



Norma Professional Oil Colours

84 new formulated colours

Schmincke regularly update their colour ranges, to keep them at the forefront of technological developments, as always, combined with their long tradition of paint manufacture. The new Norma Professional Oil colour range of 84 colours represents the most modern oil colours available, and a substantial advance on the previous popular range.

So what's new?

The whole range has been re-formulated, so:

- The binder is made from pure plant oils (no synthetic additives) which has enabled Schmincke to increase the pigment loading by up to 20%, so the colours are especially concentrated and the texture is more buttery;
- Most of the colours have changed – new pigments have been chosen to improve the characteristics of traditional colours, and new mixtures have been made to create more modern hues;
- New colours have been added, utilising the latest pigment technology – these include three metallic hues and special colours, like Cobalt Violet Hue (made from apatite), “chromium” yellows, and Poppy Red;
- All colours are now of maximum 4-5 star lightfastness;
- The drying times have been shortened and are even for all colours;
- **There are now just three price groups, which has greatly reduced the cost of the cadmium and cobalt colours.**

Some things have remained the same though:

- They are still manufactured on a traditional three-cylinder mill, so that every grain of pigment is properly bound and the paint is smooth and even;
- The resulting mixture is still left to ripen for 3 months before being tubed, resulting in a buttery consistency with little excess oil;
- The colours are still produced in an environmentally-aware process, that uses renewable materials and non-soluble cobalt and cadmium pigments that are safer for artists to use;
- There are still three sizes of tubes, so heavy users are catered to;
- They are still Made In Germany, synonymous with quality;
- Schmincke still provide clear and extensive technical information on the range.

While the new Norma Professional Oil colour will be welcomed by existing Norma users, it's ultra-modern and unique brilliant colours will especially appeal to those who are engaged with colour in contemporary painting – from art students and younger artists, to established professional artists. Art students will appreciate the shorter drying times, the use of non-soluble cadmium and cobalt pigments will interest the health conscious, while the reduced cost of these usually expensive colours will be welcome by everyone, and make the range very competitive (especially as half the range of 35ml tubes are Series 1).



84 colours
35ml tube



48 colours
120ml tube



Ivory Black and
Titanium White