# Vallejo

**NEW**

# MODEL COLOR

It was not easy to improve a formulation that was already a qualitative benchmark for the industry, but we are confident that we have succeeded!

We are pleased to share with all of you the changes we have made to Model Color, our most iconic and versatile range.

The range consists of **220 references**, including 192 very opaque colors, 10 metallics, 2 transparent, and 16 auxiliary products, presented in the new 18 ml r-PET (recycled/recyclable) bottle, completely transparent and more sustainable.

# MODEL COLOR

**Introducing the new Model Color, the range that sets the standard for all figure and model kits painting enthusiasts, now improved to remain your favorite paint!**

We have introduced a **new formulation** that will surprise you with its amazing **brushability**, excellent **opacity** and superb **matt** finish.

Colors dry quickly, forming a homogeneous and **self-leveling** film that respects the smallest detail present in your model. In fact, we recommend applying them on a previously primed surface.

We have updated the range, offering you **32 new colors**, so that you can find the color you need for your creative projects.

You will also find equivalent shades to the main colors used in **military codifications** during WWII and subsequent conflicts (RAL, RLM, FS...).

Throughout this process, we have been advised by **renowned** painters and modelers who have helped us design the colors of the range so that you have the exact tone to paint your figures and models.

As for the image, you will find a new display with renewed graphics, a new label, and the new **18 ml r-PET** (recycled/recyclable) **bottle**, completely transparent.

Additionally, we have arranged the display **chromatically**, based on the Vallejo **BSL** (Base, Shade, Light) painting system, allowing you to easily locate the appropriate tones for highlighting and shading a specific base color.

The majority of colors from the original range have been maintained, **with the same name and reference number**. Your favorite colors still exist!

**And if you're wondering if the new Model Color it's the same as before, the answer is no, it's not the same, it's better!**

# METALLICS

The metallic colors have been reformulated to improve their opacity, fluidity and self-leveling properties. They spread very easily and we have used new metallic pigments with ultrafine particles that provide a very realistic finish.

Two transparent colors are maintained, which are optimal for shading and modifying the tones of your metallics.

# AUXILIARY PRODUCTS

In the Model Color display, you will find different auxiliary products that allow you to modify the properties of our colors.

You will also find varnishes to unify the finish of your figures or models.

If you want to use Model Color with an airbrush, you can use Airbrush Thinner or Flow Improver by diluting the color with the recommended ratio.

For masking processes, we offer Liquid Mask, and you can also use our Plastic Putty to fix fitting defects. If you want to add decals to your model, we have Decal Fixer and Decal Softener for this purpose.

# LIQUID METAL

Liquid Metal, 8 metallic colors formulated with isopropyl alcohol, stand out for offering an exceptionally realistic finish. They dry quickly and can be mixed together to obtain different shades.

We recommend using IPA-type alcohol to dilute it, also for cleaning brushes or the airbrush.

Presentation: In 35 ml/1.18 fl oz bottles with a safety cap.

**Safety standards of our products:**
Safety/Toxicity: Model Color is manufactured in accordance with European regulations and "Conforms to ASTM D-4236", an American standard for art materials which declares the raw materials present in the products have been evaluated by a toxicologist to determine if any harmful substance or component could potentially pose a chronic health hazard risk and all of the potentially hazardous components along with safe use precautions have been clearly labelled on the product packaging.
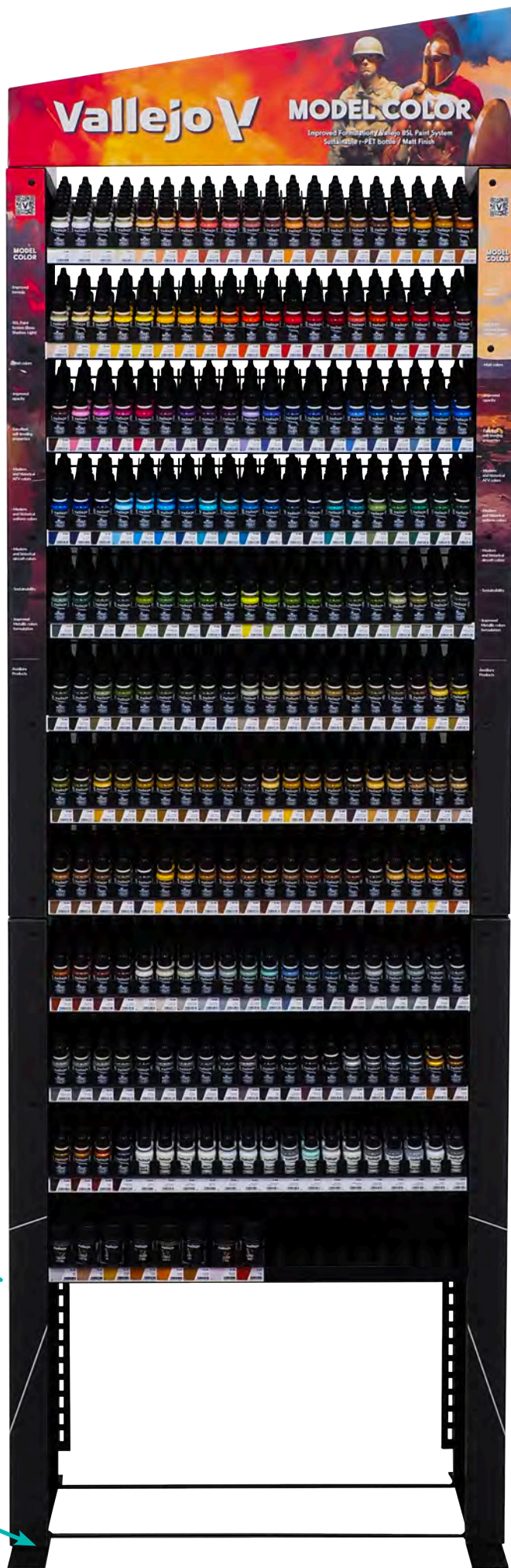
# EX724 New Model Color

