

2023 | #02

**KREUL**  
seit 1838

# BLACK ON WHITE

**Carbon-neutral production**  
at the Hallerndorf facility

**News from the finger paints world**  
Softie meets gleaming finger paints

**In demand**  
Are natural resources always  
environmentally friendly?

**Re:think**  
Rethinking paint production

## Don't miss anything!

For the latest issue of our magazine, just follow the QR code.



## #new

Check out our new products from page 12.

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at our Hallerndorf facility

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KREUL in figures

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sustainable paints

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Dear Readers

Have you ever calculated your ecological footprint? We have, and we have partnered with myclimate to draw up a CO<sub>2</sub> balance for our operations. We wanted to know black on white what impact the production of paints at our Hallerndorf facility has. We are delighted that our efforts to achieve more sustainability are already well advanced and have been successful.

But we are still planning some fine tuning. In this issue, we report on our roadmap to even more sustainability in our production operations. We are giving careful thought to alternative options. What opportunities are offered by recycled materials? Is refilling pens and markers an option? Are natural raw materials the solution? But, of course, there is also plenty of space for fun facts, new product presentations and the ever-popular DIY tip.

Have fun reading and best regards from Hallerndorf.

Dr Florian Hawranek



Want more creative ideas  
and practical tips?  
You'll find these in  
free monthly newsletter.

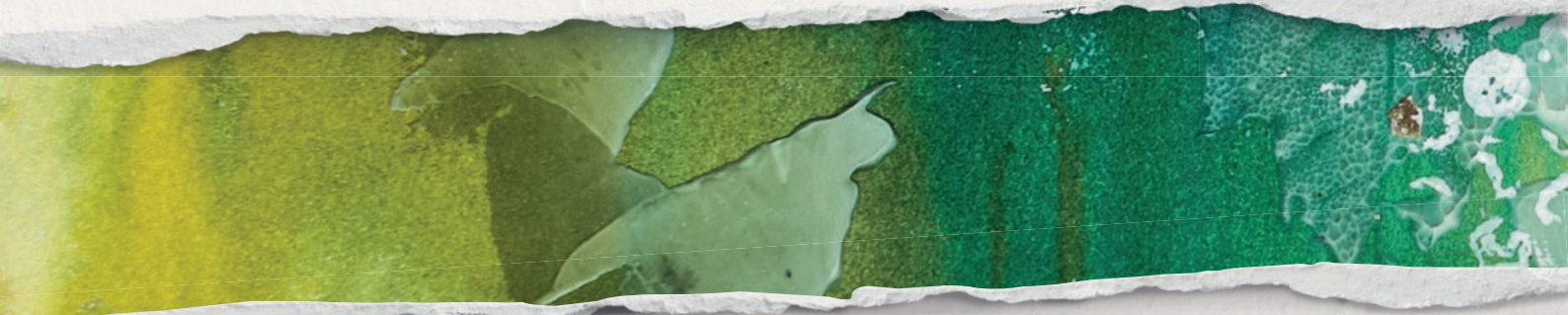


What can you do with our products?  
We'll show you on Youtube @KREULpaint



Get your daily dose of paint and colour  
inspiration and become part of our community  
on Instagram @KREULpaint

# OUR PRODUCTION HAS BEEN



As a family-owned producing business, we are taking responsibility – now and for the future production of liquid paints.

## **#Re:liable**

We are an industrial enterprise and generate CO<sub>2</sub> emissions. We shall minimize these in the long term and offset any emissions that we cannot avoid. That is our pledge.

We have already taken the first steps on this road: For 2021, we have reached our CO<sub>2</sub> balance. Our ecological footprint totals 920.44 t CO<sub>2</sub>.

We are offsetting these emissions by supporting a project to protect forests and wildlife.

It's official: KREUL has achieved carbon-neutral production!

## **Transparency is important**

With the myclimate Tracking ID, you can find out details on our aid project.

