

2024 | #03

KREUL
seit 1838

BLACK ON WHITE

KREUL icons on paints

How we use these to tell you about special characteristics

New Candle Pen Sets landing soon

Winter Love & Hello Baby

Just asking

How are new KREUL products made?

Sustainable DIY tip

Painting with KREUL Nature

Don't feel like
turning pages?

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Dear Readers,

Have you ever wondered where the ideas for new paints come from and what criteria we use to decide whether a fascinating thought should be turned into an actual product? The process is not always straightforward – that much we can already tell you. In this issue of “Black on White”, we give you an insight into which hurdles new ideas have to overcome at KREUL – from their beginnings to their dispatch.

Our new products for 2024 have already performed this feat and met all necessary criteria. We are delighted to present them to you from page 12 onwards and look forward to hearing what you have to say about them!

And, of course, we have also included the established Short News and insights into KREUL’s business operations as well as a DIY tip.

I wish you enjoyable reading. If one of the articles gets you thinking or you have an idea you would like to tell us about, please send us an e-mail to markenmagazin@c-kreul.de!

Best regards from Hallerndorf

Dr. Florian Hawranek

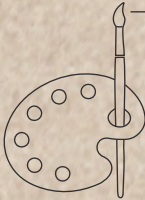


In our free monthly newsletter you can find even more creative ideas and practical tips.



Do you have any ideas, questions or comments that you want to tell us about? Use our social media channels @KREULpaint – we look forward to your feedback!

CLEAR REDUCTION IN OUR CARBON FOOTPRINT



Good to know

This is how KREUL's Corporate Carbon Footprint is calculated

Together with the non-profit foundation myclimate, we annually compile our Corporate Carbon Footprint (CCF). In this, all relevant CO₂ emissions within one year are calculated. The methodical procedure we apply is based on internationally recognized standards (ISO 14064, GHG Protocol, CDP, GRI).

Two years ago, we started measuring our CO₂ emissions. We do this annually and always retroactively for the previous year.

We offset 100 % of the currently unavoidable CO₂ emissions with investments in a climate protection project. In 2022, the CO₂ emissions were reduced by 39 % compared with the 2021 measurement period, which can be largely attributed to our switch to green electricity.



1 000 000

litres filling material are produced by us every year.

14%

of our products already consist entirely or partially of PCR or PIR material.



different raw material are used to make our products.

1972

is the birth year of our popular MUCKI finger paint.

From 2021 to 2022 we have reduced our CO₂ emissions by

39%₂

The dissertation written by the grandfather of our managing director Dr Florian Hawranek is entitled "On the knowledge of artists' oil paints" dates from the year 1935 and is



pages long.

SHORT NEWS

#KREUL @Creativeworld2024

From 27 – 30 January 2024 we'll be at Creativeworld in Frankfurt am Main, Germany. With a new concept and all sorts of brilliant paints and colours. Visit us at our stand in Hall 1.1/B01.

Looking forward to seeing you there!

Otfried Preussler's 100th birthday - KREUL is celebrating!

And we are doing that with a cooperation with STUDIOCANAL Deutschland. This ran right through 2023 and featured several social media competitions in which DIY ideas with KREUL products were submitted.

Children's laughter resounding in our corridors

Holiday time is painting time - during their recent holidays, local Hallerndorf children spent a colourful painting day with us, and it was awesome. After a fascinating tour of our operations, the highlight was painting along to the audio adventure in the KREUL Master Forger Box.

This way to the product:



We're using environ- mentally friendly sticky tape

Since 2023, we have been using environmentally friendly adhesive tape in our shipping and logistics department. The advantages are obvious: We are reducing waste and protecting the environment with biodegradable materials or recyclability without compromising on function and environmental sustainability.

FROM THE IDEA TO DELIVERY. HOW NEW KREUL PRODUCTS ARE MADE

An interview with Jana Koark,
Product Manager at KREUL

First comes the inspiration, then the composition – what goes for art masterpieces is also usual for product development, too. But first it's necessary to work out whether a new paint or colour has the potential to become a future must-have for artists and enjoy market success. This is analysed, coordinated and evaluated by our product manager, Jana Koark. But let's start at the beginning: there where all KREUL paint products are thought up.

