

KREUL
seit 1838

BLACK ON WHITE

KREUL Artists' Paints

A new beginning for our classic products

Just asking

How is our artists' acrylic paint
filled into bottles?

Magical Undersea World

KREUL Window Color now
in a handy pen

DIY Tip

Candles in dip-dye look

Don't miss it!

Scan the QR code for
the latest issue of our
brand magazine.



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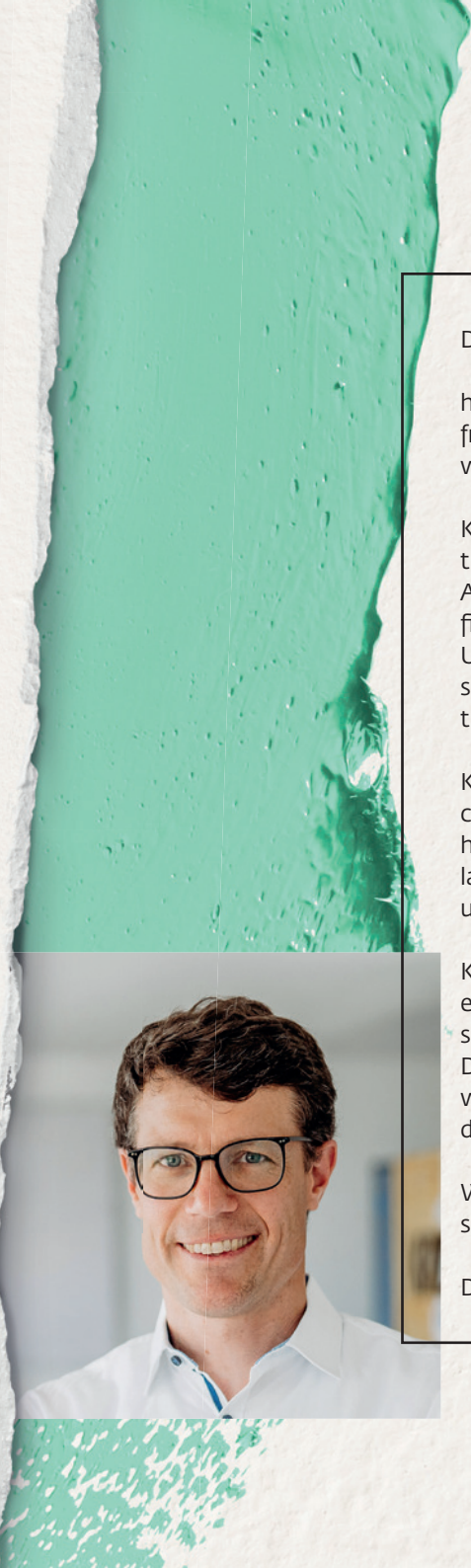
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Dear Readers,

how does a company define its identity and what makes it different from others? We at KREUL have asked ourselves these questions. And we have found answers.

KREUL is a company rooted in the German region of Franconia. In the tradition of our company founder, Carl Kreul, who was born in Ansbach in Middle Franconia, we have making liquid paints since 1838, first in Nuremberg, later in Forchheim and, since 1996, in Hallerndorf in Upper Franconia. We explain how our Franconian roots not only shape our business dealings and the way we work, but also influence the development of new colours on page 10-11.

KREUL is strong in colour. Colour is our life and our passion. With our colour know-how, colour skills and colour feeling, we make high-quality paints every day. We present the new products we are launching in 2025 on pages 10 to 21, and our DIY tip tells you how to use our paint to give candles an individual design.

KREUL is family-friendly. As an owner-managed family-run company, everyone knows everyone in our company. We talk to each other and spend time with each other at lunch. The Bring-Your-Child to Work Day is an established institution in our company to improve work-family balance for our mothers and fathers. And it brings life and different sounds to our company, as we report on page 6.

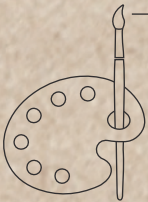
Wishing you lots of fun with the fourth issue of Black on White and sending you our warmest regards from Hallerndorf in Franconia.

Dr. Florian Hawranek



OUR NEW CO₂ FOOTPRINT IS HERE!

