# DANIEL SMITH

# Manufacturer of the World's Finest Artists' Paints

MADE IN THE USA SINCE 1976



# Meet the Owner of DANIEL SMITH



## John Cogley

John Cogley, the owner of **DANIEL SMITH** Artists' Materials, joined the company in the Information Technology Department in 1988.

With almost three decades of leading the company as President, CEO and Owner, John has been the driving force behind making **DANIEL SMITH** Watercolors and other products recognized as the world's best.

Because of John's commitment to innovation and in manufacturing the highest quality paints and other products, artists worldwide can rely on the performance and continuity of **DANIEL SMITH** products year after year.

**DANIEL SMITH** is the Innovative Manufacturer of Beautiful Watercolors and Gouache for Artists Worldwide.

From being the first manufacturer to make the high-performance Quinacridone pigments into artists' paints, to the development of the exciting PrimaTek and Luminescent Watercolors and Gouache, Watercolor Grounds, Watercolor Sticks and inspiring Hand Poured Half Pan sets **DANIEL SMITH** has been the leader in developing creative tools for Artists.

Making beautiful, innovative, and high quality artists paints, which perform consistently from tube to tube, year after year, makes **DANIEL SMITH** products the choice for artists worldwide.

DANIEL SMITH

Extra Fine<sup>™</sup> Watercolors

## Highest Pigment Load

### Find YOUR Creative Inspiration with the Widest Range of Watercolors in the World



# Stay connected with DANIEL SMITH online!



### INSTAGRAM

@danielsmithartistsmaterials

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# YOUTUBE

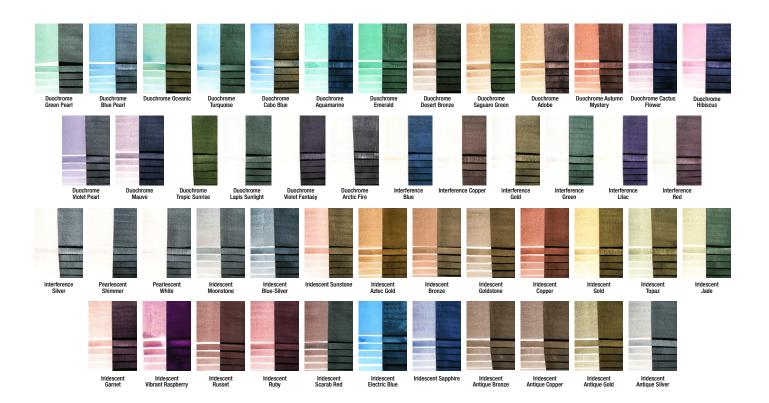
Channel - DANIEL SMITH



Hansa Yellow Medium	Mayan Yellow	Lemon Yellow	Indian Yellow	Naples Yellow	Hansa Yellow Deep	New Gamboge	Isoindoline Yellow	Permanent Yellow Deep	Aussie Red Gold	Pyrrol Orange	Permanent Orange
Cadmium Red Medium Hue	Pyrrol Red	Perylene Red	Permanent Red	Permanent Red Deep	Quinacridone Red	Anthraquinoid Red	Mayan Red	Alizarin Crimson	Perm. Alizarin Crimson	Rhodonite Genuine	Carmine
Bordeaux	Permanent	Quinacridone	Perylene	Cobalt Violet	Cobalt Violet	Wisteria	Ultramarine	Rose of	Quinacridone	Imperial	Purpurite
Dordeadx	Violet	Violet	Violet		Deep	WIStonia	Red	Ultramarine	Purple	Purple	Genuine
Indanthrone Blue	Sodalite Genuine	Lapis Lazuli Genuine	French Ultramarine	Ultramarine Blue	Cobalt Blue	Phthalo Blue (GS)	Lavender	King's Royal Blue	Verditer Blue	Phthalo Blue (RS)	Prussian Blue
Cobalt Turquoise	Amazonite Genuine	Blue Apatite Genuine	Lunar Blue	Cobalt Green Pale	Fuchsite Genuine	Viridian	Diopside Genuine	Phthalo Green (BS)	Cascade Green	Jadeite Genuine	Cobalt Green
Terre Verte	Deep Sap Green	Perylene Green	Prussian Green	Rare Green Earth	Undersea Green	Zoisite Genuine	Olive Green	Green Gold	Rich Green Gold	Nickel Azo Yellow	Bronzite Genuine
Transparent Yellow Oxide	Monte Amiata Nat. Sienna	Enviro-Frnd Red Iron Oxide	Goethite (Brown Ochre)	Quinacridone Deep Gold	Italian Deep Ochre	Lunar Earth	Burnt Yellow Ochre	Garnet Genuine	Roasted French Ochre	Burgundy Red Ochre	Indian Red
Red Jasper Genuine	Hematite Burnt Scarlet Gen.	Quinacridone Burnt Scarlet	Perylene Maroon	Sedona Genuine	Deep Scarlet	Naphthamide Maroon	Lunar Red Rock	Piemontite Genuine	Tiger's Eye Genuine	Burnt Tiger's Eye Genuine	Hematite Genuine
Enviro-Frnd Brown Iron Oxide	Burnt Sienna	English Red Ochre	Burnt Umber	Enviro-Frnd Yellow Iron Oxide	Raw Umber	Sepia	Sickerlite Genuine	Van Dyck Brown	Bloodstone Genuine	Lunar Violet	Neutral Tint
Jane's Black (Red/Green)	Jane's Black (Blue/Orange)	Ivory Black	Lamp Black	Lunar Black	Black Tourmaline Genuine	Gray Titanium	Chinese White	Titanium White			



