



**Liquitex**<sup>®</sup>

BASICS ACRYLIC FLUID: Trade Deck August 2022



# Liquitex Basics: Product Offering

CURRENT OFFERING

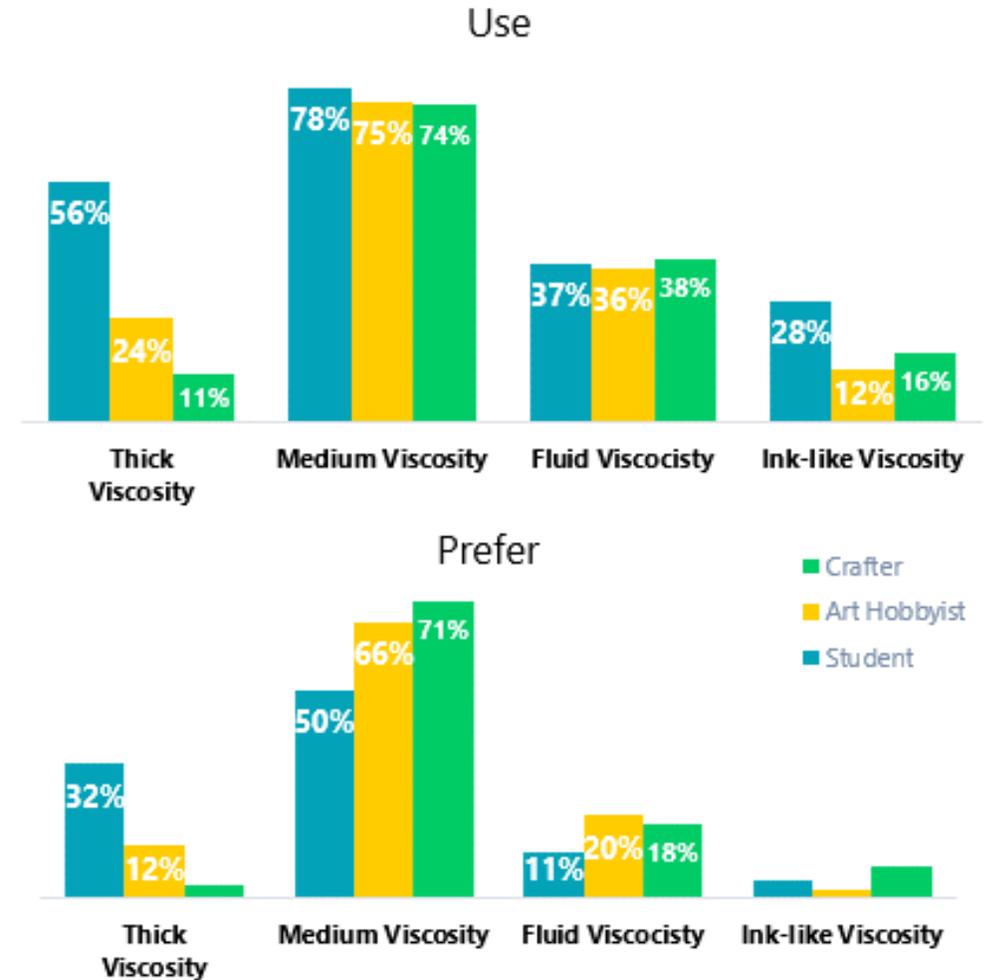


FUTURE OFFERING



Research completed with a 300 consumer sample of art students, art hobbyists and crafters purchasing student grade acrylic products