In 2021, we began measuring our CO₂ emissions - annually and retrospectively. The emissions in 2023 totalled 550 t CO₂e. Once converted, this total corresponds to the emissions caused by 56 Germans per year. We offset the emissions we cause 100 % in the form of investment in a not-for-profit climate protection project.



Good to know

This how KREUL's Corporate Carbon Footprint is calculated.

Working together with the not-for-profit foundation myclimate, we compile our corporate CO₂ footprint. For our Corporate Carbon Footprint (CCF), all relevant CO₂ emissions within one year are calculated. This methodical approach is based on internationally acknowledged standards (ISO 14064, GHG Protocol, CDP, GRI).



WHITE

The colour we produce
most of

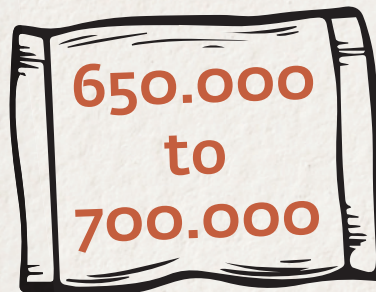
since

2015

The year we launched our
current company logo



Colours in the
redesigned KREUL Triton
Acrylic Liquid line



Pens are packaged in
sales unit bags

678

Our assortment comprises 678 products
containing plastic components from
recycled materials



The most commonly
used resource in our paints

BRIEF NEWS

KREUL Bring Your Child to Work Day: A creative day for mini-explorers!

In 2024, we held two KREUL Bring Your Child to Work Days spread over the year. On these days, the children of our employees were given an opportunity to look behind the scenes and see how paint is made at our company. And then the little artists could get creative themselves and make their own art.

At different stations, the kids tried their hands completing playful tasks in their mums' and dads' areas of work and explore the world of colour and paints.



Our newsletter now issued every three months

From 2025, our newsletter will be published every quarter, providing a compilation of interesting news, colourful information and useful tips.

Video tutorials: What artists should know about paint

From now on, we are sharing our expertise with you in videos on Youtube. What goes into our acrylic paint? What are the differences between our acrylic paints for artists? Here, we will give brief and concise answers to these questions and more. Paint know-how to go!



KREUL honoured for sustainability

We are delighted that the Bavarian government has awarded our company with a Gold Certificate as part of the Environment and Climate Pact. To recognize our sustainability efforts, the Bavarian Environment Minister, Thorsten Glauber, paid us a personal visit, encouraging us to continue focussing on sustainability.

It is not always easy to do business in a resource-saving way, and mostly it is the more costly alternative, too. But we have already successfully established environmentally friendly solutions in our plant.

We are well on our way, but there are other levers we can pull. This honour from the Bavarian government has encouraged us to systematically continue on this path.



ALWAYS MOVING - A LOOK BEHIND THE SCENES

To make sure KREUL paints have reliable quality, attention to detail and specialist know-how are vital. We are taking a look at our paint production and looking over the shoulder of Josefine Rittner. She has been filling KREUL paints into bottles, tubes, tubs, jars or buckets for 22 years.

What are you doing right now?

I'm filling KREUL Javana Fabric Paint into 250-ml bottles. The machine injects paint into a bottle, sticks on a label, puts a cap on the bottle and screws this closed. I check whether everything has been done right. Fold a box and pack three bottles into it each time. My eyes and hands are my most important tools. Despite the help of the machine, the last check by a human is essential. It's great to have the help of the paint filling machine. I'd soon feel it if I had to screw the tops on 400 bottles by hand. And that's just a small number of the product containers that we fill every day.

Is filling KREUL Triton Acrylic Liquid different from filling other paints?

I use a different filling machine for that paint. It works in the same way in principle, but it is designed to fill a very large number of units. When I fill KREUL Triton Acrylic Liquid, I am always working with huge quantities. It's normal for an average of 3 200 litres paint to be filled per day. In total, we had 1 million litres of KREUL Triton Acrylic Liquid to fill last year. That really is an enormous volume of paint! I always fill the lightest colour first, then this is followed by darker ones. The machine has to be washed out after each colour. That is very important.



Which product do you like filling best?

I like filling KREUL Triton Acrylic Liquid. I enjoy filling large numbers of units. Then you're always moving. And I like the consistency of the paint. It is nice and liquid and flows easily into the bottles. Everything runs smoothly and there are hardly ever any faults. But you still have to watch the machine and make sure we get the right results for our retailers. I find the work very varied and time just flies by.

