





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.

1. 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.
5. 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 wet-dry colour shift.

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 justifiably 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; quinacridone 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.



 A 601 TITANIUM WHITE <input checked="" type="checkbox"/>	 E 634 QUINACRIDONE RED-ORANGE <input type="checkbox"/>	 D 635 INDIAN ORANGE-YELLOW EXTRA <input type="checkbox"/>	 A 668 PAYNE'S GREY <input checked="" type="checkbox"/>
 A 602 ZINC WHITE <input checked="" type="checkbox"/>	 C 633 OLD HOLLAND RED-GOLD <input type="checkbox"/>	 E 636 INDOLINONE ORANGE <input checked="" type="checkbox"/>	 A 667 NEUTRAL TINT <input checked="" type="checkbox"/>
 A 603 TITANIUM WHITE EXTRA OPAQUE <input checked="" type="checkbox"/>	 C 632 INDIAN YELLOW-BROWN EXTRA <input type="checkbox"/>	 E 637 BLOOD RED <input type="checkbox"/>	 B 666 OLD HOLLAND VIOLET-GREY <input checked="" type="checkbox"/>
 A 604 MIXED WHITE <input checked="" type="checkbox"/>	 C 631 INDIAN YELLOW-ORANGE EXTRA <input type="checkbox"/>	 E 638 CADMIUM YELLOW-ORANGE <input checked="" type="checkbox"/>	 B 665 ULTRAMARINE VIOLET <input checked="" type="checkbox"/>
 A 605 OLD HOLLAND YELLOW LIGHT <input checked="" type="checkbox"/>	 C 630 AZO YELLOW DEEP <input checked="" type="checkbox"/>	 C 639 NAPHTHOL RED-ORANGE <input checked="" type="checkbox"/>	 C 664 DIOXAZINE VIOLET <input checked="" type="checkbox"/>
 A 606 TITANIUM BUFF LIGHT <input checked="" type="checkbox"/>	 D 629 CADMIUM YELLOW DEEP <input checked="" type="checkbox"/>	 D 640 CADMIUM ORANGE <input checked="" type="checkbox"/>	 C 663 COBALT VIOLET DARK EXTRA <input checked="" type="checkbox"/>
 A 607 TITANIUM BUFF DEEP <input checked="" type="checkbox"/>	 E 628 BISMUTH YELLOW DEEP <input checked="" type="checkbox"/>	 E 641 PYRROLE ORANGE <input checked="" type="checkbox"/>	 D 662 QUINACRIDONE PURPLE <input checked="" type="checkbox"/>
 B 608 OLD HOLLAND YELLOW MEDIUM <input checked="" type="checkbox"/>	 C 627 GAMBOSGE EXTRA <input type="checkbox"/>	 C 642 NAPHTHOL VERMILION <input checked="" type="checkbox"/>	 C 661 COBALT VIOLET LIGHT EXTRA <input checked="" type="checkbox"/>
 B 609 OLD HOLLAND YELLOW DEEP <input checked="" type="checkbox"/>	 E 626 BISMUTH YELLOW MEDIUM <input checked="" type="checkbox"/>	 E 643 PYRROLE VERMILION <input checked="" type="checkbox"/>	 D 660 OLD HOLLAND BRIGHT VIOLET <input checked="" type="checkbox"/>
 B 610 BRILLIANT YELLOW LIGHT <input checked="" type="checkbox"/>	 D 625 CADMIUM YELLOW MEDIUM <input checked="" type="checkbox"/>	 E 644 CADMIUM RED LIGHT <input checked="" type="checkbox"/>	 E 659 QUINACRIDONE MAGENTA <input checked="" type="checkbox"/>
 B 611 BRILLIANT YELLOW <input checked="" type="checkbox"/>	 B 624 AZO YELLOW LIGHT <input checked="" type="checkbox"/>	 E 645 CADMIUM RED MEDIUM <input checked="" type="checkbox"/>	 D 658 QUINACRIDONE FUCHSIA <input checked="" type="checkbox"/>
 B 612 BRILLIANT YELLOW REDDISH <input checked="" type="checkbox"/>	 E 623 BISMUTH YELLOW LIGHT <input checked="" type="checkbox"/>	 E 646 CADMIUM RED DEEP <input checked="" type="checkbox"/>	 B 657 OLD HOLLAND MAGENTA LIGHT <input checked="" type="checkbox"/>
 B 613 NAPLES YELLOW REDDISH EXTRA <input checked="" type="checkbox"/>	 C 622 INDIAN YELLOW EXTRA <input type="checkbox"/>	 B 647 NAPHTHOL RED LIGHT <input checked="" type="checkbox"/>	 E 656 QUINACRIDONE ROSE DEEP <input checked="" type="checkbox"/>
 B 614 FLESH TINT <input checked="" type="checkbox"/>	 D 621 CADMIUM YELLOW LIGHT <input checked="" type="checkbox"/>	 C 648 NAPHTHOL RED MEDIUM <input checked="" type="checkbox"/>	 D 655 QUINACRIDONE ROSE LIGHT <input checked="" type="checkbox"/>
 C 615 INDIAN YELLOW-GREEN EXTRA <input type="checkbox"/>	 B 620 AZO YELLOW-LEMON <input checked="" type="checkbox"/>	 E 649 PYRROLE RED DEEP <input checked="" type="checkbox"/>	 B 654 BRILLIANT PINK <input checked="" type="checkbox"/>
 C 616 NICKEL AZO BROWN - LEMON <input type="checkbox"/>	 D 619 CADMIUM YELLOW-LEMON <input checked="" type="checkbox"/>	 E 650 RUBY RED <input type="checkbox"/>	 D 653 MADDER CRIMSON EXTRA <input type="checkbox"/>
 C 617 NICKEL TITANIUM YELLOW <input checked="" type="checkbox"/>	 D 618 BISMUTH YELLOW-LEMON <input checked="" type="checkbox"/>	 B 651 ROSE DORÉ EXTRA <input type="checkbox"/>	 D 652 ALIZARIN CRIMSON EXTRA <input type="checkbox"/>



