



Newsletter



Newsletter Everycolor

SEPTEMBER 2022

Our first newsletter has been a great success and we are happy with all the positive responses.

This is why it has been our pleasure to create this second newsletter which includes a new offer, as well as a custom-made drawing set for those who are going to start a drawing course in the coming period: the starter pack charcoal and ink.

Kind regards team everycolor,
Monique, Erik, Joke en Joyce

Content:

Helping hands • P2

Special Offer • P3

New product • P3

Starting with... • P4

New Products • P5-P8



Helping Hands

JOKE WORKS EVERY FRIDAY

Every friday, it's good vibes only in Ammerstol. Sometimes, even the whole team is present and works together in our beautiful (work)shop.

Whoever is always there, is Joke. Full of love and enthusiasm, she packs all your packages. Have you ever noticed the huge amount of new products on the website on Friday? Right, Joke is also busy with that.

Working with Joke is a small party every Friday!

Once again you will find a great many new articles in our web shop, as new items are coming in on a weekly basis and are added to the web shop's inventory on Fridays. Later in the newsletter we will show you some of our latest products.

It's impossible to mention all the new additions, but you are most welcome to check them out in the web shop. Or you can of course visit us at our studio in Ammerstol to admire the large range of art materials personally. You will then receive advice, you can try out all the materials and browse around. And just pick up your order super fast of course.

You are welcome by appointment in our studio in Ammerstol, near Gouda and Schoonhoven. Normally we are open on Wednesday, Friday and Saturday. You can place an order in advance and we'll make sure it's ready, but you can also pick products on the spot.

Orders can also be picked up in Rotterdam or Schiedam. You can pay for your order in advance with Ideal, or (in Ammerstol and Rotterdam), cash or with a Tikkie.

For an appointment: call us on 0617772021 or email us: info@everycolor.nl

Special Offer

ARTGECKO SHADY

Artgecko is a trendy, English brand. They supply us with these beautiful Artgecko Shady drawing books with nice thick paper in the colours grey, sand colour or mixed: light grey, dark grey, sand coloured and black. The book has a soft touch black cardboard cover and is spiral bound, so it stays open and you can turn it over completely. Suitable for pencil, chalk, marker and drawing techniques. Which aren't too wet. An A4 book with 35 sheets of 200 grams paper now costs €11.50 (normal price €14.95). With the discount code 2022nieuwsbriefartgecko you get another € 1.50 extra discount



Daniel Smith

It has been on our wish list ever since the start of Everycolor, especially since we came across this paint at the major art materials fair in Frankfurt. And here it is: Daniel Smith watercolour paint! This is arguably the best watercolour paint in the world and available in 5ml tubes in 117 colours. Because many people find a cup more convenient to work with, you will receive an empty cup with your tube for free. Because watercolour paint is relatively expensive, especially this kind of quality, we invite you to fill your own cup and get more paint for your money. Tip: Because some pigments are more expensive than others, not all colours have the same price, you can start just fine by choosing colours from series 1: the cheapest category..

Most colours of Daniel Smith contain only one pigment, and not a mixture of several, so mixing colours gives much nicer results. A number of colours are made from real gemstones and minerals, such as Amethyst and Lapis Lazuli. You can recognize these colours by the addition "Genuine". Artgecko is a trendy, English brand. They supply us with these beautiful Artgecko Shady drawing books with nice thick paper in the colours grey, sand colour or mixed: light grey, dark grey, sand coloured and black. The book has a soft touch black cardboard cover and is spiral bound, so it stays open and you can turn it over completely.

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Starting with

CHARCOAL, SIBERIAN CHALK AND INDIAN INK.

The course season is starting again! After the summer, many people start a drawing course, physically or online.

Here we discuss the materials that you are first introduced to as a starting artist: charcoal, Siberian chalk and Indian ink.

Charcoal is the oldest drawing material: our distant ancestors took a burnt piece of wood from the fire and drew with it on the walls of their cave. Charcoal for draftsmen is still made from burnt willow wood, but then with a process that produces the softest and most intense material possible. It is a somewhat underrated material and really not only intended for beginners to work with.