**myclimate.de** – 01-22-895656

More about our ecological footprint:



around 99%

of our paints are  
ready water-based

# CARBON-NEUTRAL SINCE 2021



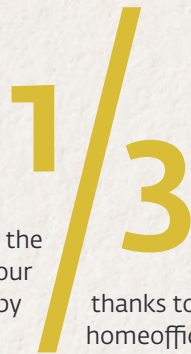
90%

of our paint waste is converted to energy in a thermal recovery process



-59%

printed paper in the office 2021 vs 2022



1/3

We have reduced the fuel consumption of our company vehicles by

thanks to flexible and homeoffice working



of our pens and markers are packaged in plastic



18.000

kilometres cycled with CITY CYCLING\*

\* a Germany-wide campaign

# SHORT NEWS



## **#Milestone** 4th generation

As of 2022, KREUL has been a family-owned company for 100 years.

A milestone for the 4th generation of the family.

## **KREUL at** **Creativeworld 2023**

Frankfurt am Main. From 4 – 7 February 2023 we will be at the Creativeworld trade fair. #Re:fill and #Re:cycle – a lot has happened. That's why it's time for a #Re:union

Visit us at our stand in Hall 1.2/A31. We look forward to seeing you!

## #brandnew

### Painting fun for the youngest textile designers

With the set of 6 new MUCKI Finger Paints for Fabrics, little artists can have lots of fun painting t-shirts, cloth bags or aprons. With 6 stunning colours matched to the needs of children aged from 2 years.



## #Electric

Charge your car while you work? No problem.

Since 2021, charging stations have been installed in our company carpark.



## #Flexibel

Update for our office system. In our stylish, new offices, we can work as flexibly and creatively as in a co-working space.

# “WHY NATURAL RAW MATERIALS AREN'T AUTOMATICALLY ENVIRONMENTALLY FRIENDLY”

An interview with Dr Johanna Bünsow,  
Deputy Head of the Laboratory

We operate our own company laboratory, which is responsible for developing and improving products. This job is so important that we won't outsource it to external institutes. Our laboratory is constantly researching innovative products that replace classical raw materials with more sustainable resources. Are natural raw materials the solution? We asked our expert Dr Johanna Bünsow from our Research & Development Department.

## **What natural raw materials are used in KREUL products and why?**

Paints made of natural substances have been around since the time of cave paintings. And even today, paints still contain raw materials like chalk, kaolin or soot. Oil paints, with which KREUL's story began, are based on linseed oil. Matt acrylic paints contain fillers from natural sources. Nowadays, these classical natural substances are complemented with new, innovative raw materials from natural sources. Sometimes, direct alternatives to traditionally synthetic products are available. For example, we have substituted synthetic ethanol with bioethanol. This is extracted in a highly efficient process from cereals that aren't food-grade.





### **Do natural raw materials bring advantages?**

In the case of many binders, the renewable source improves the “CO<sub>2</sub> footprint” considerably. But you can’t generally claim that a natural raw material is always better. For many newly developed raw materials on vegetable basis, the CO<sub>2</sub> balance can in isolated cases even be worse, e.g. because the manufacturing process has not yet been optimized and lower quantities have to be produced. Despite that, it can be a good idea to choose them anyway. The more companies using renewable resources, the greater the potential to actually protect our Earth. But a lot here is still only in the early stages.

### **Are natural raw materials always environmentally friendly?**

Unfortunately, you can’t say that a natural raw material is always more environmentally friendly than a synthetic equivalent. When it comes to natural materials, you have to look very closely at their origin and production! They should not compete with the production of foodstuffs or threaten important biotopes. We always rigorously investigate before we start using a natural raw material. A very well-known example that shows just how important the background details are is palm oil. Palm oil has an excellent yield for a limited cultivation area and it is very versatile, e.g. as a foodstuff, in cosmetics and in cleaning agents. However, if rainforest has to be cut down to produce palm oil, then the negative impact on the environment outweighs its benefits.