DANIEL SMITH Luminescent Watercolors are specialty colors with optical effects, found in nature, that regular colors cannot replicate. These colors have an iridescent sheen, shimmer, sparkle or color shift often seen in birds' feathers, insects, fish, flowers, metals and water. The luminous quality of these special watercolors give artists a wider range of color options.





**DANIEL SMITH** created the PrimaTek line of paints made from minerals, some semi-precious, beginning in 1998 with a cache of Lapis Lazuli. DANIEL SMITH has a mineralogist who sources minerals which DANIEL SMITH processes into pigment, then mills it into watercolor. PrimaTeks express themselves with gorgeous granulation giving a sense of movement and depth that some artists have described as "magical".



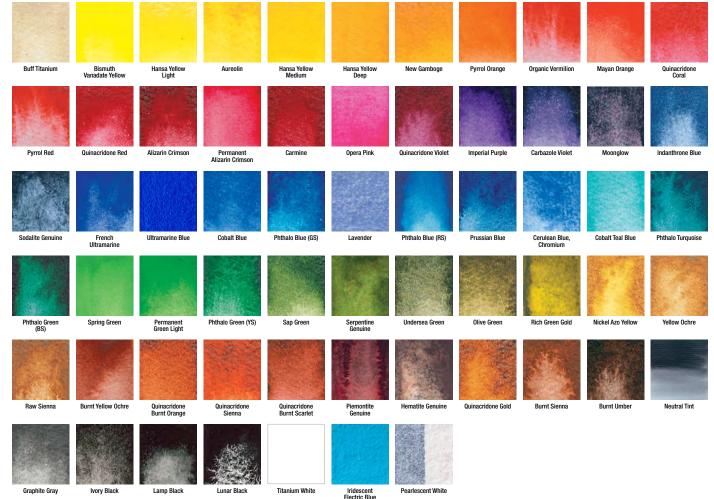


# 117 Colors in a Convenient 5ml Size





# The Power of Pure Pigment at Your Fingertips





#### 12-COLOR HALF PAN SET IN A METAL BOX 285650107

- Buff Titanium
- Hansa Yellow Light
- Hansa Yellow Medium
- Hansa Yellow Deep
- Pyrrol Scarlet
- Ouinacridone Rose
- Cerulean Blue, Chromium Ultramarine Blue
- Sap Green
- Yellow Ochre
- Burnt Sienna
- Raw Umber

#### COLORS OF INSPIRATION 12-COLOR HALE PAN SET IN A METAL BOX

- 285650103 Cadmium Yellow Medium Hue
- Ouinacridone Rose
- Wisteria Rose of Ultramarine
- Moonglow
- Shadow Violet
- Phthalo Blue (GS) Lavender
- Cascade Greer
- Serpentine Genuine
- Green Apatite Genuine
- Ouinacridone Gold