You have working as a filling operative for a long time. What has changed over the years?


At first glance, not that much. We use machines that are very robust and can be used for a long time. Our oldest machine is from the 1960s and still works great. External factors have changed though, and that does impact my work. If, for example, we have to use alternative raw materials because a particular supplier has gone bankrupt, I notice that in my job. A different raw material can lead to a different consistency of a paint. It may not fill quite so smoothly. Compared to 20 years ago, I also have to pay more attention to hygiene aspects during filling as nowadays we use far fewer preservatives in our product formulations than before.

Do you paint with the paint you have filled?

I'm not into crafts and I'm no artist. I don't have the time for it. After I finish work at KREUL, I like to go into my garden. I have built a pond there and enjoy looking after my Koi fish. This hobby gives me calm and balance.

An interview with Josefine Rittner – operative in the paint filling department





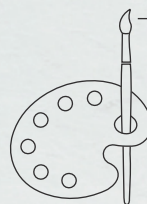
**WHEN TRIED AND
TESTED MEETS
SOMETHING
COMPLETELY NEW**

This way to our
paint line:



With KREUL Triton Acrylic Liquid, we are going with high-grade artists' acrylic paints in student quality that have been valued by artists for years. The easy-flowing paint with a deep-matt finish is one of our tried-and-tested classics. But we have completely reworked the design and refreshed the selection of colours. Look forward to 61 vibrant colours – including completely new and exclusive shades that will expand your creative horizons.

We have strong ties with our home region, after all we have been making paints in Franconia for 185 years. That's why we are especially proud of our three new Franconian colours, which we have developed with great attention to detail. This colour family reflects our Franconian identity. As of now, Franconian Red, Franconian Golden Hops and Franconian Sandstone will be part of this line of paints and bring the charm and tradition of our home into your artwork.



The KREUL Triton Acrylic Liquid line will comprise 61 colours, including three colours that stand for our Franconian identity. KREUL paints are Made in Germany.



HOW DO WE COMMUNICATE OUR PAINT PROPERTIES?

What does light-fastness mean?

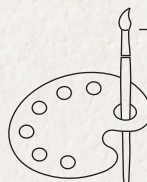
The rays of the sun can cause colours to fade. Light-fastness describes how constant colours remain when exposed to light for a long time. Three stars stand for the highest light fastness. We indicate good lightness with two stars. Fluorescent colours are not generally light-fast.

What does opacity mean?

A colour can be opaque, semi-opaque, semi-transparent or transparent. The opacity values result from the pigments used. When painted with opaque colours, a surface does not show through the paint. With semi-opaque colours, underlying layers remain partly visible. Transparent colours shine on account of the white of the surface.

What does the specification of pigments tell you?

Pigments are substances that lend paints their colour shade and character. They are mostly produced synthetically. The pigment used for a colour is specified by the Color Index Nummer printed on the product. P stands for pigment, the remaining part for the dye.



Good to know

The plastic in the KREUL Triton Acrylic Liquid bottle is made of 40% recycled material, the bottle top of 96 % recycle.



Good to know

Seen these before? This is how we indicate the colour properties on our products:

Light fastness

- +++ highest light fastness
- ++ good light fastness
- + low light fastness

Opacity

- ☐ Opaque
- ☒ Semi-opaque
- ☒ Semi-transparent
- ☐ Transparent

Example:

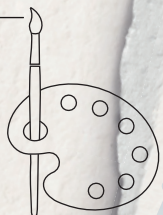
17403 Lilac
PW 6, PR 122, PV 23
☒ +++

Good to know

The names of pigments are usually taken from the Colour Index (C.I. Generic Name). To avoid complicated names, the pigment names are abbreviated to a combination of letters and numbers.

The P always stands for 'Pigment'. The following letter is the first letter of the name of the colour group.

PW – pigment white
PY – pigment yellow
PO – pigment orange
PR – pigment red
PV – pigment violet
PB – pigment blue
PG – pigment green
PBr – pigment brown
PBk – pigment black



ARTIFICIAL INTELLIGENCE: COMPETITION OR A REVOLUTION IN PAINTING?