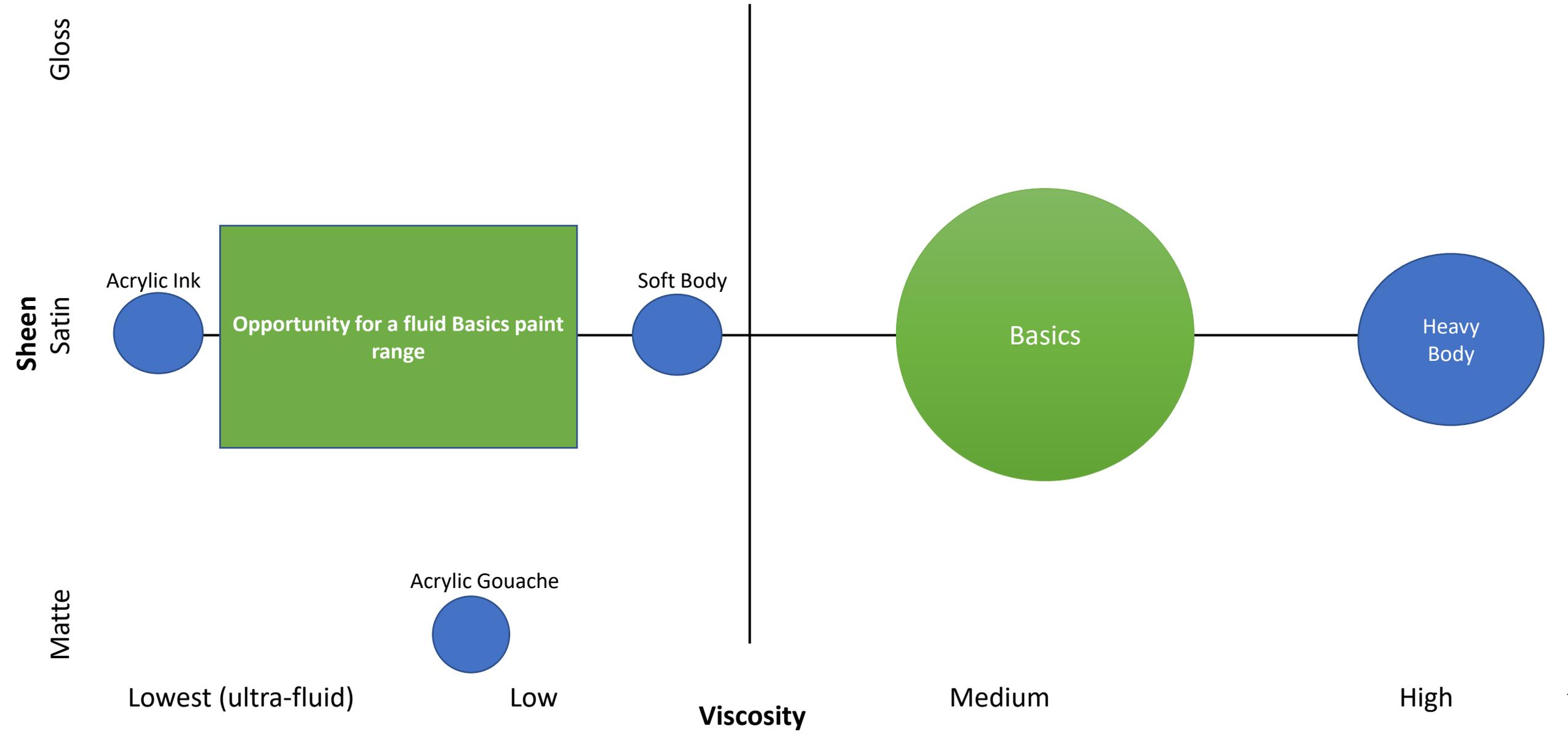
- Medium viscosity acrylics have higher usage and preference, however there is definitely a market for fluid acrylics with around a third of these artists using them, making it the 2<sup>nd</sup> most popular viscosity among consumers, and where Liquitex currently lacks a Student grade offer (Soft Body = professional fluid acrylic)
- Different viscosities of acrylics are used in the same piece of art (for 76% of artists), providing the option for Liquitex Basics Acrylic Fluid to be part of the artists' repertoires
- Satisfaction with the current fluid acrylic brands among these artists is relatively low, suggesting that a good quality product from Liquitex has the potential to steal market share, with product trial key to facilitating this
- Potential for greater awareness building of Liquitex among Student grade artists groups as those who do use Liquitex Soft Body (professional) have the highest satisfaction rates vs. competitors