#### 24-COLOR HALE PAN SET IN A METAL BOX 285650113 Buff Titanium Hansa Yellow light

- Ouinacridone Gold Hansa Yellow Deep Pyrrol Scarlet Permanent Alizarin Crimson Quinacridone Rose Oltramarine Blue Cerulean Blue, Chromium
- Phthalo Blue (GS)
- Cobalt Turquoise
- Phthalo Green (BS)
- Sap Green
- Perylene Green
- Undersea Greer

#### 🦲 Raw Sienna Light

- Yellow Ochre Goethite (Brown Ochre)
- Indian Red Quinacridone Burnt Orange
- 🍯 Burnt Sienna 🍯 Burnt Umber
- Raw Umber Jane's Grey

# SKETCHER 6-COLOR HALF PAN

# SET IN A PLASTIC BOX

- Hansa Yellow Medium Ouinacridone Rose Ultramarine Blue Cerulean Blue, Chromium
- Monte Amiata Natural Sienna Transparent Red Oxide

# DANIEL SMITH **Hand Poured** Watercolor Half Pan Sets Following in the **DANIEL SMITH**

Tradition of manufacturing the finest handcrafted paints and products, our pans are HAND POURED.

- Available in a variety of 9 different sets;
- 3 Metal Boxed sets & 6 Plastic Boxed sets Professional Artist Quality
- · Hand Crafted & proudly made in Seattle, WA USA DANIEL SMITH uses the exact same formula for
- both tube and hand poured pan colors
- · Re-wets guickly and easily
- Portable and easy to use
- Perfect for travel, plein air, urban sketching and exploring unique color combinations





28565000

## Burnt Sienna Light Lunar Black

Shadow Violet Serpentine Genuine

#### PLASTIC BOX 285650004 Sleeping Beauty Turquoise Genuine Cerulean Blue Lunar Blue Indigo Sodalite Genuine

Payne's Blue Gray

#### EARTH: DESERT TO MOUNTAINS 6-COLOR HALF PAN SET IN A PLASTIC BOX

- 285650002 Buff Titanium
- 🔴 Raw Sienna Light
- Bronzite Genuine Venetian Red

## FLORAL: COTTAGE GARDENS TO **BOTANICALS 6-COLOR HALF PAN**

- SET IN A PLASTIC BOX 28565000
- Cadmium Yellow Medium Hue
- Ouinacridone Gold
- Quinacridone Rose Phthalo Blue (GS)
- Cascade Green
- Green Apatite Genuine

# 45 Colors Available As Individual Open Stock Half Pans



# **DANIEL SMITH EXTRA FINE<sup>™</sup> GOUACHE**

### **DANIEL SMITH** Extra Fine<sup>™</sup> **GOUACHE** is a

professional artist grade water media that produces an opaque matte finish. Made with the same highquality pigments and gum arabic as **DANIEL SMITH** Extra Fine<sup>™</sup> Watercolors, **DANIEL SMITH** Extra Fine<sup>™</sup> **GOUACHE** is uniquely formulated with higher pigment loads to achieve density and opacity without adding whites or other fillers.

#### Whether your painting style is abstract, representational, illustrative or figurative, you'll enjoy the creative versatility of **GOUACHE.** Apply it as mass tone straight from the tube to get rich, full-bodied solids with single brush strokes. Temper colors smoothly with water to create softer lines and hazy layers. Mix and blend new shades to customize your palette. You can even scrape into it or build up light texture with mark-making tools.



Pearlescent White

Iridescent Moonstone

Iridescent Aztec Gold

Iridescent Conner

Iridescent Gold

Iridescent Sunstone





Use **DANIEL SMITH Extra Fine™ GOUACHE** alone or to accent your watercolor paintings with velvety shadows or bold pops of color. Try it with a wider variety of brushes on either light or dark surfaces - explore a whole new world of artistic expression!