1. What sources of inspiration spark the development of a new paint product?

It's our aspiration to make people happy with paints and colours. We want to understand what's important to artists when they create their artwork or what development stages children go through. Our greatest incentive, however, is to be able to offer sustainable solutions: at the heart of this are innovative formulations with sustainable resources. For example, for the KREUL Nature craft glue, which is based on vegetable oils, i.e. a renewable resource. We have also noticed that many people are unsure

about which colours harmonize with each other. So in our sets, we bring together existing colour shades with trendy colour worlds.

2. According to which criteria are new colour shades chosen?

We always keep our eye on the latest fashion trends and directions in design. What is the colour of the year, what colour shades do influencers use, what nuances turn up in hip hotspots? And we also look at what patterns and colours keep turning up in everyday life: Are these lines, structures or something completely different. Which colour shades make us feel good often depends on the time of year. In summer, we go for cheerful colours. That's the time when creatives like decorating especially textiles. So we offer sets like the KREUL Color Living fabric painting sets with good mood colours.

4. What challenges on the market are there for the introduction of new products in the next few years?

Differentiation and positioning of new products is becoming more challenging because the competition has grown more intense. Newcomers from other sectors are also pushing into the market. Product transparency is increasing in importance. On the other hand, statutory regulations are becoming ever stricter. So we are working with even more focus on sustainable solutions. What makes us stand out are our paints with consistent quality that consumers can depend on as these are made with great care in Germany. And that they can use for sustainable creativity.

5. How do you handle customer feedback, to steadily improve your paint products?

We are in dialogue with the consumers every day. So we can identify very early on what's important when it comes

**WE ALWAYS HAVE
OUR EYE ON TRENDS**

3. How do you make sure that the paints you make are high-quality and long-lasting?

Here the care we take over the complete production process plays a crucial role. In our company laboratory, each batch is tested to determine its microbiology, colour shade and viscosity. Only when everything is just right do we go onto the next stage in production. My job as product manager is to clearly formulate the requirements at the start of product development and coordinate everything so that it all meshes well over the complete development phase to actual production.

to being creative. If we notice a trend emerging, then it's a reason for us to rethink a product. Our customers, too, appreciate this. If there are any uncertainties with regard to using our products, our Creative Service is happy to give tips. This works faster via our Instagram and Facebook accounts @kreulpaint. Here, we get lots of photos of artworks that have been created with KREUL paints. That makes us very proud, and it can spark yet another idea for a new paint or colour.

#PAINT KNOW-HOW ICO PAINTS REVEAL THEIR U CHARACTERISTICS

Making things is great fun if you can depend on the products you are using. But how can DIY enthusiasts know that even before they buy? Or what can everyone rely on when budding young artists are messing around with paint?

This way to the article:



Dermatologically tested



means that the skin compatibility of the product has been tested by dermatologists. All of our MUCKI children's paints have been dermatologically tested.

Resin-based



means that the product has been produced on the basis of synthetic resin. Protective varnishes based on synthetic resin make objects weatherproof, saliva-resistant and harder wearing against knocks and bumps.

Saliva-resistant



The sticking-out tongue icon means that the dried paint is resistant to saliva. The paint does not come off if it is licked.

ONS ON KREUL UNIQUE

Vegan



means that the formulation does not contain any substances of animal origin. In the manufacturing of the products, no animal experiments have been conducted or commissioned.

Washable up to
40 °C after fixing



means that painted motifs stay in place even when washed in a 40 °C cycle providing they have been previously fixed with an iron or in a domestic oven.

Washable
from 30 °C



confirms that the paint can be washed out of fabrics. And that from as low as 30 °C in the washing machine.

Water-based



indicates that a paint is water-based, like, for example, KREUL Acrylic Gloss Paint.

Water- and
weather-resistant



means that the paint is suitable for decorations outdoors. The dried paint can also withstand rain showers.

