



# W&N 2022 New Cotman metallics

Product Toolkit #WN COTMAN METALLICS 2022

12/4/22





# 8 new colours are being added to the Cotman Watercolour range

## Total range

48 colours

## Unique selling points

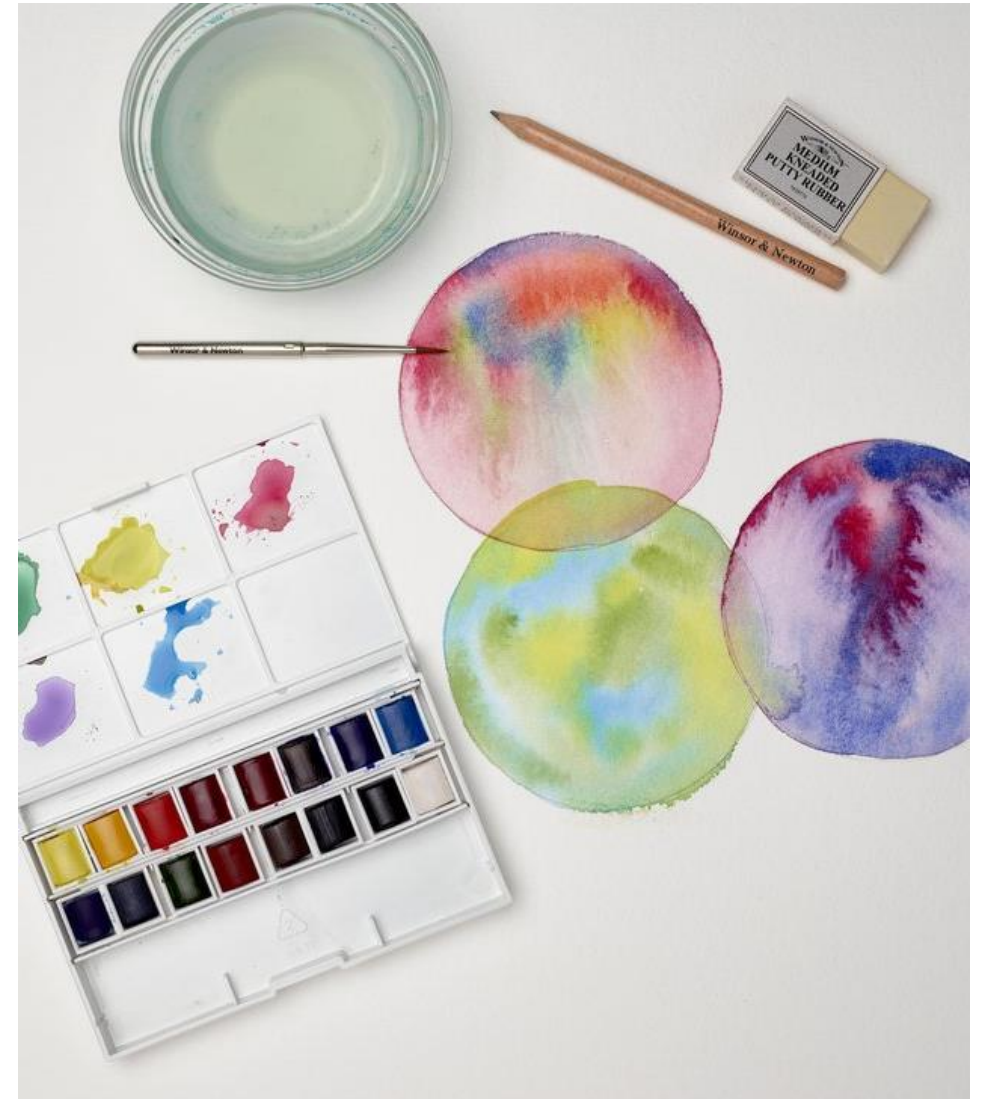
- Cotman colours are made from fine art pigments rather than dyes
- All colours are permanent so more experienced artists can trust their work will last
- Accessible watercolour range without compromising on quality
- Cotman is offered in half pans, tubes, and a wide range of sets



# As a leader in watercolour, W&N can contribute to growing the watercolour category

## INSIGHTS

- Watercolour is a leading paint category worldwide, including being the biggest paint category in the UK and fastest growing in North America\*
- It is one of the most accessible art materials – quick drying, suitable for indoor and outdoor use, and can create a range of effects without using mediums
- Although there are lower priced, lower quality offerings in the watercolour category, Winsor & Newton has history of watercolour and paint quality as fine art pigments are used in both Cotman and Professional Watercolour ranges
- Used by a range of consumers from hobbyists new to painting, creative professionals, and fine art professionals