### **What can I, as a consumer, do for sustainability?**

Consumers can make sure they buy high-quality paint that goes a long way. Then they use less of it. Refillability is one solution. Just think how much ink a pen contains and how much value has been created around it – the pen cap, its body, the materials to release the ink. The ink is only a tiny aspect of it. Once the ink has been used up, this fantastic product is simply thrown in the bin. If, however, you can refill it, the impact on the environment is much lower. There’s no need to repeat the entire value creation chain for a pen.

### **What is the paint of the future made of?**

We probably won’t manage without traditional substances. The “classic synthetic” processes have advantages. They often offer more scope for fine tuning to give paints special properties and many substances are only produced in this way.

I am convinced that in future innovative raw materials from renewable sources will go hand in hand with classical substances. Our view will focus more on the whole. For the paint of the future, it is not only about what’s in it but what’s all around it, too. A practicable container made of recyclable plastic is important and protects the environment just as much as a sustainable paint formulation.

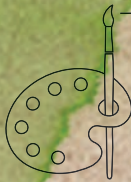
### **What product are you particularly proud of?**

I am proud of every one of our sustainable paints. Each one has its own charm. In the case of KREUL Nature, we have analysed all constituents to look what we can replace. For an apparently insignificant additive that makes up only 0.5 %, you wouldn’t normally look specifically for an alternative. But for this product, it is just what we’re doing. And that makes it so special. There’s much more in it than you would think.

**“IF YOU USE THE REFILL  
OPTION, THE IMPACT  
ON THE ENVIRONMENT  
IS MUCH LOWER.”**

# RETHINKING PAINT PRODUCTION

Fewer CO2 emissions and more sustainable utilization of resources. In recent years, we have made a lot of changes in the company.



## Good to know

Our sustainability team with representatives from our laboratory, production and product management takes care to avoid any greenwashing.

The team determines standards that our sustainable products must meet and takes a strict view of substantiated communication.

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## #Re:duce

At our company headquarters in Hallerndorf we are steadily reducing climate-harmful CO2 emissions.

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## #Re:use

With re:use, commodities are used as long as possible. For logistics, we have acquired large intermediate bulk containers (IBG), which we repeatedly reuse. For the internal transport of products or other things, we have reusable folding boxes.

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## #Re:fill

Refill instead of throwing away! We have opted for a refill system in which pens that have run-out can be refilled. For a longer lifetime of quality products that reduce plastic waste.



### **#Re:liable**

In the production of our paints, we are carbon-neutral. To offset any CO2 emissions that we cannot avoid, we are supporting a project to protect forests and wildlife.

### **#Re:design**

The KREUL Nature paintbrushes have been reimagined and redesigned. They manage with just the essentials: without a ferrule and made of untreated birchwood.

### **#Re:fuse**

Sustainable operations also means rejecting commonly accepted methods. We don't use wood that is not FSC-certified. We are taking any paint containers and packaging made of 100 % virgin plastic out of our portfolio in the long term.

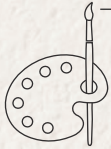
### **#Re:think**

We are rethinking our processes and products. Paint should be sustainable. From the idea, the formulation, through to production to disposal. Since 2022, we have been supplied with 100 % green electricity.

### **#Re:cycle**

Recycling returns waste products back into the economic cycle rather than waste just being thrown away. We are playing our part in recycling because we are committed to reusing materials and want to use recyclates to lower the impact on the environment.

# NEWS FROM THE FINGER PAINTS WORLD



## Good to know

Our water-based finger paints can be easily washed off clothes from 30 °C. They are dermatologically tested, paraben-free, gluten-free, lactose-free, nutfree, titanium dioxide-free and vegan. And to make sure absolutely nothing can happen, bittering agents guard against accidental consumption.