# Product Matrix – Liquitex Wet Paint

Professional
Basics





# Product Matrix – Wet Paint + Competitors

Professional
Basics

Golden
Amsterdam
System 3
Private Label

Gloss

Potential for Basics fluid paint range to be a leader in the more accessible options available, as there are few strong competitors in the fluid segment.

Universal Gloss (deco range)

Universal Satin (deco range)

Notes:

- Except for their Matte ranges, all of Golden's product ranges have varying sheen levels based on the pigment. They have all been included here as Satin.
- Unable to confirm sheen for System 3 Acrylic and Acrylic Ink.

Sheen

Satin

System 3 Acrylic Ink

Acrylic Ink

Acrylic Ink

System 3 Fluid

Opportunity for an accessible fluid paint range

Private Label Flow Acrylic\*

\*Private Label – limited color selection

High Flow

Fluid

Soft Body

System 3 Acrylic

Standard Series Acrylic

Basics

Private Label Levels 1 & 2

System 3 Heavy Body

Heavy Body

Expert Acrylic

Open

Heavy Body

Private Label Level 3

Matte

SoFlat Matte

Acrylic Gouache

HB-Matte

Lowest (ultra-fluid)

Low

Viscosity

Medium

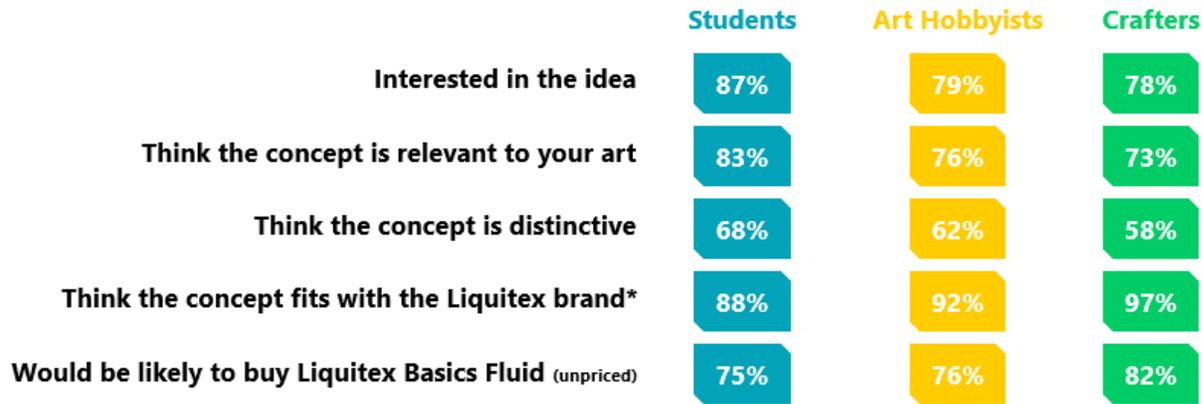
High



# Research Findings: Product Validation

Response to the concept is strong, particularly among students; those aware of the Liquitex brand see this as a good fit – confirming potential for the new range

## Response to Liquitex Fluid Acrylic Concept



Base: total sample 300 (100 per user groups/ \*CAUTION LOW BASE – all those aware of Liquitex brand (24/25/29)

- On average: Art Students, Hobbyists and Crafters would all pay more than the consumer selling price..

