

The Trusted Resource™
for Quality & Value

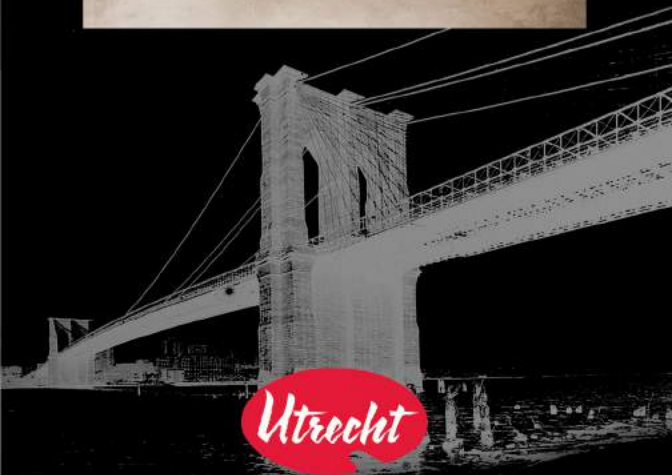


Brooklyn, New York
Since 1949



STUDIO SERIES™

OIL COLORS



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

S9990-2010



STUDIO SERIES™ Oil Colors



Handcrafted in Brooklyn, New York

Be bold with color and never worry about the cost! Utrecht Studio Series Oil Colors offer great workability, consistent performance, and dependable lightfastness at an affordable price. Handcrafted in Brooklyn, New York, these medium-bodied oils are available in a concise assortment of popular colors, selected for their combination of quality and economy. The large, 6.75 oz (200 ml) tubes are perfectly sized for both students and professional artists who work on a grand scale. Try Utrecht Studio Series Oils and discover why they're a favorite among budget-conscious oil painters worldwide.

- Same top-quality pigments and binders as Utrecht Artists' Oils
- Medium bodied
- Great workability
- Good tinting strength
- Dependable lightfastness
- Unbeatable value
- 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.



Company founders Norman and Harold Gulamerian, circa 1945.

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.



Choose from a Palette of 24 Brilliant Colors



Primary Yellow

Series 1
Semi-Transparent LR II
Pigment Content:
PY3, PW4
02121-4535



Cadmium Yellow Hue

Series 1
Semi-Transparent LR I
Pigment Content:
PY73, PW4
02121-4255



Naples Yellow Hue

Series 1
Opaque LR II
Pigment Content:
PY42, PW4, PY75, PY73, PW6, PD43
02121-4145



Cadmium Orange Hue

Series 1
Opaque LR II
Pigment Content:
P1, PD43, PW4
02121-4545



Cadmium Red Hue

Series 1
Opaque LR II
Pigment Content:
PR12, PY73, PW4
02121-3545



Indian Red

Series 1
Opaque LR I
Pigment Content:
PR101
02121-3255



Alizarin Crimson

Series 2
Transparent LR III
Pigment Content:
PR83
02121-3065



Dioxazine Purple

Series 1
Transparent LR I
Pigment Content:
PV23
02121-6025



Ultramarine Blue

Series 1
Semi-Transparent LR I
Pigment Content:
PB29
02121-5235



Prussian Blue

Series 1
Transparent LR I
Pigment Content:
PB27
02121-5225



Primary Blue

Series 1
Semi-Transparent LR I
Pigment Content:
PB15R5
02121-5925



Cerulean Blue Hue

Series 1
Opaque LR I
Pigment Content:
PB15, PW6
02121-5175



Viridian Hue

Series 1
Semi-Transparent LR I
Pigment Content:
PB15, PB7
02121-7515



Prussian Green

Series 1
Semi-Transparent LR I
Pigment Content:
PB27, PY150
02121-7585



Sap Green Hue

Series 1
Semi-Transparent LR II
Pigment Content:
PG7, PBk3, PY75
02121-7105



Yellow Green

Series 1
Opaque LR II
Pigment Content:
PG7, PW4, PY3
02121-7345



Yellow Ochre

Series 1
Opaque LR I
Pigment Content:
PY42, PY43
02121-4045



Raw Sienna

Series 1
Opaque LR I
Pigment Content:
PB7
02121-8065



Burnt Sienna

Series 1
Semi-Transparent LR I
Pigment Content:
PR101
02121-8045



Burnt Umber

Series 1
Opaque LR I
Pigment Content:
PB7
02121-8055



Raw Umber

Series 1
Opaque LR I
Pigment Content:
PB7
02121-8075



Payne's Gray

Series 1
Semi-Transparent LR I
Pigment Content:
PBk7, PB29
02121-2565



Ivory Black

Series 1
Opaque LR I
Pigment Content:
PBk9
02121-2255



Titanium White

Series 1
Opaque LR I
Pigment Content:
PW6, PW4
02121-1015

ITEM #02121 6.75 oz (200 ml) tubes. For current prices, visit Utrecht.com.

All colors are certified AP non-toxic.



LIGHTFASTNESS RATING: LR I = Very Good LR II = Good LR III = Average
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

Studio Series™ Oil Colors

Handcrafted in Brooklyn, New York, Utrecht Studio Series Oils are made using the same top-grade pigments and binders as Utrecht Artists' Oil Colors – at a more affordable price.

Whether you're a beginning artist, a hobbyist, or a professional painter seeking large volumes of rich, vibrant color on a moderate budget, we guarantee you'll be 100% satisfied with the quality and performance of Utrecht Studio Series Oils.

Utrecht Studio Series Oil Colors are compatible with the full range of Utrecht Artists' Oils and Mediums.

Step Up to Professional Quality with Utrecht Artists' Oils and Mediums – fully compatible with Utrecht Studio Series Oils.

