

The Trusted Resource™  
for Quality & Value



Brooklyn, New York  
Since 1949

DESIGNERS

**GOUACHE**



Utrecht Manufacturing, Inc.  
Brooklyn, New York  
Utrecht.com 800.223.9132

S9990-2012



# DESIGNERS Gouache



## Handcrafted in Brooklyn, New York

From bold graphic applications to color theory practices in education, Utrecht Designers Gouache offers artist-grade quality at a sensible price. Handcrafted in Brooklyn, New York, it exhibits the very best in flow, opacity, and color brilliance. The line offers 24 essential colors that allow you to create virtually any mixture you desire. Don't be misled by the affordability of Utrecht Designers Gouache — it is comparable in quality to major leading brands that cost significantly more. Try it and discover why it's a favorite among designers and artists worldwide.

- Top-quality pigments in the highest possible concentrations
- Powerful opacity
- Pure, clean mixing results
- Excellent flow
- Quick drying
- Velvety matte finish
- 100% satisfaction guaranteed

## Old World Quality Meets American Ingenuity

### 1949 — THE YEAR IT ALL STARTED

Shortly after World War II, with the American art supply business still in its infancy, a Brooklyn-based painter named Norman Gulamerian set out to find affordable, high-quality linen canvas, but was unable to find any in the city. Recognizing that other artists must also be seeking fine linen, he joined his brother Harold in sourcing it directly from Belgian mills — and a legendary American brand was born.

### A PAINT MILL GROWS IN BROOKLYN

Following the success of Utrecht's linen trade, Harold Gulamerian developed the first formula for Utrecht Acrylic Gesso. A revolutionary product, it introduced unprecedented simplicity to the canvas preparation process, while also making it possible to paint on a huge range of surfaces. The Gulamerian brothers then went on to open the Utrecht Paint Mill in the 1950s, where Harold used his mastery at developing and refining formulas to produce the original line of Utrecht Artists' Acrylics — one of the first acrylic lines in the world. This was soon followed by Utrecht Artists' Oils and Watercolors. These world-class art materials are still handcrafted in Brooklyn, New York, using only the finest pure pigments.



Company founders  
Norman and Harold Gulamerian,  
circa 1945.



# Choose from a Palette of 24 Brilliant Colors



**Cadmium Lemon**  
• Series 4  
Opaque LR I  
Pigment Content:  
PY35, PW6  
00827-4182



**Primary Yellow**  
Series 1  
Opaque LR I  
Pigment Content:  
PY3  
00827-4532



**Brilliant Yellow**  
• Series 3  
Opaque LR I  
Pigment Content:  
PY37  
00827-4612



**Naples Yellow**  
Series 1  
Opaque LR NT  
Pigment Content:  
PW6, PY42, PY83  
00827-4142



**Cadmium Orange Hue**  
Series 1  
Opaque LR I  
Pigment Content:  
PG43, PY3  
00827-4542



**Primary Red**  
Series 1  
Opaque LR I  
Pigment Content:  
PV19  
00827-3742



**Flame Red**  
• Series 1  
Opaque LR I  
Pigment Content:  
PR108  
00827-3572



**Alizarin Crimson**  
Series 3  
Opaque LR NT  
Pigment Content:  
PR83, PR7  
00827-3062



**Rose Tyrien**  
Series 2  
Opaque LR I  
Pigment Content:  
PR173  
00827-3172



**Deep Violet**  
Series 3  
Opaque LR I  
Pigment Content:  
PV23  
00827-6022



**Ultramarine Blue**  
Series 1  
Opaque LR I  
Pigment Content:  
PB29  
00827-5132



**Primary Blue**  
Series 1  
Opaque LR I  
Pigment Content:  
PB15.1  
00827-5922



**Cobalt Blue Hue**  
Series 1  
Opaque LR I  
Pigment Content:  
PB29, PW6  
00827-5192



**Turquoise Blue**  
Series 2  
Opaque LR I  
Pigment Content:  
PB15.3, PG7, PW6  
00827-5112



**Medium Green**  
Series 2  
Opaque LR II  
Pigment Content:  
PV74, PG7  
00827-7022



**Yellow Green**  
Series 1  
Opaque LR I  
Pigment Content:  
PY3, PG7  
00827-4752



**Yellow Ochre**  
Series 1  
Opaque LR I  
Pigment Content:  
PY42  
00827-4042



**Raw Sienna**  
Series 1  
Opaque LR NT  
Pigment Content:  
PBr7, PY83  
00827-8062



**Burnt Sienna**  
Series 1  
Opaque LR I  
Pigment Content:  
PBr7  
00827-8042



**Burnt Umber**  
Series 1  
Opaque LR I  
Pigment Content:  
PBr7  
00827-8052



**Raw Umber**  
Series 1  
Opaque LR I  
Pigment Content:  
PBr7  
00827-8072



**Neutral Gray**  
Series 1  
Opaque LR I  
Pigment Content:  
PW6, PBk9, PY42  
00827-2542



**Ivory Black**  
Series 1  
Opaque LR I  
Pigment Content:  
PBk9  
00827-2252



**Permanent White**  
Series 1  
Opaque LR I  
Pigment Content:  
PW6  
00827-1172



ITEM #00827 0.47 oz (14 ml) tubes. For current prices, visit [Utrecht.com](http://Utrecht.com).

Most colors are certified AP non-toxic.

Colors indicated by a • carry a CL and/or CA PROP 65 warning label.



LIGHTFASTNESS LR I = Excellent LR II = Good LR III = Average LR IV = Poor LR NT = Not Tested  
Color swatches are full strength and 50% tint.

## Key to Color Index Numbers

|    |                |     |               |
|----|----------------|-----|---------------|
| PY | Pigment Yellow | PG  | Pigment Green |
| PO | Pigment Orange | PBr | Pigment Brown |
| PR | Pigment Red    | PBk | Pigment Black |
| PV | Pigment Violet | PW  | Pigment White |
| PB | Pigment Blue   |     |               |

# Designers Gouache

Handcrafted in Brooklyn, New York, Utrecht Designers Gouache is made using top-grade pigments in the highest possible concentrations, resulting in color that offers incredible brilliance and excellent opacity.

The line includes 24 essential colors that let you achieve virtually any mixture you desire, with clean, strong results.

Comparable in quality to leading professional brands, yet affordable enough for artists of every level, we guarantee you'll be 100% satisfied with the quality and performance of Utrecht Designers Gouache.



## Designers Gouache Foundation Set

Ideal for color theory education, this set offers a complete spectrum of warm and cool primaries, including black and white. From these, all primary, secondary, and tertiary mixtures — plus neutrals, tints, and shades — can be achieved. Includes: Cadmium Lemon, Brilliant Yellow, Rose Tyrien, Flame Red, Turquoise Blue, Ultramarine Blue, Permanent White, and Ivory Black in 0.47 oz (14 ml) tubes.

00827-1009



Compatible with the full range of  
Utrecht Artists' Watercolors.