- 74 richly saturated colors
- Exceptional lightfastness and pure, natural opacity
- Full range of staining and lifting qualities
- Rewets, dilutes and cleans up easily with water
- Available in 15ml tubes: add colors to empty half-pans for portability



Lemon Yellow	Indian Yellow	Hansa Yellow Deep	Pyrrol Orange	Cadmium Orange Hue	Pyrrol Scarlet	
Opera Pink	Quinacridone Magenta	Bordeaux	Wisteria	Quinacridone Purple	Carbazole Violet	
Lavender	King's Royal Blue	Prussian Blue	Cerulean Blue	Cerulean Blue, Chromium	Phthalo Blue Turquoise	
Sap Green	Olive Green	Chrome Titanate Yellow	Yellow Ochre	Raw Sienna	E-F Red Iron Oxide	
Burnt Sienna	Hematite Genuine	Burnt Umber	E-F Yellow Iron Oxide	Raw Umber	Sepia	
Alvaro's Fresco Grey	Jane's Black (Red/Green)	Jane's Black (Blue/Orange)	Ivory Black	Lamp Black	Titanium White	
A CONTRACTOR OF A CONTRACTOR O			The top is mass tone straight from the tube, bottom is 1:1:1 paint, water and Titanium White			

# Watercolor Ground



You can paint our Watercolor Grounds onto metal, wood, plastic, glass, stone, fabric and more, then paint over with watercolor!

The **DANIEL SMITH** Watercolor Grounds create a soft, absorbent, watercolor friendly surface with a slightly cottony texture that is similar to cold press paper.

With this breakthrough ground, artists can paint with their watercolors onto nearly any 2 and 3-dimensional surface!

Color	Size	SKU
Titanium White	4 oz	284055002
	16 oz	284055001
Buff Titanium	4 oz	284055005
	16 oz	284055003
Mars Black	4 oz	284055007
	16 oz	284055006
Transparent	4 oz	284055011
Pearlescent White	4 oz	284055013
Iridescent Gold	4 oz	284055012

 Paint on almost any surface

Make any surface

Correct mistakes

archival

Stay inspired,

scan for more

creative ideas!

# DANIEL SMITH 🕚

Create a Paintable Surface with Watercolor Grounds, available in 6 colors!





Pearlescent

Ма





#### **DANIEL SMITH 266 Watercolor** + 22 Gouache Dot Card

An opportunity to try all 266 DANIEL SMITH Watercolors (that includes PrimaTek and Luminescent) plus our 22 Gouache Colors! Experience our beautiful colors and learn about their properties. A wonderful tool that can be used to build personal color palettes and as a color resource. A hand dotted sample of each color has been applied to 5 sheets of paper for your ultimate color journey.

· SKU 1900485

### Watercolor Confetti & Mineral Marvels Dot Card Sets

Scan for more info

Packaged in cute, convenient take-along boxes, each with 9 cards of 4 Extra Large Watercolor Dots on them for a total of 36 DANIEL SMITH colors in each box.







# **DANIEL SMITH Acrylic Gesso**

Our gesso is the best in the world. All are archival, have excellent lightfast ratings, and are made with a high-grade acrylic emulsion that provides optimal flexibility and durability. Cleans up with soap and water. Use our gesso as the perfect base for your oil, alkyd, acrylic, or gouache artwork.

### Iridescent Gold Gesso

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Its opaque, lustrous, metallic sheen comes from mica and iron oxides. Hints of radiant gold peek through your brushstrokes for a vibrant, luminous glow.

• 16 oz (Pint) | SKU 284040003

### **Transparent Gesso**

Let the pattern of your substrate shine through. Highlight the grain of wood panels or the textures of canvas and other surfaces through your artwork.

• 4 oz | SKU 284060016



Scan for more info

### **Titanium White Gesso**

Thick and heavily pigmented for excellent opaque coverage.

- 16 oz (Pint) | SKU 284040015
- 32 oz (Quart) | SKU 284060006

# Extra Fine<sup>™</sup> Watercolor Displays

# **WatercolorCenterDisplay**



### **DANIEL SMITH** Extra Fine<sup>™</sup> Watercolor Center

- 266 Watercolors (Three 15ml tubes of each color)
- · SKU 285250936

# Extra Fine<sup>™</sup> Watercolor Displays

**Assortment Displays** 





### EASY WAY TO INCREASE YOUR WATERCOLOR SALES WATERCOLOR UPGRADES — INCLUDES RACKS

- 15ml Tubes 77 to 154 Colors | SKU 285250940
- 15ml Tubes 154 to 231 Colors | SKU 285250944
- 15ml Tubes 231 Colors to Watercolor Center | SKU 285250946

# **Assortment Display**



### 231 DANIEL SMITH Extra Fine<sup>™</sup> Watercolor Rack

- 231 colors
- Three 15ml Tubes of each color
- · SKU 285250934

Why does **DANIEL SMITH** offer so many colors in watercolors? Because customers want choices.

