1 ★ ★ ★ ■ □ PR9
					
RED VIOLET 518 S1 ★ ★ ★ ■ □ PR122 PV19	PARMA PINK 430 S2 ★ ★ ★ ■ □ PR12 PV19 PW6	MINERAL VIOLET 826 S1 ★ ★ ★ ■ □ PR122 PV23	DIOXAZINE VIOLET 473 S1 ★ ★ ★ ■ □ PV23	PASTEL VIOLET 785 S1 ★ ★ ★ ■ □ PW6 PR29 PV23	ULTRAMARINE 043 S1 ★ ★ ★ ■ □ PR29
					
CERULEAN BLUE HUE 065 S1 ★ ★ ★ ■ □ PR153 PV5	LAGOON BLUE 649 S2 ★ ★ ★ ■ □ FB150 PW6	TURQUOISE BLUE 050 S1 ★ ★ ★ ■ □ PW6 PR16	VIRIDIAN (IMIT.) 564 S1 ★ ★ ★ ■ □ PY3 PR150	PHTHALOCYANINE GREEN 598 S1 ★ ★ ★ ■ □ PG7	VERONESE GREEN HUE 551 S1 ★ ★ ★ ■ □ PW5 PW6 PG7 PY4
					
VERDACCIO 500 S1 ★ ★ ★ ■ □ PG17 FBK11 PY42	LIGHT GREEN EARTH 880 S1 ★ ★ ★ ■ □ PG17 PBK11 PW6 PY42	GREY GREEN 547 S1 ★ ★ ★ ■ □ PW6 PG17 FBK11	STIL DE GRAIN GREEN 730 S1 ★ ★ ★ ■ □ PY129	NAPLES YELLOW 191 S1 ★ ★ ★ ■ □ PW5 PW6 PY42	NAPLES YELLOW LIGHT 887 S1 ★ ★ ★ ■ □ PW6 PY42 PRK11
					
BURNT UMBER 477 S1 ★ ★ ★ ■ □ FB7	PINK GREY 254 S1 ★ ★ ★ ■ □ PW6 FB7	RAW UMBER 478 S1 ★ ★ ★ ■ □ PY42 FB7	SEPIA BROWN 107 S1 ★ ★ ★ ■ □ PR101	PAYNE'S GRAY 261 S1 ★ ★ ★ ■ □ PR29 FB49 FB7	STONE GREY 262 S2 ★ ★ ★ ■ □ PRK11 PW6
					
IRIDESCENT LIGHT GOLD 334 S2 ★ ★ ★ ■ □ MICAS	IRIDESCENT DEEP GOLD 835 S2 ★ ★ ★ ■ □ MICAS	IRIDESCENT COPPER 836 S2 ★ ★ ★ ■ □ MICAS	IRIDESCENT BRONZE 837 S2 ★ ★ ★ ■ □ MICAS	IRIDESCENT STIL DE GRAIN 838 S2 ★ ★ ★ ■ □ PM1	IRIDESCENT PARMA PINK 839 S2 ★ ★ ★ ■ □ PM1
					
FLUORESCENT RED 409 S3 ★ ★ ★ ■ □ F	FLUORESCENT PINK 408 S3 ★ ★ ★ ■ □ F	FLUORESCENT BLUE 083 S3 ★ ★ ★ ■ □ F	FLUORESCENT GREEN 565 S3 ★ ★ ★ ■ □ F		

76 solid, iridescent and fluorescent colours made in France. An iconic colour palette, especially the black and fluorescent colours, which enable the painter to explore and free their emotions, while completely forgetting about the canvas.