Water-resistant



Paint is not always water-resistant. But if we print an umbrella icon on a product, the dried paint can withstand water and you can wipe your painted piece clean with a damp cloth without any worries.

FACELIFT FOR THE HEROES OF PAPER NAPKIN DECOUPAGE

Crafting, sticking and varnishing - and that on lots of different surfaces! The KREUL Potches now come in a new design. The proven product formulations have not been changed.



**KREUL Decoupage
Potch Glue & Varnish**
Art. No.:
48251 - 154 g / 150 ml
48252 - 257 g / 250 ml



**KREUL Glass & Porcelain
Potch**
Art. No.:
49450 - 53 g / 50 ml
49451 - 160 g / 150 ml



KREUL Textile Potch
Art. No.:
90981 - 152 g / 150 ml
90982 - 254 g / 250 ml



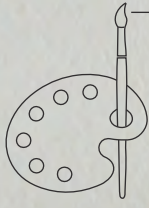
**KREUL Art Potch
Glue & Varnish**
Art. No.:
49251 - 154 g / 150 ml
49252 - 257 g / 250 ml
49253 - 771 g / 750 ml



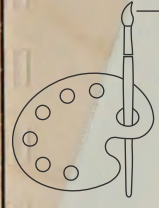
**KREUL Art Potch
Glitter Glue & Varnish**
Art. No.:
49651 - 159 g / 150 ml



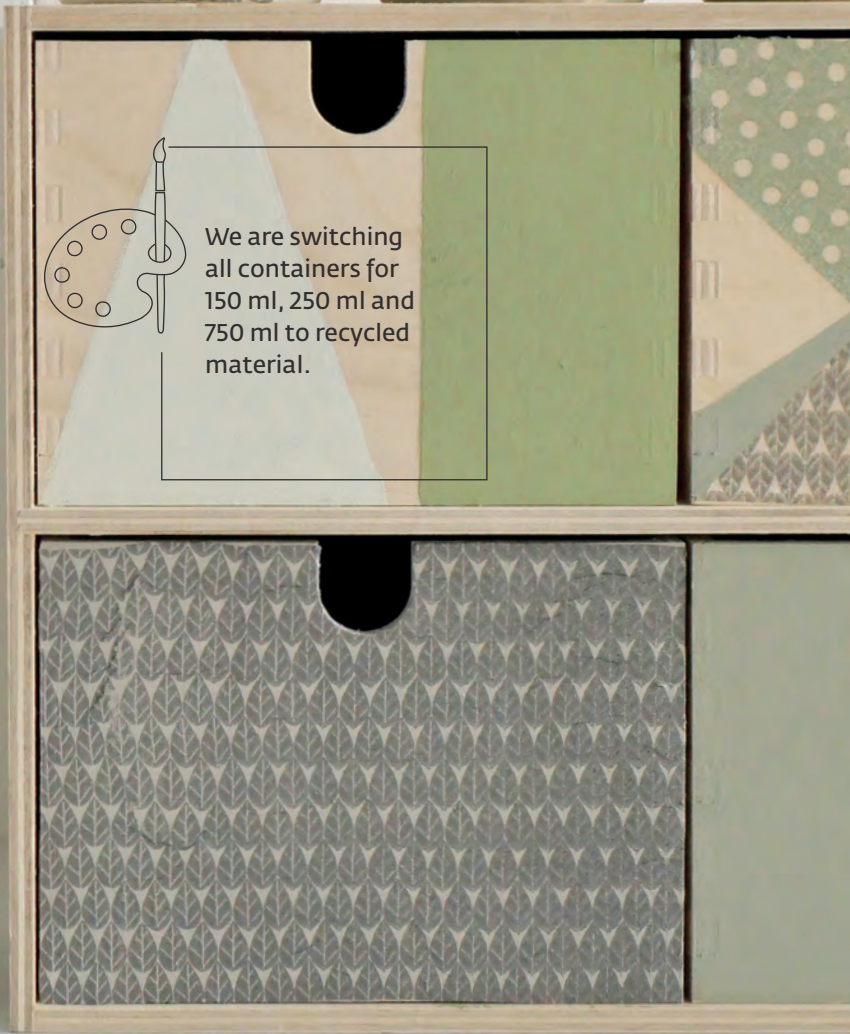
**KREUL Art Potch
Glossy Glue & Varnish**
Art. No.:
49151 - 159 g / 150 ml
49152 - 265 g / 250 ml
49153 - 797 g / 750 ml



The transparent glue for decoupage with paper napkins is water-based. It is an all-in-one glue and varnish that can be used on wood, card, canvas, ceramics, stone, glass, metal and plastics.