# New Cotman Metallic Colours



## Objective

Drive set curation and colour development to recruit hobbyists into the watercolour category

## Product offer

- **8 metallic colours** in 8mL, 21mL, and half pans in series 2 – all other Cotman colours are currently series 1 but all W&N metallic colours in other ranges are series 2 or 3
- **2 metallic sets:**
  - All 8 metallic half pans in the Sketchers' Pocket Set with space for 4 half pans to allow for customisation
  - 6 metallic 8mL tubes (all colours excluding the iridescent black and white) in the same format as 6 tube collection
- **A sample dot card** of 8 metallic colours so consumers can try the new colours



## Benefit

New metallic watercolours that add iridescence either on top of non-metallic colours or mixed with other non-metallic colours, with a set containing the range of new colours with spaces for customisation.

## Positioning

Dependable, quality watercolours made to the same high standard as the rest of the Cotman Watercolour range. Delivers a high level of iridescence and brightness compared to other metallic watercolours.

## Reason to believe

- Watercolours continue to experience YoY growth of +13% (R12M sell out to Jul)
- Cotman Watercolours are a trusted brand offering a great range of colours except metallic watercolours, although competitor analysis shows they are popular
- The Metallic Pocket Set would make a great Christmas present or could be used to create gift cards



# Cotman Metallic Colours



## Target consumer

Hobbyists

## Colour selection and rationale

Winsor & Newton are known for fine art colours so the focus has been on core metallic colours offered in our other ranges such as Pewter, Silver, and Bronze. However, there is a recognition that consumers may want a wide range of mixing possibilities so this launch includes Yellow Gold, Iridescent Blue, and Red Copper which are the primary metallic colours that can be mixed together to create metallic secondaries.

## Price positioning

Series 2 for loose colours with set to be comparable to more expensive than the Sketchers' Pocket Set – will have a better steer once costs are available

## Target channels

Primary: Art & Craft

Secondary: Fine Art – particularly over the gifting season

## Availability

Loose

- DC9/DC7: May 2022
- DC4: June 2022

Sets

- DC9: beginning June
- DC7/DC4: end June

<sup>1</sup>Stability testing still in progress

<sup>2</sup>Colour names and set name still in progress

# About the Colours

The 8 new metallic colours add iridescence either on top of non-metallic colours or mixed with other non-metallic colours

Yellow Gold, Iridescent Blue, and Red Copper are offered as the primary metallic colours

All of the new colours are rated as permanent

Colour	Description	USPs
Iridescent Blue	A light, cool blue that creates a spectrum of secondaries when mixed with Yellow Gold or Red Copper.	<ul style="list-style-type: none"><li>• Light, transparent blue</li><li>• Creates secondaries when mixed with Yellow Gold or Red Copper</li><li>• Permanent, durable colour</li></ul>
Yellow Gold	A yellow metallic offering a modern version of a historic gold watercolour, where previously real gold was actually used. Creates a spectrum of secondaries when mixed with Red Copper or Iridescent Blue.	<ul style="list-style-type: none"><li>• Bright, metallic yellow</li><li>• Creates secondaries when mixed with Red Copper or Iridescent Blue</li><li>• Permanent, durable colour</li></ul>
Bronze	A warm brown metallic offering a warm depth and tone when added to other colours.	<ul style="list-style-type: none"><li>• Brown metallic</li><li>• Offers a warm depth and tone</li><li>• Permanent, durable colour</li></ul>
Red Copper	A warm copper offering a deep metallic red tone. Creates a spectrum of secondaries when mixed with Yellow Gold or Iridescent Blue.	<ul style="list-style-type: none"><li>• Deep metallic red copper</li><li>• Creates secondaries when mixed with Yellow Gold or Iridescent Blue</li><li>• Permanent, durable colour</li></ul>
Silver	A delicate silver with a high metallic quality to distinguish it from other more light grey alternatives.	<ul style="list-style-type: none"><li>• Delicate silver</li><li>• Highly metallic</li><li>• Permanent, durable colour</li></ul>
Pewter	A dark metallic that can be mixed with other colours for more subtle tonal shifts than using Iridescent Black.	<ul style="list-style-type: none"><li>• Deep, dark metallic</li><li>• Creates subtle metallic tonal shifts when mixed with other colours</li><li>• Permanent, durable colour</li></ul>
Iridescent Black	The darkest watercolour that offers a iridescent quality, perfect for being used on it's on own as well as for toning other colours to be iridescent and darker when mixed.	<ul style="list-style-type: none"><li>• Darkest iridescent watercolour</li><li>• Tones other colours to be iridescent and darker when mixed</li><li>• Permanent, durable colour</li></ul>
Iridescent White	A colour which is perfect for subtle iridescence on top of other colours, and for tinting other colours to be iridescent and lighter when mixed.	<ul style="list-style-type: none"><li>• Iridescent, transparent white</li><li>• Tints other colours to be iridescent and lighter when mixed</li><li>• Permanent, durable colour</li></ul>