Of note and considerations to address with communications:

- Students appear to be the group showing the greatest interest for the fluid acrylic range, but need support to understand the role of the product and its benefits
- Potential to engage Hobbyists with Liquitex Fluid Acrylics, who need to be convinced about the range’s opacity delivering to expectations
- Crafters are open to the idea of a fluid acrylic paint from Liquitex, with the highest unpriced likelihood to buy score vs other consumer groups



# Basics Acrylic Fluid: Product Range

Product Concept	A fluid acrylic paint range of 48 colors utilizing the same quality as Liquitex Basics but in a fluid, flowing viscosity	
Product Offer	<ul style="list-style-type: none"> <li>• 48 colors in 118ml size</li> <li>• 12 colors in 250ml size</li> <li>• 6 x 118ml Set, 12 x 118ml Set</li> </ul>	
Target Consumer	<ul style="list-style-type: none"> <li>• Artists that are currently using a medium viscosity student grade paint: 3 out of 4 artists use multiple viscosities in their work. Opportunity to add the fluid viscosity of Liquitex Basics quality that artists rely on.</li> <li>• Artists that are currently using fluid paint (likely craft paint as there are no student grade competitors on the market), but want a more highly pigmented and better-quality option</li> </ul>	
Product Benefit	To create final pieces or work on my drafts before the final piece, I want the Liquitex quality and artists grade pigment at an affordable price in a fluid consistency.	
Packaging	Squeezable bottles with transparent label to show color – see images to right	
Price Point	Launch with a Series 2 option for Iridescent and Fluorescent Colors Current Basics range to move to 2 series in future – timing TBC	
Features & Techniques	<p>Features:</p> <ul style="list-style-type: none"> <li>• Fluid viscosity</li> <li>• Fine art pigments</li> <li>• Highly versatile</li> <li>• Compatible and designed to work alongside other Liquitex acrylics</li> <li>• No dilution needed</li> <li>• Easy blending</li> <li>• Satin sheen</li> </ul>	<p>Techniques:</p> <ul style="list-style-type: none"> <li>• All painting techniques</li> <li>• Fine detail</li> <li>• Covering large areas</li> <li>• Pouring, splattering and stippling</li> <li>• Sketching and underpainting</li> <li>• Color theory / mixing</li> <li>• Collage and mixed media</li> </ul>





## About the Range

### BASICS ACRYLIC FLUID COLOR

The flowing everyday acrylic. Super versatile. Made with fine art pigments.

Everyday acrylic color with a fluid, flowing consistency. Straight from the bottle. This new viscosity will expand your toolkit and give new ways to work. Fully compatible with your other Liquitex acrylics, the palette of 48 vibrant satin colors is made with the same high-quality artists pigments we always use. Ultra versatility with superb application. All with a permanent, water-resistant finish when dry.

- Fluid viscosity
- Fine art pigments
- Highly versatile
- Compatible and designed to work alongside other Liquitex acrylics
- No dilution needed
- Easy blending
- Satin sheen

### 48 COLORS

Introducing Liquitex Basics Acrylic Fluid Color. This versatile, low-viscosity paint can be poured, used to cover large areas, create fine detail work and much more, in a choice of 48 colors.

The smoother, more fluid extension of Basics Acrylic Color is formulated using Liquitex innovation to bring you a reliable everyday paint with extra flow.

Techniques:

- All painting techniques
- Fine detail
- Covering large areas
- Pouring, splattering and stippling
- Sketching and underpainting
- Color theory / mixing
- Collage and mixed media





## About the Range

### FLUID VISCOSITY

**Free flowing color that gives you new possibilities.**

Imagine a consistency halfway between an ink and soft body paint. A fluid texture that moves quickly with no drag, ready to flow out and get to work. Basics Acrylic Fluid Color is super smooth, super blendable and filled with fine art pigments. Ideal for pouring, large area coverage, fine detail, splattering and everything in between.

### NO NEED TO DILUTE

**No thinning required, it's just the right consistency.**

Basics Fluid Color is designed to be used straight from the bottle. There's no need to dilute to get the flowing consistency you're after. It's 100% canvas-ready, with the ideal balance of acrylic performance and pigment density. Perfect just as it is – smooth, stable, archival and as vibrant as the color chart.