E 669 OLD DELFT BLUE DEEP



E 670 OLD DELFT BLUE



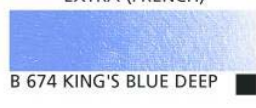
A 671 ULTRAMARINE BLUE DEEP



A 672 ULTRAMARINE BLUE



B 673 ULTRAMARINE EXTRA (FRENCH)



B 674 KING'S BLUE DEEP



B 675 KING'S BLUE LIGHT



D 676 COBALT BLUE DEEP



D 677 COBALT BLUE



B 678 PHTHALO BLUE RED SHADE



A 679 PHTHALO BLUE



B 680 TRANSPARENT BLUE



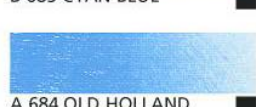
B 681 PRUSSIAN BLUE EXTRA



B 682 INDIGO EXTRA



B 683 CYAN BLUE



A 684 OLD HOLLAND BLUE LIGHT



C 685 MANGANESE BLUE



B 702 OLD HOLLAND YELLOW-GREEN



B 701 OLD HOLLAND GREEN LIGHT



D 700 COBALT GREEN



B 699 PERMANENT GREEN LIGHT



B 698 EMERALD GREEN EXTRA



B 697 PHTHALO GREEN-YELLOW SHADE



B 696 PERMANENT GREEN DEEP



B 695 PHTHALO GREEN BLUE SHADE



B 694 PHTHALO GREEN TURQUOISE



E 693 COBALT BLUE TURQUOISE LIGHT



D 692 COBALT BLUE TURQUOISE



C 691 PHTHALO BLUE GREEN SHADE



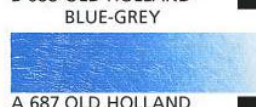
B 690 PHTHALO BLUE TURQUOISE



F 689 CERULEAN BLUE DEEP



B 688 OLD HOLLAND BLUE-GREY



A 687 OLD HOLLAND BLUE MEDIUM



E 686 CERULEAN BLUE



D 703 CINNABER GREEN LIGHT EXTRA



E 704 OLD HOLLAND GREEN-GOLD



D 705 OLD HOLLAND GREEN-GOLD DEEP



C 706 SAP GREEN EXTRA



C 707 HOOKER'S GREEN DEEP EXTRA



B 708 CHROMIUM OXIDE GREEN



A 709 GREEN EARTH



A 710 GREEN UMBER



B 711 OLIVE GREEN



A 712 NAPLES YELLOW EXTRA



B 713 NAPLES YELLOW DEEP EXTRA



A 714 MARS YELLOW



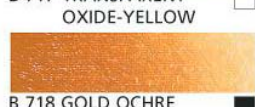
A 715 YELLOW OCHRE LIGHT



A 716 RAW SIENNA



B 717 TRANSPARENT OXIDE-YELLOW



B 718 GOLD OCHRE



B 719 TRANSPARENT OXIDE RED



A 736 CARBON BLACK



A 735 IVORY BLACK EXTRA



A 734 MARS BLACK



A 733 OLD HOLLAND COLD GREY



A 732 OLD HOLLAND NEUTRAL GREY



A 731 VAN DYKE BROWN



A 730 OLD HOLLAND WARM GREY



A 729 RAW UMBER



A 728 BURNT UMBER



A 727 SEPIA EXTRA



A 726 MARS BROWN



A 725 CAPUT MORTUUM VIOLET (MARS)



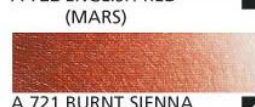
A 724 VENETIAN RED (MARS)



A 723 FLESH OCHRE



A 722 ENGLISH RED (MARS)



A 721 BURNT SIENNA



A 720 MARS ORANGE-RED

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;



 B 801 IRIDESCENT WHITE	 B 817 INTERFERENCE RED
 B 802 IRIDESCENT LEMON	 B 818 INTERFERENCE LILAC
 B 803 IRIDESCENT YELLOW	 B 819 INTERFERENCE BLUE
 B 804 IRIDESCENT ORANGE	 B 820 INTERFERENCE GREEN
 B 805 IRIDESCENT VERMILION	 B 821 METAL ALUMINIUM
 B 806 IRIDESCENT SCARLET	 B 822 METAL BRASS
 B 807 IRIDESCENT CRIMSON	 B 823 METAL BRONZE
 B 808 IRIDESCENT MAGENTA	 B 824 METAL COPPER
 B 809 IRIDESCENT PURPLE	 B 825 IRIDESCENT PEARL
 B 810 IRIDESCENT VIOLET	 B 826 IRIDESCENT SILVER
 B 811 IRIDESCENT DELFT BLUE	 B 827 IRIDESCENT PEWTER
 B 812 IRIDESCENT BLUE	 B 828 IRIDESCENT BRIGHT GOLD
 B 813 IRIDESCENT TURQUOISE	 B 829 IRIDESCENT ROYAL GOLD
 B 814 IRIDESCENT GREEN	 B 830 IRIDESCENT BRONZE
 B 815 IRIDESCENT JADE	 B 831 IRIDESCENT LIGHT COPPER
 B 816 IRIDESCENT BLACK	 B 832 IRIDESCENT DEEP COPPER