# Cotman Metallic Colours – 8ml Product Codes NA

Product Name	Series	Permanence	Opacity	Lightfastness	Pigment	Barcode	Product Code	MOQ
Iridescent Blue 8ml Tube	2	A	T	Not ASTM rated	Mica, PB27	884955091234	0303472	3
Yellow Gold 8ml Tube	2	A	SO	Not ASTM rated	Mica	884955091227	0303088	3
Bronze 8ml Tube	2	A	SO	Not ASTM rated	Mica	884955091272	0303058	3
Red Copper 8ml Tube	2	A	SO	Not ASTM rated	Mica	884955091241	0303471	3
Silver 8ml Tube	2	A	SO	Not ASTM rated	Mica, PBK9	884955091265	0303617	3
Pewter 8ml Tube	2	A	SO	Not ASTM rated	Mica	884955091258	0303511	3
Iridescent Black 8ml Tube	2	A	SO	Not ASTM rated	Mica	884955091289	0303473	3
Iridescent White 8ml Tube	2	A	T	Not ASTM rated	Mica	884955091296	0303330	3



Key to coding:

<sup>1</sup> Permanence: A = Permanent

<sup>2</sup> Opacity: T = transparent, SO = Semi-opaque

Mica: Pigment coated mica



# Cotman Metallic Colours – 8ml Product Codes ROW

Product Name	Series	Permanence	Opacity	Lightfastness	Pigment	Barcode	Product Code	MOQ
Iridescent Blue 8ml Tube	2	A	T	Not ASTM rated	Mica, PB27	884955090459	8840526	3
Yellow Gold 8ml Tube	2	A	SO	Not ASTM rated	Mica	884955090442	8840525	3
Bronze 8ml Tube	2	A	SO	Not ASTM rated	Mica	884955090497	8840530	3
Red Copper 8ml Tube	2	A	SO	Not ASTM rated	Mica	884955090466	8840527	3
Silver 8ml Tube	2	A	SO	Not ASTM rated	Mica, PBK9	884955090480	8840529	3
Pewter 8ml Tube	2	A	SO	Not ASTM rated	Mica	884955090473	8840528	3
Iridescent Black 8ml Tube	2	A	SO	Not ASTM rated	Mica	884955090503	8840531	3
Iridescent White 8ml Tube	2	A	T	Not ASTM rated	Mica	884955090510	8840532	3



Key to coding:

<sup>1</sup> Permanence: A = Permanent

<sup>2</sup> Opacity: T = transparent, SO = Semi-opaque

Mica: Pigment coated mica



# Cotman Metallic Colours – 21ml Product Codes

Product Name	Series	Permanence	Opacity	Lightfastness	Pigment	Barcode	Product Code	MOQ
Iridescent Blue 21ml Tube	2	A	T	Not ASTM rated	Mica, PB27	884955090534	0308472	3
Yellow Gold 21ml Tube	2	A	SO	Not ASTM rated	Mica	884955090527	0308088	3
Bronze 21ml Tube	2	A	SO	Not ASTM rated	Mica	884955090572	0308058	3
Red Copper 21ml Tube	2	A	SO	Not ASTM rated	Mica	884955090541	0308471	3
Silver 21ml Tube	2	A	SO	Not ASTM rated	Mica, PBK9	884955090565	0308617	3
Pewter 21ml Tube	2	A	SO	Not ASTM rated	Mica	884955090558	0308511	3
Iridescent Black 21ml Tube	2	A	SO	Not ASTM rated	Mica	884955090589	0308473	3
Iridescent White 21ml Tube	2	A	T	Not ASTM rated	Mica	884955090596	0308330	3



Key to coding:

<sup>1</sup> Permanence: A = Permanent

<sup>2</sup> Opacity: T = transparent, SO = Semi-opaque

Mica: Pigment coated mica

# Cotman Metallic Colours – Half Pan Product Codes

Product Name	Series	Permanence	Opacity	Lightfastness	Pigment	Barcode	Product Code	MOQ
Iridescent Blue Half Pan	2	A	T	Not ASTM rated	Mica, PB27	884955090619	0301472	3
Yellow Gold Half Pan	2	A	SO	Not ASTM rated	Mica	884955090602	0301088	3
Bronze Half Pan	2	A	SO	Not ASTM rated	Mica	884955090657	0301058	3
Red Copper Half Pan	2	A	SO	Not ASTM rated	Mica	884955090626	0301471	3
Silver Half Pan	2	A	SO	Not ASTM rated	Mica, PBK9	884955090640	0301617	3
Pewter Half Pan	2	A	SO	Not ASTM rated	Mica	884955090633	0301511	3
Iridescent Black Half Pan	2	A	SO	Not ASTM rated	Mica	884955090664	0301473	3
Iridescent White Half Pan	2	A	T	Not ASTM rated	Mica	884955090671	0301330	3