### SATIN SHEEN

**A mid sheen finish ideal for all kinds of work.**

No too matte. Not too glossy. This is the sweet spot in between. Basics Acrylic Fluid Color dries to a tough satin finish with excellent depth of color. It's a great way for the fine art pigments to show their true character.

### HIGHLY VERSATILE

**This acrylic is ready for anything.**

What do you want to do today? Whatever you have in mind, its flowing, fluid consistency steps up to the challenge. Use it for all kinds of painting, pours, drips and drag pieces. For the smoothest fine detail with high-def edges. It brushes out super quick for large surface coverage. Blends and prints with ease. Flicks, stipples, dry-brushes and splatters. Want to airbrush, glaze or stain? Mix it with mediums for a complete change of pace.



Compared to current Liquitex Basics Acrylic, Basics Acrylic Fluid offers a smooth, flowing quality that retains pigment load, color intensity and ensures proper adhesion. Multi-surface and extremely versatile for a variety of painting techniques:



Fine detail



Brush techniques:  
Splattering, stippling, dry brush



Covering large surfaces quickly



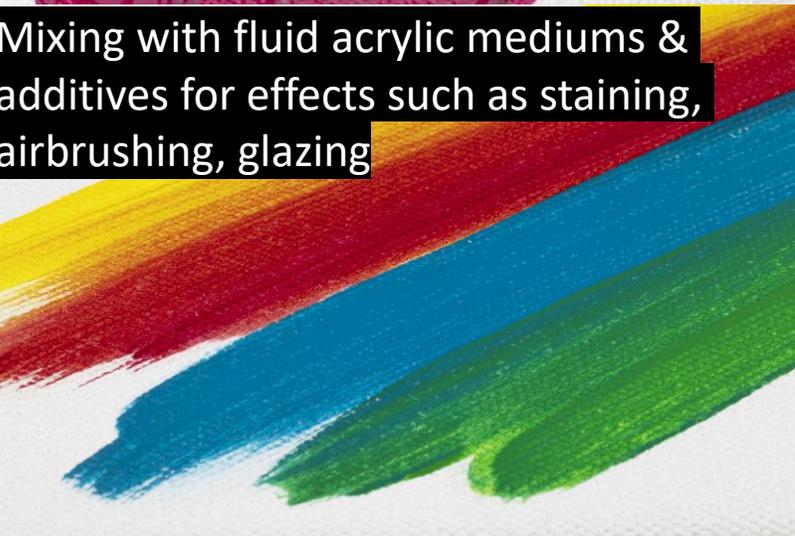
Smooth applications of color



All pouring techniques



Mixing with fluid acrylic mediums & additives for effects such as staining, airbrushing, glazing





# The Colors

Extend your palette with a versatile, balanced collection of 48 satin colors, developed by our team of chemists and resident artists.

We've included all the essentials of the artist palette as well as some specialty colors.

### 4 Iridescent

Glistening mica particles give these colors a metallic shine and light-reflective luster

### 6 Fluorescent

If you want standout luminous color that also illuminates under UV light, you've found it.

### 3 Pure primaries

With no white added to increase opacity, these single pigment primaries give you the cleanest mixes possible and are perfect for color theory.