Recently, we experienced a shocking moment at an exhibition. We were standing in front of a piece of art, eyeing up the harmonious selection of colours and taking in the perfect composition. That was until our gaze fell on the originator of the work:

It had been created by artificial intelligence (AI). What does it mean for the art world when computer programs can do the same thing as artists require lots of inspiration and planning for?

The fact is what humans have been creating by hand with paint for over 40 000 years is unique. Artificial intelligence cannot replicate their urge to express themselves. It doesn't create innovations or signpost the way for

new directions in art – something that has, however, happened constantly in art history.

AI learns from vast numbers of visual images and can recognize styles, techniques and patterns. Paintings in the style of famous artists like Van Gogh or Picasso can be easily generated by AI systems like DeepArt.

But without their already created artwork and their genius, that would not be possible. The human idea is therefore essential.

But AI is radically changing the creative landscape. In the positive sense, too. The algorithms offer artists new tools to help them realize their visions.





Many painters use AI to get suggestions for colour palettes or compositions, but based on their own existing work. This interaction between human and machine opens up new possibilities and inspires art that matches 100% with the artist's own style.

AI in painting is not only a tool for creating new art, but for analysis and restoration, too. Historical paintings are also analysed with the help of AI technologies, to discover hidden layers or reveal

original colour shades that have faded over time. On the whole, the integration of AI in painting is an exciting development that has the potential to permanently change the art world and open up new dimensions of creativity.

We are excited about the future and continue to develop paints that children, artists and creatives can use to realize their colourful ideas.

STUDIO UPDATE

TIP FOR DISPOSING OF LEFTOVER PAINT

Cleaning painting utensils the environmentally friendly way

Can painting with an artist's paint with a "heart" of plastic ever be sustainable? By following our tips, you can at least help preserve resources. We have got into the habit of cleaning our paintbrushes etc. in an environmentally friendly way. This is how easy it is.

Disposing of your paint water

You can clean your paintbrushes between painting in a glass of water. Over time, the paint settles at the bottom of the glass. We use coffee filter paper to filter the painting water before pouring it away. Then wipe out any paint from the glass with a piece of kitchen roll and dispose of this with the old paint in the rubbish bin. Then simply reuse the clean glass.



Gently cleaning paintbrushes

After painting, wipe off your paintbrushes on a painting rag (e.g. an old t-shirt). Then briefly wash the brushes in your painting water container. Now, use curd soap to foam the paintbrush hairs under running lukewarm water. To shape these properly again, gently squeeze any leftover water out of the paintbrushes and lay the paintbrushes flat to dry.



Tiles instead of a throwaway tear-off palette

Use a china plate or a large tile as a paint palette. After you have finished painting, let the acrylic paint on the palette dry completely. Leave your paint palette to soak in a bowl of water for about 30 minutes. Take it out and use your fingers to peel off leftover paint, which you can then dispose of in the bin. Your paint palette is then ready for your next painting project.

Disposing of the KREUL Triton Acrylic Liquid bottle

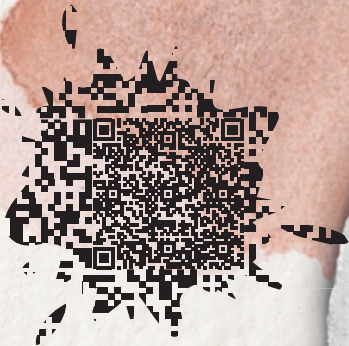
You can simply dispose of the empty bottle in the recycling bin. If the bottle has been emptied completely, it is recyclable.* In this way, the plastic bottle can be returned to the material cycle and turned back into a valuable raw material, e.g. for new paint tubs.

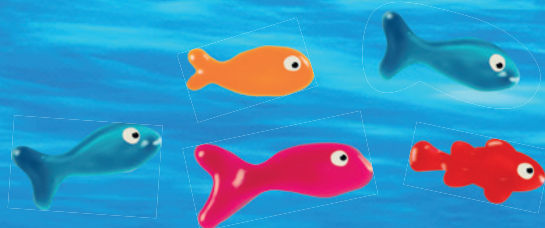
No need to wash the bottle out. Do this instead:

- Use up as much as possible of the acrylic paint. Including the paint at the bottom and on the walls of the bottle.
- Screw off the bottle top and leave the open bottle overnight.
- Tap out dried paint and dispose of it in the bin.
- Then put the empty KREUL Triton Acrylic Liquid bottle and bottle top in the recycling bin.