With DANIEL SMITH Watercolors, artists can choose the best colors for them, and with the working properties that give them the highest possible creative expression.

# **5ml Tubes Assortment Displays**



# **DANIEL SMITH Extra Fine<sup>™</sup> Watercolor**

## A 117 5ml Watercolor Assortment includes:

- SKU 285210269

#### B Mini Rack includes:

- 30 5ml Watercolor Tubes, 3 of each color Four 4oz Jars of DANIEL SMITH Watercolor Grounds: Iridescent Gold & Pearlescent
- White
- three of each set • SKU 285210205



#### **154 DANIEL SMITH** Extra Fine<sup>™</sup> Watercolor Rack

- 154 colors, well over half of our Watercolors
- Three 15ml Tubes of each color
- SKU 285250930

Our 154 Watercolor Rack is an excellent way to offer more colors to your customers and still keeping to smaller space.

• 117 5ml Watercolor Tubes, 3 of each color

Essential & PrimaTek 5ml Watercolor Sets.



# **Extra Fine<sup>™</sup> Watercolor Displays**

# Hand Poured Half Pans Display



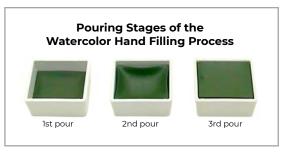
## **DANIEL SMITH Watercolor Half Pans**

Following in the **DANIEL SMITH** Tradition of manufacturing the finest handcrafted paints and products, our pans are HAND POURED.

Hand Pouring pans is incredibly labor intensive but offers the purest form of professional watercolor half pans.

#### 45 Color Watercolor Half Pan Assortment

- Three each of 45 Colors
- SKU 285650900



Professional Quality | Highest Lightfastness | Maximum Pigment Load Unsurpassed Tinting Strength | Made in the USA

# Watercolor Stick Display

### **DANIEL SMITH Watercolor Sticks**

Watercolor Sticks combine the best elements of drawing and painting, the results are exciting. Perfect for Plein Air, Travel and Urban Sketching, our Watercolor Sticks are a Pan in Your Hand!

#### 62 Color Watercolor Stick Assortment

- Three sticks each of 62 Colors
- · SKU 285670224



# Extra Fine<sup>™</sup> Gouache Display

# **Assortment Display**

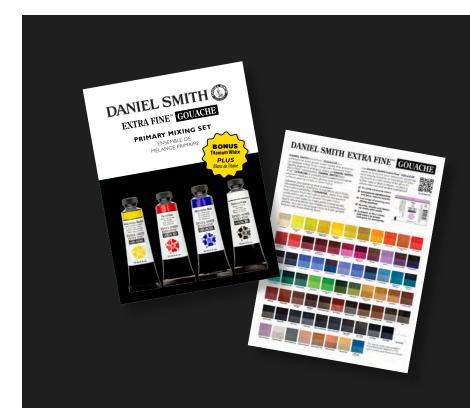


**DANIEL SMITH** Extra Fine<sup>™</sup> GOUACHE is a professional artist grade water media that produces an opaque matte finish. Made with the same high-quality pigments and gum arabic as DANIEL SMITH Extra Fine<sup>™</sup> Watercolors, DANIEL SMITH Extra Fine<sup>™</sup> GOUACHE is uniquely formulated with higher pigment loads to achieve density and opacity without adding whites or other fillers.

Whether your painting style is abstract, representational, Gilycine Blaureger Gilcina Wisteria illustrative or figurative, you'll DANIEL SMITH EXTRA FINE enjoy the creative versatility GOUACHE of GOUACHE. Apply it as mass tone straight from the tube to aet rich. full-bodied solids with single brush strokes. Temper colors smoothly with water to create softer lines and hazy layers. Mix and blend new shades to customize your palette. You can even scrape into it or build up light texture with mark-making tools.