## 48 Color Range

- Titanium White
- Mars Black
- Ivory Black
- Transparent Mixing White
- Neutral Grey Value 5
- Payne's Grey
- Burnt Umber
- Primary Yellow
- Light Blue Permanent
- Bright Aqua Green
- Cadmium Yellow Medium Hue
- Primary Blue
- Hookers Green Permanent Hue
- Ultramarine Blue
- Light Pink
- Cadmium Red Medium Hue
- Cadmium Red Deep Hue
- Dioxazine Purple
- Unbleached Titanium
- Phthalocyanine Blue
- Cerulean Blue Hue
- Quinacridone Magenta
- Naphthol Crimson
- Raw Sienna
- Burnt Sienna
- Brilliant Purple
- Light Blue Violet
- Light Green Permanent
- Cadmium Orange Hue
- Phthalocyanine Green
- Cadmium Yellow Light Hue
- Cadmium Yellow Deep Hue
- Raw Umber
- Primary Red
- Alizarin Crimson Perm Hue
- Turquoise Blue
- Medium Magenta
- Vivid Red Orange
- Gold
- Silver
- Iridescent White
- Iridescent Graphite
- Fluorescent Pink
- Fluorescent Blue
- Fluorescent Red
- Fluorescent Green
- Fluorescent Orange
- Fluorescent Yellow

Characteristics of current Basics Acrylic kept the same (pigment levels, sheen)





## The Sets

Two Basics Acrylic Fluid Color sets let you try out new shades or give as a gift.

Each has been curated to offer ultimate palette versatility, helping to build up a core toolkit of colors.

### ESSENTIALS 6 x 4oz (118ml)

With these primary foundation colors, you have endless mixing possibilities, while Mars Black and Titanium White can be used on their own, or to tint and shade.

Contains: Primary Yellow, Primary Red, Primary Blue, Phthalocyanine Green, Mars Black, Titanium White

### ESSENTIALS 12 x 4oz (118ml)

The perfect way to expand your palette, this set brings together core primaries, earth colors and essential mixing options to rounded out the color spectrum.

Contains: Primary Yellow, Primary Red, Primary Blue, Phthalocyanine Green, Green Light Permanent, Cadmium Orange Hue, Alizarin Crimson Permanent Hue, Dioxazine Purple, Burnt Sienna, Burnt Umber, Mars Black, Titanium White





## Artist Sampling – Word Cloud

Eight artists were each gifted with 5 unlabeled samples of the Liquitex Basics Acrylic Fluid range. Each artist received Mars Black, Titanium White and 3 other colors chosen at random. The artists tested their samples for 1 week and reported feedback via Microsoft Forms generating the following word cloud:

A circular word cloud containing the following text:

Easy Blending  
*Easily Layered* **True to Color**  
Easy to Work  
With  
**Opaque** Easily Pull Lines  
*Balanced Consistency*  
Create Movement  
Good Flow  
Smooth Texture  
**Fast Drying**

Incorporated into Liquitex In Line systems with 1 bay. List of components needed below.

Note parts in which more than 1 per POG are needed (Shelves & dividers)

English Description	Barcode	Total number of pieces in pack
ROW system - Counter unit	884955026489	1
ROW system -Floorstanding Extension Kit	884955026496	1
ROW System – Side Panels Holder	884955069240	1
ROW System – Brand Header	887452046691	1
ROW System – Comm's Panels Holder 480x130mm	3013643002468	1
ROW System – Flat Shelves	884955026717	10
ROW System – Flat Shelf Dividers	094376982633	8
ROW System – Lighting Kit	884955026502	1
ROW System – UK Lighting plug	094376982527	1
ROW System – EU Lighting plug	094376982534	1
LQX BASICS ACRYLIC FLUID EU IN LINE GRAPHIC PACK ENG (Coms panel, Shelf Strips, Wobblers)	887452058694	1
LQX BASICS ACRYLIC FLUID EU INLINE BLADE EN	887452059141	1
LQX BASICS ACRYLIC FLUID EU IN LINE GRAPHIC PACK FR	TBC	1
LQX BASICS ACRYLIC FLUID EU IN LINE GRAPHIC PACK IT	TBC	1



## **What does viscosity mean?**

Put simply, viscosity describes the thickness of a paint. Technically, it's the measure of a fluid's resistance to flow. Here's a rough guide:

- LOW viscosity paint = thinner, more pourable consistency, where brush strokes flatten out and disappear when brushed out
- MEDIUM viscosity paint = has more structure and retains some brush strokes
- HIGH viscosity paint = thick and holds its shape with peaks, retains brush strokes and knife marks

## **Liquitex Basics Acrylic Fluid consistency vs Liquitex Basics Acrylic – how does it compare?**

Liquitex Basics Acrylic is a medium viscosity paint (has more structure and retains some brush strokes/knife marks) while Liquitex Basics Acrylic Fluid is a lower viscosity paint (thinner, smooth flowing, no drag or brush strokes).