**Determined according to the minimum standard of the Central Agency Packaging Register – ZSVR for assessing the recyclability of packaging subject to system participation in accordance with § 21 paragraph 3 of the German Packaging Act (VerpackG).*

Scan here to
read more:





The 29-ml pens are available with the proven KREUL Window Color formula.

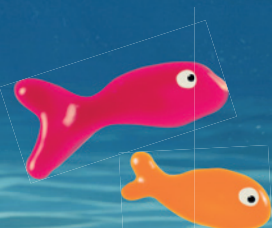
Good to know

A classic product reimagined: painting like in a colouring book - so easy without contour paint!



MAGICAL UNDERSEA WORLD ON YOUR WINDOW

Dive into an enchanting undersea world and use the new KREUL Window Color Set to create magical pictures. The new pens are ideal for children: even small hands can easily squeeze out the paint. The set combines proven brand quality with ease of use and is perfect for creating magical window motifs.



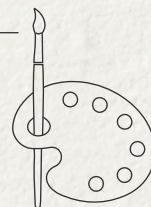
KREUL Window Color Set Magic Sea
Art.-No.: 42940

UNIQUE MOMENTS CRAFT

Creatives use KREUL Foto Transfer Potch to transfer their snapshots, printed paper motifs and lettering printed on a laser printer onto different surfaces for individual decoration of furniture and accessories. The one-of-a-kind decorative objects look as if they have been printed and are sure to conjure a smile on every face.

Good to know

KREUL Foto Transfer Potch is ideal for transferring waterproof printouts (80g/m²), newspaper pictures and magazine cutouts on different surfaces, like stretcher frames, wood, ceramics, metal, glass, porcelain, fabric (hand wash only) and candles.



CREATIVELY CAPTURED

Potching photos the easy way

Step 1
First, use the paintbrush to apply KREUL Foto Transfer Potch generously to the surface you want to decorate and the printed side of your image. Both surfaces must be wet all over as otherwise the printer ink won't be transferred.

Step 2
Immediately place the potched image face down onto your surface and use a squeegee or ruler to press down the image evenly and smoothly. Remove any surplus potch with a paper towel.

Step 3
Leave the potched motif to dry for 12 hours.

Step 4
Wet the layer of paper and rub it away with your fingers to leave the waterproof printing inks embedded in the KREUL Foto Transfer Potch.

Scan here to see our product assortment:



KREUL Foto Transfer Potch Set
Art.-No.: 49960



KREUL Foto Transfer Potch
Art.-No.:
49951 - 150 ml
49952 - 250 ml
49953 - 750 ml



KREUL Foto Transfer Potch Coating Varnish
Art.-No.: 49981 - 50 ml



KREUL Foto Transfer Potch Coating Varnish for Candles
Art.-No.: 49971 - 50 ml

KREUL-DIY

SPONGED CANDLES IN DIP-DYE LOOK



Giving DIY gifts and favours are wonderful! That's why we are showing you how to transform plain candles into something very special. With our KREUL Candle Pen, you can get the dip-dye look trending on social media in no time at all. And no need for any fiddly melting of wax before you start. Our candle paint is ready to go so you can simply sponge it on.

Scan here to
see our popular
Candle Pen
products:



Step 1

Squeeze the paint directly from the KREUL Candle Pen onto your candle or a piece of cardboard. Then use a small sponge to take up some paint and spread it over your candle. Dab the paint with small movements to get an even finish.



Read all about this and other DIY ideas here:



Step 2

Then let everything dry for about 8 hours so that the paint can harden on the surface of the candle..



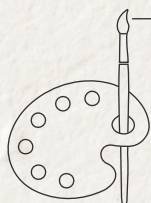
KREUL Candle Pen
Art.-No.: 49701 - 49734

Tip

Add highlights

Quick tip for a smooth colour crossover: use the sponge to fade out the colour towards the bottom third of the candle..

If you want, add a second colour. Dab the colour from the bottom and fade it out towards the middle of the candle.



The KREUL Candle Pen formulation contains natural beeswax.

Masthead

Responsible for the content

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