We are switching all containers for 150 ml, 250 ml and 750 ml to recycled material.

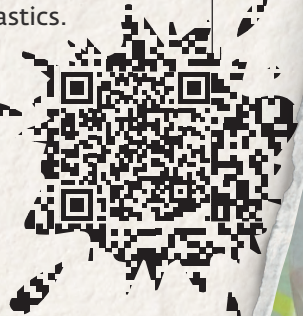


EASY, CHILD-FRIENDLY DECORATION

The water-based MUCKI Kids Decoupage Glue is our first glue for decoupage with paper napkins specially designed for preschoolers and comes with child-friendly features. What's more, it can be washed out of most fabrics from 30 °C.



Dermatologically tested, washable from 30 °C, vegan and free of microplastics.



Kids Decoupage Glue

Art. No.:

24391 - 143 g / 150 ml

24392 - 714 g / 750 ml



BIG DREAMS BUDDING YOUNG ARTISTS

Painting like the great artists?
That's child's play for smart kids.

This way to the
Kids Art assortment:



**KREUL Kids Art Artists'
Paint for Children**
20-ml tubes in 8-colour set
Art.-No.: 43360

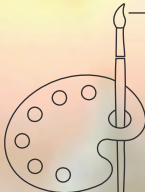


75-ml tube in 20 colours
Art.-No.: 43301 – 43320

TIME TO CELEBRATE!

The new KREUL Candle Pen sets of six colours are a fantastic way to create a stylish ambience in hardly any time at all. The candle paint in the handy pens are just soooo easy to use.

This way to
our assortment:



The formulation
used for the KREUL
Candle Pen contains
natural beeswax.



**KREUL Candle Pen Set of 6 colours
Hello Baby**
Art.-No.: 49758

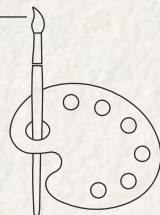


**KREUL Candle Pen Set of 6 Colours
Winter Love**
Art.-No.: 49759

DESIGN WITH STRUCTURE

Ridges, grooves, scratched-out lines: relief art is super trendy. With the new SOLO GOYA Acrylic Medium in a set of eight tubes, artists can try out different pastes and gels.

The different media for acrylic painting offer fantastic ways to create three-dimensional artwork.



This way to
the assortment:



SOLO GOYA Acrylic Medium
Set of 8 20-ml tubes
Art.-No.: 85931

A WORLD WITHOUT COLOURS?

Our world is bright and colourful. In road traffic, red-framed signs warn us of potential hazards. In fashion, dazzling colours are essential in the game of seeing and being seen. Shades of green in nature help us find relaxation.

Colours always have something to do with our moods. We feel different in a room painted yellow than between blue walls. That leads interior designers and decorators to selectively use colours to evoke certain emotions.

The importance of colour becomes very clear when we imagine the opposite. What would a world without colour look like? When we gaze at our favourite meal, our mouth would probably no longer start watering. A grey pizza does not tempt you to bite into it. And travel would not be nearly as much fun either.

A skyline in black and white can look cool, but at the latest by the time we get to our dream beach, we would miss the turquoise-coloured sea. Entire industries based on beauty would simply vanish. Or would people want to put grey lipstick on their lips. And, naturally, painting would take on a whole

different meaning. Without colour, the focus would be on lines and shape. As much as pencil drawings and black and white looks fill us with joy: artistic activity is closely associated with the experience of colours. We are amazed at the effect that complementary colours like violet and yellow have on us. We are enchanted when candy-like pastel shades sweeten a white background. What joy when a plain artwork is turned into a real stand-out piece thanks to colour highlights that pop. The application of colour simply makes us happy. Knowing this is wonderful for us as a paint manufacturer. It motivates us every day to do our best so that everyone from budding young artists to fully fledged painters is enchanted by our high-quality paint. Although we have already been making paint for over 185 years, we still swoon in wonder when the colours of the rainbow stand waiting in bathtub-size vats to be filled into various containers in our plant.