 ORIENTAL RED 382 S1 *** ■ PR112	 RUBY RED 388 S1 *** ■ PV19	 ROSE 351 S1 *** ■ PW6 PV19	 CARMINE RED 366 S1 *** ■ PR170 PR12	 VENETIAN PINK 335 S1 *** ■ PW6 PR101	 MAGENTA 432 S1 *** ■ PR132
 ROYAL BLUE 067 S1 *** ■ PB29 PW6	 COBALT BLUE HUE 064 S1 *** ■ PB29 PB150 PW5	 PHTHALO BLUE 036 S1 *** ■ PB150	 OCEAN BLUE 904 S1 *** ■ PB15:3 PW6	 PRUSSIAN BLUE HUE 046 S1 *** ■ PB29 PBK11 PB15:3	 BLUE ASH 052 S1 *** ■ PW6 PBK11 PB15:0
 WATER GREEN 587 S2 *** ■ PW6 PG7	 SPRING GREEN 544 S1 *** ■ PY4 PG7	 BRILLIANT GREEN 558 S1 *** ■ PY3 PW6 PB165 PB15:0	 BRIGHT GREEN 554 S1 *** ■ PY3 PG7 PW6	 CHROME GREEN 504 S1 *** ■ PY4 PB42 PB15:0	 CHROMIUM OXIDE GREEN 542 S1 *** ■ PG17
 IVORY 019 S1 *** ■ PW6 PY42	 YELLOW OCHRE 302 S1 *** ■ PY42	 RAW SIENNA 482 S1 *** ■ PY42 PR101	 PINK OCHRE 817 S1 *** ■ PW6 PY42 PB:7	 RED OCHRE 306 S1 *** ■ PR101	 BURNT SIENNA 481 S1 *** ■ PR101
 NEUTRAL GREY 258 S1 *** ■ PBK11 PW6	 BLACK 265 S1 *** ■ PBK11 PBK7	 WHITE 022 S1 *** ■ PW5 PW6	 IRIDESCENT PEARL WHITE 827 S2 *** □ MCAS	 IRIDESCENT SILVER 832 S2 *** ■ MCAS PBK7	 IRIDESCENT NICKEL 833 S2 *** ■ MCAS PBK7
 IRIDESCENT ASH BLUE 840 S2 *** ■ PM1	 IRIDESCENT GREEN EARTH 841 S2 *** ■ PM1	 IRIDESCENT PINK GREY 842 S2 *** ■ PM1	 FLUORESCENT WHITE 818 S3 F □	 FLUORESCENT YELLOW 163 S3 F □	 FLUORESCENT ORANGE 206 S3 F □



- \*\*\* Colours with excellent lightfastness even when reduced
- \*\* Colours with very good lightfastness
- \* Colours with good lightfastness when used pure
- F Fugitive colours

- Transparent colours
- Opaque colours
- Semi-opaque colours
- (N) 11 New colours

- (M) Miscible
- (P) Primary colours
- MADE IN FRANCE

## NEW RANGE

### *A more balanced range*

The colour palette of the Lefranc Bourgeois FLASHE range has been reworked with the addition of new colours, to deliver a perfect balance that meets the needs of artists. It now offers a broader spectrum of colours, opacities and formats that respond to the discerning needs of today's painters. The updated extra-fine range now comprises 38 sumptuous, single-pigment colours. The new FLASHE colour chart is made up of: 47 opaque colours (62% of the range), 21 semi-opaque colours (28%) and 8 transparent colours (10%).

Colour palette	Opaque ■	Semi-opaque ▣	Transparent □	
76 colours	47	21	8	
	★	★★	★★★	F
	0	15	54	7

- ★ Light-resistant colours used undiluted
- ★★ Highly light-resistant colours
- ★★★ Completely light-resistant colours, even when very reduced
- F Ephemeral colours

Formats available	Series 1	Series 2	Series 3
80 / 125 ML	53	16	7
400 ML	21	3	6



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## EXPLORE A RANGE OF PAINTING SURFACES

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### *Beyond the canvas*

The FLASHE range gives artists free reign for spontaneous painting. The products can be used on any painting surface and always maintain their intrinsic features: the power of the pigments.







## FLASHE – NEW COLOURS

*Expanding the range of possibilities*

Lefranc Bourgeois has introduced 11 new and original colours to the FLASHE colour palette. These complement and enrich the existing substantial range of shades, giving painters the possibility to explore all their creative instincts.



PARMA PINK

430



LAGOON BLUE

649



GREY GREEN

547



STIL DE GRAIN GREEN

730



STONE GREY

262



IRIDESCENT PEARL  
WHITE

822



IRIDESCENT  
STIL DE GRAIN

838



IRIDESCENT  
PARMA PINK

839



IRIDESCENT ASH BLUE

840



IRIDESCENT  
GREEN EARTH

841



IRIDESCENT PINK GREY

842



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## SPECIAL COLOURS

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### *Expanding the spectrum of colours*

Throughout its history, Lefranc Bourgeois has aimed to provide artists with more and more creative possibilities. The special colours of the FLASHE range are an innovative addition to the relatively traditional spectrum of colours, and give painters a new form of freedom.

#### **FLUORESCENT colours:**

6 ultra-luminous and iconic colours.

- Luminous saturation: for paintings that make a bold impact.
- Exposure to black light: spatial and vibrant optical effect.



#### **IRIDESCENT colours:**

12 iridescent shades for even more possibilities

- Formulation with metallic pigments: gives a satin finish.
- Metallic look: for more vivid painting. Subtle light reflection..