Soft as fluffy clouds, simply dreamy and beautiful: the soft colours in the set of 6 MUCKI Softie Finger Paints will make the hearts of little artists skip a beat. And that even for the most sensitive kids, because MUCKI Finger Paint is matched to the needs of children aged from 2 years.

This way to the Softie Finger Paints Set:



The set of 6 MUCKI Gleaming Finger Paints inspires little discoverers to create fairytale artworks. It's wonderful how children's eyes shine when they dip their little fingers into the gleaming paint.



And this way to  
the new Set of 6  
MUCKI Gleaming  
Finger Paints:




#### Good to know

The MUCKI Gleaming Finger Paints "gleam" because they contain effect pigments that reflect light shining on them. The effect pigments and fillers used in the MUCKI Gleaming Finger Paint are free from titanium dioxide.

# STUDIO FEELING FOR BUDDING YOUNG ARTISTS

Painting like the great artists? With KREUL Kids Art Artists' Paints for Children, that's child's play for smart kids. The liquid paint comes in a tube and is applied with a paintbrush onto paper or canvas. Favourite animals in bright colours, meadows blooming with flowers or paint experiments: here children create artwork just like in their own studio.



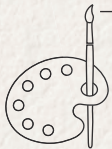
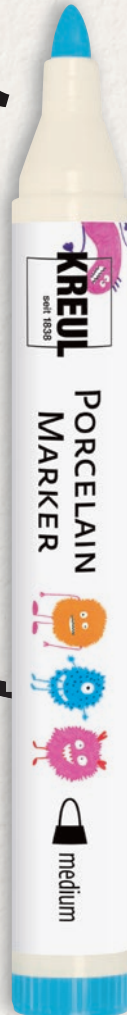
## Good to know

The artists' paint for children can be washed off most textiles and impresses with its child-friendly features. This makes it perfectly matched to the needs of budding young artists.



# BRIGHT AND COLOURFUL MONSTER FUN

Monster painting fun on cool cups and plates? Child's play! With the KREUL Porcelain Marker, children aged from 6 years use their imagination to paint on white porcelain and drinking glasses. Quick as a wink – with no shaking or pumping of the paint needed. The paint formulation has been dermatologically tested and is vegan. Let's get started: Paint monsters, let them dry and fix the paint in a domestic oven. Soon, a one-of-a-kind original is all finished!



## Good to know

After the designs have dried for 4 hours, place them in a cold domestic oven. Set the oven to 160 °C. Once this temperature has been reached, fix the paints in the oven for 90 minutes. Then allow the cups and plates to cool. All done.



# A BURST OF FRESHNESS IN STYLISH COLOURS

Watch out cushions, throws and shopping bags: the KREUL Javana Fabric Paint Set Color Living is perfect for giving textiles a cheerful makeover. All colours harmonize with each other to make light- and dark-coloured textiles really pop.

This way to the  
KREUL Javana Fabric  
Paints Set Color Living:




Wow – here good mood is served up onto your table! The KREUL Glass & Porcelain Classic Set Color Living can make glass and ceramics beautiful and inviting.

More information on  
KREUL Glass & Porcelain  
Classic Set Color Living:







The KREUL Acrylic Gloss Paint Color Living Set peeps up interiors. Whether on tea-light holders or furniture: the contemporary mix of cool and warm shades gets the sun shining even on gloomy days. An easy way to give a new, fresh look to deco objects for the home.

This way to KREUL  
Acrylic Gloss Paints Set  
Color Living:



# HELLO TO STYLISH WINTER WINDOWS

Winter time is decoration time! And for stylish art-work shining through your windows. The KREUL Window Color Set Hello Winter welcomes this chilly time of the year with cool painting fun. A big "Hello" to winter designs.

This way to the KREUL Window Color Set Hello Winter:



## Good to know

### #Xmas2023

The new set is a perfect Christmas gift.

# BIG HELPERS FOR CRAFTING SESSIONS

The tried and tested  
KREUL Handicraft Glue ...