## Contains Model Color + Liquid Metal

Black metal floor length display, divided in two sections, allows the addition of wheels.

**Width:** 26,26 in / 66,7 cm
**Depth:** 9,05 in / 23 cm
**Height:** 80,70 in / 205 cm

Liquid Metal

**Ref. EX722/GC-R**
**Wheels**
The display base allows to add wheels for those customers who wish to move the rack. Check availability and price for this accessory.

# EX735 New Hobby Range

Countertop metallic display, contains Model Color Hobby Range.

**Width:** 26,26 in / 66,7 cm
**Depth:** 9,05 in / 23 cm
**Height:** 27,55 in / 70 cm

## 1. What are the differences between the previous version of Model Color and the new one?

Reinforcing our commitment to sustainability, we have incorporated the new 18 ml r-PET bottle, made of recycled-recyclable plastic, which includes a new cap and a security seal.

The formulation has been improved and the assortment has been optimized. Most colors are still present and some missing shades have been added. Some references with low turnover have been removed, including fluorescent colors, as they are already in the Game Color assortment, as well as transparent colors and glazes.

The current Model Color assortment consists of 215 references. In the new presentation, 27 of the current references will be discontinued and 32 new colors will be added, bringing the total number of references in the new Model Color range to 220 references, which is the number of references in 17-18 ml that the current display can hold.

## 2. So, I can no longer buy transparent or fluorescent colors?

Transparent colors have been removed from the assortment, with the exception of Smoke and Woodgrain.

In our Game Color range, you can find fluorescent colors, as well as Game Color Wash or Game Color Ink, that serve the same purpose, with a wider assortment.

## 3. What changes have been made in the new formulation?

Opacity has been improved to provide a more consistent experience in terms of color coverage power.

The matt finish of the colors has also been increased and the fluidity has been enhanced to allow the colors to spread better on the surface.

## 4. Is the new formulation compatible with the previous one?

Yes, both the old and new formulations are compatible and can be mixed together.

## 5. Is the new Model Color range compatible with the other AV ranges?

Yes, all Vallejo acrylic color ranges, for models and miniatures, are compatible with each other.

## 6. Is the old color reference coding maintained?

The coding and trade name of each reference is maintained, except for the new colors that will be added to the assortment.

## 7. Can I use the current Model Color display to place the new presentation?

Yes. We understand that most customers will make use of the old display and will progressively include the colors on demand. The new range is extended in number of references that fit perfectly in the current display, but the arrangement of colors is modified. For these customers, we will offer an adapted header board with the new image and specific color strips for the new assortment.

## 8. Until then, how do the references of the previous version (17 ml) coexist in the current display with the references of the new presentation (18 ml) that I will be receiving?

The Model Color references include 2 codes on the label; the color reference code and the digits referring to its position in the display. Customers who receive the colors with the new image will notice that the reference code is maintained, but the digits for the position in the display will be, in many cases, different since the new assortment has been reorganized chromatically and the location in the display is designed for the new range. This problem will be solved when the new color strips are shipped.

## 9. Will the current Model Color sets be updated with the new presentation?

During the implementation period, Model Color sets will include both old and new product images. As soon as the contents of the sets are available with the new image, the packaging designs will be updated.