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## THE LEFRANC BOURGEOIS RANGE

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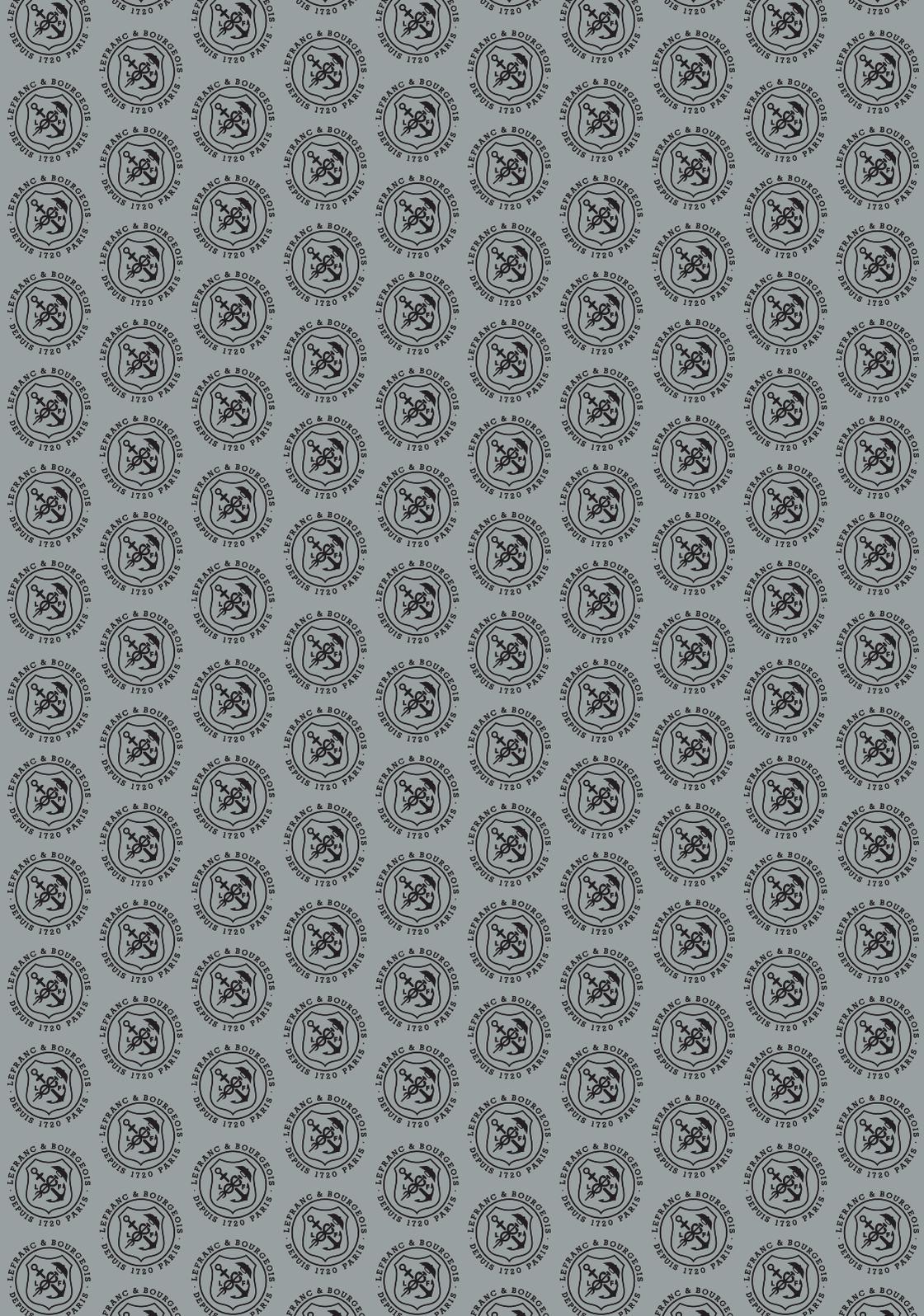
Lefranc Bourgeois offers a comprehensive range of paints, sets and additives, as well as accessories for all types of painting (brushes and paper) – enabling artists to let their creativity run free.

Artists can use the products to create paintings where colours and materials mix to bring passion and emotion to life.

All the additives and mediums from the Lefranc Bourgeois Acrylic range are compatible with the FLASHE range, for endless creative freedom.



Discover the Lefranc Bourgeois recipes and tutorials online at  
[www.lefrancbourgeois.com](http://www.lefrancbourgeois.com)





Lefranc Bourgeois 5, rue René Panhard  
F-72021 Le Mans Cedex 2 33 (0)2 43 83 83 00  
[www.lefrancbourgeois.com](http://www.lefrancbourgeois.com)

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