



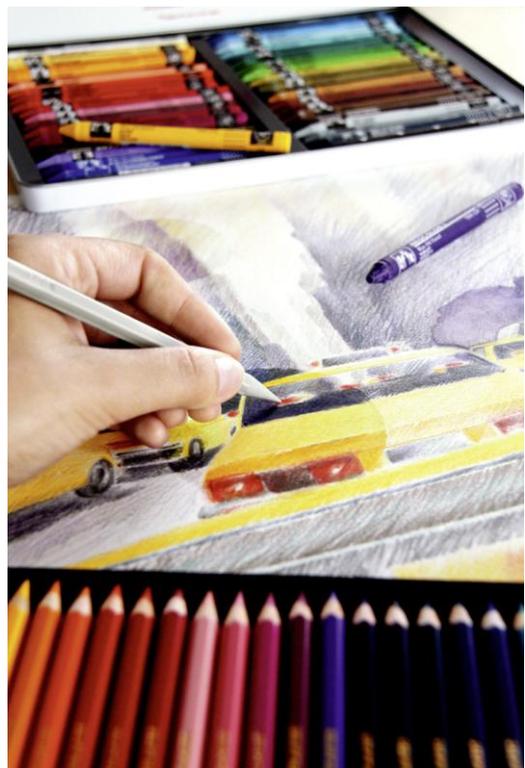
Press release
September 2011

Caran d'Ache discovers the secret of bringing new life to a drawing and invents the FULL BLENDER - BRIGHT

Caran d'Ache, Maison de Haute Ecriture, demonstrates its mastery of colour once again with the launch of its FULL BLENDER - BRIGHT. This latest innovation is the product of two years of research and development in the company's Geneva workshops and is produced with all its special expertise and Swiss Made quality. It is a unique medium with a hexagonal shape, offering countless opportunities for using different techniques. Artists of all kinds will find it can bring an unusual extra dimension to their work by creating a brilliant finish that gives a drawing the look of a painting.

How do you add a new depth to a drawing? How do you bring it to life? What material do you use to give it an extra dimension? It has taken Caran d'Ache craftsmen more than two years to find the answer to these questions and discover the secret of superb colour. The result of their passion and persistence is FULL BLENDER - BRIGHT. Its rich material, that can be used 100%, is a mixing medium for work created with Caran d'Ache colour pencils, graphite and wax pastels, giving it an incomparable, bright finish.

The FULL BLENDER - BRIGHT is unique with its hexagonal shape and its untreated natural look. Work with its edges to create special effects, use it flat to cover large surfaces, sharpen it to do detailed work with the point... without a pencil's traditional wood covering, it can be used in several different ways to meet particular needs and explore new ideas. And it offers many possibilities for combining techniques. This product is also unique because its formula, based on oil and wax, creates an exclusive brilliant finish without affecting the colours. Consolidating the shades, blending them into each other, softening the pencil lines, superimposing colours to make new tints: there's almost no end to what an artist can do with this amazing new tool. It even gives the drawing greater lightfastness and can be used to create waterproof areas. The result is dazzling. It's as if the work has been transformed, coming to life with an astonishing sparkle. Certain areas of colour show a new relief, an unusual richness of texture, to the point where it becomes difficult to tell if it's a drawing or a painting.



The FULL BLENDER - BRIGHT is intended for creative professionals, art students and amateur artists. Anyone who loves drawing will appreciate using this ergonomic tool to mix techniques or create brilliant effects. It can enhance Caran d'Ache colour pencils (Luminance 6901, Pablo, Supracolor, Prismalo®, Swisscolor, Fancolor), as well as Neocolor® I and II wax pastels. It even gives Graphite Line pencils a new, more expressive personality.

Technical description

The Caran d'Ache FULL BLENDER - BRIGHT can be used in several ways to produce a wide range of effects on many different supports.

Gloss effect: based on a mixture of wax and oil, it adds brilliance to the colours and gives the work a wonderful sheen. After polishing, the drawing takes on an extra dimension with a finish that brings it close to painting.



Blending: unifying colours, blending them together, mixing them to increase their intensity, softening pencil lines... these are some of the possibilities offered by the BLENDER -BRIGHT.



Waterproofing: the FULL BLENDER - BRIGHT can waterproof some areas of the drawing before or after the colour is applied; or fix the drawing – even if it has been done with watercolour pencils – and reinforce its lightfastness.



Versatility: the hexagonal shape of the FULL BLENDER-BRIGHT allows it to be highly personalised. Used as a block, its shape evolves with use making it possible to work delicately with its edges or cover large areas with its flat surfaces. Used as a sharpened pencil, its fine yet strong point offers great precision for detailed work on numerous supports (paper, cardboard, fabric, wood, ceramic or stone.)



Available from mid-October 2011 in stationers, fine arts shops and department stores.

For more information, please contact the local PR agency.

Ever since its origins in 1915 and its official foundation by Arnold Schweitzer in 1924. Caran d'Ache has shown a great interest in beautiful materials. With its priceless wealth of technical expertise, the company has carefully protected the art of handwriting. In the great tradition of Swiss manufacturing, it designs and produces exceptional products, all manufactured in Geneva and carrying the famous "Swiss made" quality label. Recognised around the world for their excellence, these writing instruments, as well as Caran d'Ache fine arts and drawing materials, are a bold combination of expertise and aesthetics.