And the young and older artists? Amidst everyday stress and grey rain clouds, they can immerse themselves in colourful ideas and awaken their imagination. It's time to get painting again!



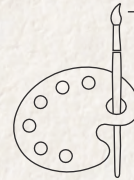
KREUL-DIY

HIBISCUS FLOWER KISSES LOAM: PAINTING WITH KREUL NATURE

Our most sustainable DIY paint shines not only on decorative objects. It is also suitable for painting artwork. We show you how easy it is to create a stylish eye-catching piece for your living room.



Our sustainable hybrid paint for DIY projects:



KREUL Nature has been designed to be resource-friendly, the formulation contains 84 % sustainable resources of natural origin. The screw cap is made of 85 % recycled plastic. Like the glass - it is 100 % recycleable. The label consists of 30 % recycle fibres. KREUL Nature is produced in a fair and safe process in Germany.

Stir the paint and pour some on your palette

First, we use the shaft of a paintbrush to stir all our paints. Then we pour a little of the KREUL Nature paints in Snow Crystal, Loam, Hibiscus Flower, Eucalyptus, Pebble Stone and Slate onto our palette.

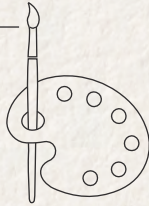


Step 2

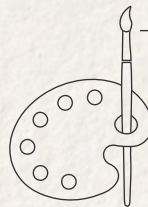
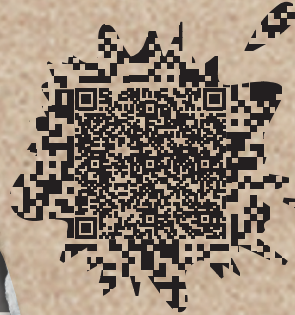
Priming and first elements

We prime a wooden panel with KREUL Nature Snow Crystal. Once the paint has dried, we paint organic shapes, circles and semi-circles in the other colours.

KREUL Nature is not an acrylic paint, but a hybrid paint. Its binding agent is based on potato starch - that is on vegetable basis.



You can find this and other DIY ideas here:



The KREUL Nature colours always go well with each other. Whatever combination you choose: they always match in harmony with each other.

Step 3

Add highlights

On top of the dried shape, we paint a leafy twig. Here, less is more - so that the artwork looks light and airy.

STUDIO UPDATE

INTERESTING FACTS FROM THE WORLD OF KREUL PAINTS

What makes paints "colourful"?

Responsible for every paint colour are colouring substances, known as colourants. Without them, there would only be grey artwork. The term "colourants" can be broken down into dyes and pigments.

Dyes: Soluble colourants

Dyes are defined as soluble colour molecules. Just like when you stir salt into water. For this reason, dyes are used in coloured inks. Dyes are intense and brilliant. So, for instance, the SOLO GOYA Paint Marker has very intense colour.

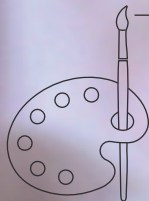


Pigments: Non-soluble particles for colouring

Pigments are not soluble. So a binder is needed to make the colourant stick to the painting surface. In KREUL acrylic paints, for instance, we use polymer dispersions. Pigments can be of natural origin or made in the laboratory.

This way to the post on our colour blog:





Good to know

Dyes have been for a long time for colouring. For centuries, they were extracted from vegetable and animal substances. Red, for instance, used to be made from madder root or from the cochineal beetle. But extracting natural dyes was painstaking work. In the mid-19th century, it became possible to make synthetic dyes by means of a chemical process in a test tube.

Masthead

Responsible for the content

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