With charcoal you can draw lines, or planes with the side. You can also blacken the entire paper with charcoal and then “draw” the image with a kneadable eraser. We sell charcoal from Coates, Faber Castell and Lyra. Charcoal must be protected against smearing by applying a fixative.

Do you want blacker than black? Then there are different types of pressed charcoal. These are also called Siberian chalk.

Charcoal and black chalk is also available in pencil form. Our top brand is the American Generals. We sell their pencils separately and in nice sets. And a while ago we bought a batch of Conte. The pencils and crayons are a bit older, but that hasn't affected the quality. If you want to save money, you can make a good start with these Conte pencils and crayons.

To learn to draw, many people also draw with Indian ink. This is a deep black pigment ink mixed with shellac and/or gum arabic. You can apply the ink with a brush, reed pen, dip pen or reversing pen. The name of the latter refers to a trick: to store the pen, you put it back in the holder in reverse. The pen you draw with makes a huge difference: each pen type has its own character and creates a different line.

Interested in trying out these materials? Then you can order [the charcoal and ink starter pack](#).

NEW PRODUCTS

a small selection



MARVY UCHIDA

Marvy Uchida brush pens and fineliners are a household name in the world of manga drawing. There is a large online community and there are also nice videos on YouTube and social media. Again from Japan, so quality and refinement are guaranteed.



DERWENT CHROMAFLOW

EDerwent Chromaflow: a new pencil, with a smooth colour release and easy to blend. The pencil is in the middle price category with a price of € 1.80 each. Available per piece, in tins of 12, 36 and 48. And if you're reading this, probably also in tins of 72.



JAXON CHALK HOLDER

Jaxon chalk holder: if you don't like dirty fingers, this chalk holder is ideal. Because of the squeeze system, it is not that choosy about size: just about anything up to 1.5 cm fits in it. Suitable for charcoal, hard and soft chalk, soft and oil pastels.

ARA ACRYLIC PAINT

by Old Holland

ARA acrylic paint: this paint is made in the Netherlands by Old Holland and was developed for the students of the Rietveld academy. It is nice and thick paint in a sophisticated colour range of 97 colours. We have 250 ml jars in stock, and if you want to try this paint, there are these introductory sets with smaller bottles for you.



NEW PRODUCTS

a small selection



STAEDTLER FINELINERS

Staedtler fineliners: we love fineliners in beautiful colours and Staedtler's are part of that. We have sets from 10 to 72 pieces, and also many sets by colour of 6 pieces.



FABER CASTELL BLACK EDITION

Faber Castell Black Edition: In our opinion the best coloured pencil in its price category and a bestseller from the start. Recently 14 new colours have been added, making the largest set 50 colours.



SENNELIER TESTPACK

Sennelier test packs: an affordable way to get acquainted with the different Sennelier products. We have already sold a few of these nice tins in the past, but the family has expanded with acrylic paint, oilsticks, oil paint in study quality and, the nicest of all, a test pack with everything (multi-media).

HOLBEIN

Oil Pastels

Holbein oil pastels: nice, soft and creamy oil pastels with the familiar colour power of Holbein. Imported straight from Japan.



NEW PRODUCTS

a small selection



MUS STICKER LOVER

MUS sticker lover: a great book with 75 pages full of stickers in many styles to brighten up your bullet journal, agenda or cards.



CRETACOLOR POWDERS

Cretacolor powders: for artists who like to work on large format surfaces, powders are fantastic material to work with. You apply it with a brush, a cloth or your fingers. We sell graphite powder, charcoal powder and pigment powder in Sepia and Sanguine colours.



DERWENT GRAPHIC

Derwent graphic: not new on the market, but new for us, and as a special offer too! Derwent graphic is a collection of graphite pencils in all possible hardnesses. We have 2 tins with 12 graphite pencils each in different hardnesses, and the sketching set with 24 pencils and crayons.

DEALER

Stabilo

Stabilo pen 68 and point 88: since last month we have officially become a Stabilo dealer. That means lower prices, also for you, and new items will be added to our range faster. To celebrate, we have included the Point 88 fineliners each in our range. Incidentally, 10 new colours have been released for both the point 88 and the pen 68, the well-known striped felt-tip pen. That brings the total to 65. They are also available as complete sets.