**VS.**

... the sustainable alternative!  
The new KREUL Glue Marker.

## Good to know

Fun Fact.  
The KREUL  
Handicraft Glue  
has been around  
for a while, but it  
now comes in a  
new design – but  
with the same  
reliable quality!

More information on  
KREUL Handicraft Glue:



Or for gluing larger areas:  
The KREUL Spray Adhesive!



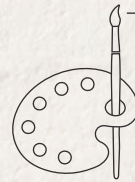
Handicraft Glue  
and Glue Marker  
are water-based



# KREUL-DIY

## A FRESH BREEZE FOR YOUR HOME

Fancy a natural decoration idea for your home or patio?  
Here are our DIY instructions for a chic driftwood mobile.



KREUL Nature is designed to be resource-saving. The paint formulation consists of 84 % resources of natural origin. The screw top is made of 85 % recycled plastic and, just like the glass jar, it's 100 % recyclable. The label consists of 30 % recycled fibres. KREUL Nature is made in a fair and safe process in Germany.



This way to  
the DIY  
project:



### **Natural surface as the base**

**Step 1**  
The glowing colours of KREUL Nature look especially good on natural surfaces, like driftwood bleached by the sun. We drilled a hole in each piece of wood, ready to hang it up later. Then it's time to start decorating them with paint.

# Step 2

## Simple designs for beach flair.

Paint narrow and wide stripes on the driftwood, leaving some areas unpainted to get a visible contrast between the painted and wooden surfaces. KREUL Nature covers well and dries quickly to a matt finish. Perfect for adding little dabs of paint, zig-zag lines, or a fish motif on top of a base coat.



Find more tips on using KREUL Nature here:

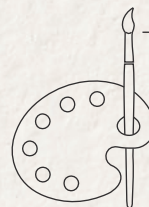


# Step 3

## Knot and tie. All done!

Thread string through each of the decorated wooden pieces. Now tie the pieces to a long branch. Voilà, our mobile made of natural materials is all finished. Hang it in the garden to make it into wind chimes.

All products from our KREUL Nature line:



It's okay if deco objects painted with KREUL Nature get wet, but they shouldn't stand in water for a long time.

# STUDIO UPDATE

## NEWS FROM THE WORLD OF KREUL ARTISTS' PAINTS

The perfect kit for getting started in acrylic painting.

The set of 8 SOLO GOYA Acrylic Mixed Colors comprises refreshing colours that work wonderfully in all variations. The set of 48 SOLO GOYA Acrylic Paints contains the entire assortment of colours.



Find out more about  
the new set of 8 SOLO  
GOYA Acrylic Mixed  
Colors in 20-ml tubes:



Ideal for pros  
wanting to try out  
different basic  
colours, colour  
gradations and  
effect colours  
in small tubes.

This way to the set of  
48 SOLO GOYA Acrylic  
Paints in 20-ml tubes:



The Mixed Colors Set  
covers the colour wheel  
with more warm and  
cools shades that artists  
would find difficult to  
mix themselves with the  
same colour brilliance.



# SEEN IT IN THE SHOPS YET?



Just scan the QR code on the countertop display in the shop to hear a short clip!



Painting art while listening to an exciting story – does that go together? Well, of course! And it's all in the KREUL Master Forger Box. This unique kit is an ideal gift idea.

A product that doesn't fit into just one category and can sometimes be difficult to find in the shops. Look in the sections for games for children aged from 6 years, art & crafts for children or audio adventures for children. In the shop, just scan the QR code on the countertop display to hear a short clip!

This way to the KREUL Master Forger Box:



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the KREUL Magazine?  
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details here and you'll automatically  
receive the next issue.

[www.c-kreul.de/markenmagazin](http://www.c-kreul.de/markenmagazin)

#### Imprint

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#### Printer

Gutenberg Druck + Medien GmbH, Schleifweg 1b,  
91080 Uttenreuth



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in your life?  
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