## **Can I use Liquitex Basics Acrylic Fluid with Liquitex Basics Acrylic?**

Yes. Both ranges are 100% compatible so you can combine in any way you like. You can also use Liquitex Basics Acrylic Fluid with any of our Basics or Professional mediums and paints.

## **Is Liquitex Basics Acrylic Fluid a watered-down version of Liquitex Basics Acrylic?**

No. Basics Acrylic Fluid is formulated in the lab as a stand-alone paint. It's made with a more fluid binder system than Basics Acrylic – this gives the lower viscosity and flow. The two paints have compatible binders and contain the same pigment load. If we had simply watered Basics Acrylic down, the structure and performance would be lost. More water = lower pigment concentration and noticeably weaker colors. Paint feel and stability are also impacted. So if you want a thinner paint, opt for Basics Acrylic Fluid.



## Frequently Asked Questions

### **I'm new to the Liquitex Basics Acrylic Fluid range. Which colors should I start with?**

It's personal choice but these are our starter five: Titanium White, Mars Black + the three single pigment primaries, Primary Yellow, Primary Red and Primary Blue. These give you the most options, the cleanest mixes possible and are perfect for color theory.

### **What can I do with Liquitex Basics Acrylic Fluid?**

Lots. Painting. Pouring. Quick large area coverage. Fine detail. And everything in between.

### **Can I add water to Liquitex Basics Acrylic Fluid?**

We don't recommend it. This paint is 100% canvas-ready, so you don't need to dilute to get a flowing consistency. Extra water will dilute the pigment load and stop it from drying properly. If you want to thin it, use a medium like Liquitex Professional Airbrush Medium or try our Professional Acrylic Inks.

### **What's the difference between Liquitex Basics Acrylic Fluid and Liquitex Professional Soft Body Acrylic?**

Liquitex Basics Acrylic Fluid is slightly more fluid than Soft Body. And it has a lower pigment load. All our paints use the same highest quality pigments and go through the same rigorous manufacturing process, but our Professional range has a higher concentration of pigment than Basics paints. This makes it great for artists on a budget or starting out.



## Frequently Asked Questions

### **Why would I use Liquitex Basics Acrylic Fluid product in addition to Liquitex Basics Acrylic?**

Liquitex Basics Acrylic Fluid offers artists a paint that is more fluid and flowing than Liquitex Basics Acrylic. This viscosity can be beneficial when covering large surfaces quickly is desired as the fluid nature allows it to cover without brush strokes. It is also ideal when painting with fine detail as it flows off the brush easily and when mixing with fluid mediums such as Pouring Medium.

### **What finish does Liquitex Basics Acrylic Fluid have when dry?**

Liquitex Basics Acrylic Fluid dries to a satin finish – the same as Liquitex Basics Acrylic.

### **Is Liquitex Basics Acrylic Fluid archival and lightfast?**

Yes. All colors are rated either Excellent or Very Good for lightfastness (except fluorescent and metallic colors which are naturally less lightfast and are not rated). The advanced acrylic formula is highly flexible, durable, non-yellowing and UV-resistant. Your work will have the greatest archival permanence possible, withstanding color shifting or fading, to stay vibrant and true.

### **Can I use Liquitex Basics Acrylic Fluid for Pen & Ink work?**

While Liquitex Basics Acrylic Fluid is a low viscosity paint, Liquitex Acrylic Ink is even more fluid and will give better results. Find out more at [Professional Acrylic Ink - The Fluid Acrylic | Liquitex](#)