Key to coding:

<sup>1</sup> Permanence: A = Permanent

<sup>2</sup> Opacity: T = transparent, SO = Semi-opaque

Mica: Pigment coated mica





# Cotman Metallic Colours – Metallic Sets and Dot Card Product Codes

Product Name	Colours	Product description	USPs	Barcode	Product Code	MOQ
Metallic Pocket Set	All Metallic Colours	Discover 8 Cotman metallic Watercolours made with quality, fine art pigments in a pocket-sized set. Includes a travel brush and space for 4 more colours.	<ul style="list-style-type: none"> <li>• 8 metallic watercolours</li> <li>• Offered in a pocket-sized set</li> <li>• Includes a travel brush and space for 4 more colours</li> </ul>	884955090688	0390702	1
6 Tube Metallic Collection	<ul style="list-style-type: none"> <li>• Iridescent Blue</li> <li>• Yellow Gold Half Pan</li> <li>• Bronze</li> <li>• Red Copper</li> <li>• Silver</li> <li>• Pewter</li> </ul>	Discover 6 tubes of Cotman metallic Watercolours made with quality, fine art pigments.	<ul style="list-style-type: none"> <li>• 6 metallic watercolours</li> <li>• Permanent, durable colours</li> <li>• Suitable to layer over or mix with non-metallic colours</li> </ul>	884955090947	0390703	1
Metallic watercolours dot card	All Metallic Colours			884955090695	7654480	1



# Individual colours (#WN COTMAN METALLICS 2022)

- Range
- Individual colours (with and without USPs)



- Light, transparent blue
- Create secondaries when mixed with Yellow Gold or Red Copper
- Permanent, durable colour



- Iridescent, transparent white
- Tints other colours to be iridescent and lighter when mixed
- Permanent, durable colour



# Sets (#WN COTMAN METALLICS 2022)




# Colour imagery (#WN COTMAN METALLICS 2022)

[Swatches](#) and [lifestyle](#)






# Sales sheet (#WN COTMAN METALLICS 2022)



## Cotman Watercolour Metallic Colours


8 NEW  
colours




### 8 NEW Cotman Metallic Colours

New metallic watercolours that add iridescence to your colour, can be used either mixed with watercolours or added as an iridescent layer over colour. A set containing the range of new colours with spaces for your own additions.

A Series 2 colour range.  
Available from: June 2022.





Deliver a high level of iridescence and brightness compared to other metallic watercolours.

[winsornewton.com](http://winsornewton.com)



## Cotman Watercolour Metallic Colours

8 NEW  
colours



Iridescent Blue

		MOQ
<b>8ml Tube</b>	8840526	3
<b>21ml Tube</b>	0308472	3
<b>Half Pan</b>	0301472	3



Yellow Gold

		MOQ
<b>8ml Tube</b>	8840525	3
<b>21ml Tube</b>	0308088	3
<b>Half Pan</b>	0301088	3




Bronze

		MOQ
<b>8ml Tube</b>	8840530	3
<b>21ml Tube</b>	0308058	3
<b>Half Pan</b>	0301058	3



Red Copper


		MOQ
<b>8ml Tube</b>	8840527	3
<b>21ml Tube</b>	0308471	3
<b>Half Pan</b>	0301471	3



## Cotman Watercolour Metallic Colours

8 NEW  
colours

Winsor & Newton  
Cotman Watercolour  
8 half pan  
metallic pocket set



metallic pocket set  
set de poche couleurs métalliques  
set de bolsillo colores metálicos

set tascabile i metallici  
Metallic-Taschenset


**9**

PC/PZ

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Product Code	MOQ
0390702	1

Winsor & Newton  
Cotman Watercolour  
6 x 8ml tube  
metallic collection set



6 tube metallic collection  
assortiment de 6 tubes  
collection métalliques

set de 6 tubos colores metálicos  
assortimento da 6 tubetti metallici  
6 Tuben Metallic-Sortiment

**6**

PC/PZ

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Product Code	MOQ
0390703	1

# Retail assets (#WN COTMAN METALLICS 2022)

## POS

- Shelf strips (ROW only)
- Wobblers – loose colours and sets
- Flat packed CTU

Available: End April (DC7, DC9) and end May (DC4)

## Dot cards

Available: End April (DC7, DC9) and begin June (DC4)