### 74 Color Gouache Assortment

• Three 15ml Tubes of each color • SKU 285690020



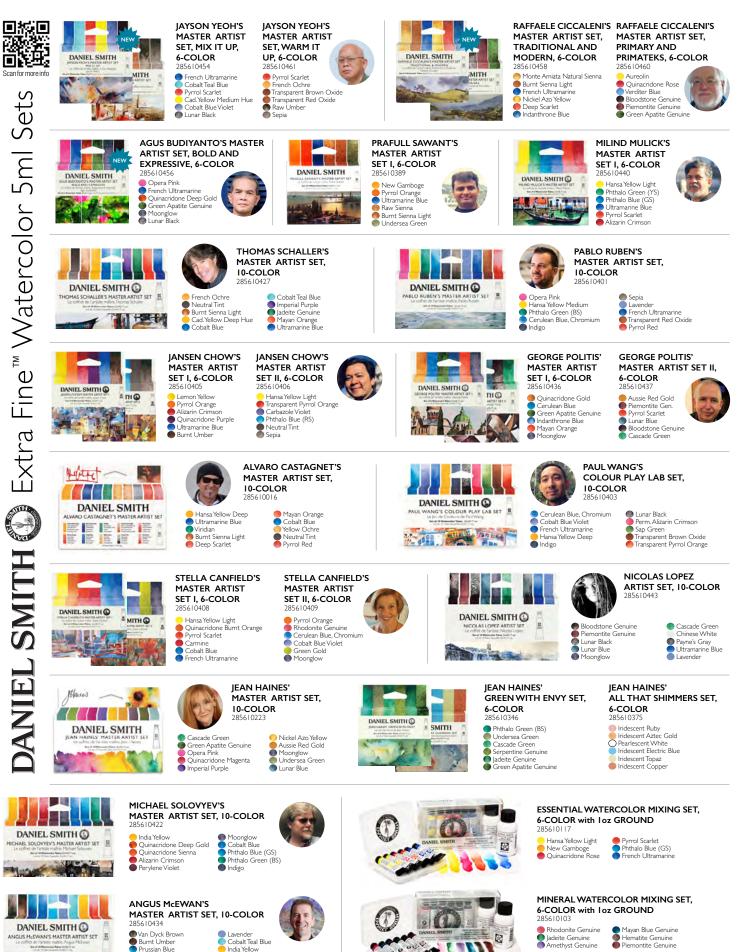
### DANIEL SMITH Extra Fine<sup>™</sup> Gouache



#### Extra Fine<sup>™</sup> Gouache Primary Set

- Buy 3 Colors, Get 1 Free!
- · 285690007

This gouache primary mixing set is a great way to try our new professional water-based product line. Matte and naturally opaque, this fundamental set allows you to use the three primary colors to mix secondary greens, oranges and purples. Use the white to adjust the shades. Perfect for students, color theory work, or anyone interested in exploring gouache. Use gouache alone or layer with transparent watercolor.



balt Blue

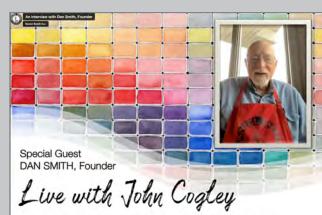
nese Blue Hue

Ouin. Burnt Orang

# **LET'S KEEP IN TOUCH JOIN JOHN LIVE!**



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Zoom with us weekly and learn something new!

## DANIEL SMITH Extra Fine<sup>™</sup> **15ml Watercolor Sets**



# PRIMARY MIXING DANIEL SMITH





Ouinacridone Sienna Sap Green Imperial Purple



John loves the opportunity to connect with artists from all over the world and share tips, tricks, insights into how he makes DANIEL SMITH paints, answer questions and so much more. It's a lot of fun...hope you can join him!!! John also introduces internationally acclaimed master artists from around the world who share insights into their artistry and demonstrate techniques using their favorite DANIEL SMITH products.

### CHECK OUT OUR LIVE DEMONSTRATIONS **PAGE FOR DETAILS & TIMES**





LEARN HOW IT ALL **STARTED** 

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MAYAN WATERCOLOR SET, 6-COLOR, 15ml Tubes



- 😑 Mayan Yellow Mayan Orange
- Mayan Blue Genuine
- Mayan Violet
- Mayan Dark Blue



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**EVENTS** 

CALENDAR





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# Manufacturer of the World's Finest Artists' Paints

DANIELSMITH.COM





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