

HEINZ JORDAN / Tenline sales Information JOURNAL

Distributing Quality Artists' Materials Since 1936

Headlines

We are going to focus this newsletter on all the new items contained within our catalogue to make sure you are aware of these new additions.

Please also find enclosed the Spring Water Promotion. This promotion runs from April 1 to May 11, 2012.

Catalogue Corrections

You should have all received a copy of our newest 2012 catalogue and price list. We found a few omissions and errors and have enclosed two back to back sheets with corrections for you to insert into your price list. We also included a Golden Series Chart which helps identify the colours in each series easily.

On-Line Catalogue

We are working to get the 2012 catalogue on-line with faster download times and higher quality image integrity. This is still in the works. Please be patient, our website is undergoing some major changes and all this will be updated as soon as we have it available.

Minimum Order Changes

Some new terms in the 2012 catalogue are the minimum order requirements which have been increased to \$200.00 net per order and back orders will be shipped free of charge if they are over \$100.00 net. (All special order items are excluded) Thank you for your cooperation in this matter.

Canvas Board Stock Packs

On the new 2012 price list you will notice that we have increased the stock packages of the canvas boards. Once the old stock has sold, that were in packages of 2 and 3, they will now be coming in packages of 12. We apologize for this change, but this was done at the manufacturer level. If we open the blister packages, the boards will collect dust and dirt and will not be sellable.



Lukas Aquarell
Studio Travel Box
Item # 246854
Sugg. List \$20.75



Contents: 12 - 1/2 pans, Lemon Yellow (Primary), Cadmium Yellow (hue), Yellow Ochre, English Red, Cadmium Red (hue), Magenta (Primary Red), Cyan (Primary Blue), Ultramarine, Olive Green, Viridian (Phthalo), Raw Umber, Payne's Grey.



Zentangle® is an easy to learn method of creating beautiful images from repetitive patterns. It provides artistic satisfaction and an increased sense of personal well being. Zentangle is enjoyed by people of all ages. Life is an art form and Zentangle is an elegant metaphor for deliberate artistry in life.



2050011

2050012



20X6SA



20X12SA

Koi Coloring Brushes are a convenient way to add vibrant color to any sketch, journal, cartoon, illustration, or rubber stamps.

The 48 transparent ink colors blend easily to create a multitude of hues and effects. Use the colorless blender pen to create seamless washes and color gradations.

PROVOCATIVE YELLOWS

For artists who have a vision for going beyond the ordinary, introducing a 22 ml limited edition set of PROVOCATIVE YELLOWS featuring three yellow colors from the Heavy Body line, each with unique qualities. Available for spring only, this set of three extraordinary yellows is sure to pique the curiosity of artists looking for the strength of yellow, while seeking ways to differentiate themselves with something a little unexpected. During the promotion, the PROVOCATIVE YELLOWS set will be available at a low introductory retail price of \$11.25.



Bismuth
Vanadate Yellow

Nickel Azo
Yellow

Aureolin
Hue

PROVOCATIVE YELLOWS
01P76-0 UPC: 7-38797007604



UNCOMMON BLUES still available while quantities last.



NEW FINEOTEC

Metallpuder GmbH & Co. KG



2650036 36pc Opaque Watercolour Set



2650024 24pc Opaque Watercolour Set



2650014 14pc Opaque Watercolour Set



26P006
Chubby 8 Set



26P005
Chubby 12 Set



26P003
Coloured Pencil Set



26P002
Portrait Set

NEW FineTec Products		
Item #	Set	Sug List
2650014	14pcs Set	\$7.75
2650024	24pcs Set	\$13.00
2650036	36pcs Set	\$19.00
26P005	12pcs Set	\$21.00
26P006	8pcs Set	\$14.00

All of the new Finetec products are in stock and ready to ship. Please feel free to add them to any future orders. For more information on any of these products contact your sales rep or the office.

Heinz Jordan is excited to introduce a new lineup of watercolour sets from FineTec. These brilliant non-toxic watercolours come packaged in convenient hinged plastic boxes with transparent plastic covers. Thick, opaque colour tablets (23mm) are of studio quality and are long lasting and durable. Starting at the low price of \$7.75, these sets are available in 14, 24 and 36 piece sets. We are also bringing back the chubby pencil sets. These giant coloured pencils, round triangular shape for a comfortable grip. Highly pigmented colour lead of 1/4" in a natural, uncoated wood casing. Creates fine strokes as well as bold area coverage. Please Note: Packaging design for the Coloured Pencil Set of 16 and the Portrait Set of 15 have been improved. All products are in stock and ready to ship.

Watercolour Hardcover Sketchbook



Watercolour hardcover book, 25 sheets, 300 gsm, cold press. Acid free paper, FSC certified, 25% cotton content.

It is inside and surface sized for optimal painting results. Washable black hard cover, spiral bound.

The rectangular die-cut on the cover allows to personalize the book just drawing on the first sheet in correspondence of the die-cut.

NEW FABRIANO

The Artists' pad represented a synthesis of tradition and quality that has always distinguished the Fabriano trademark. Unmistakable thanks to its refined cover and by now a "must" in the sector. Mould made paper produced with 50% cotton, acid free, guaranteeing long conservation. The internal and external sizing renders this paper excellent for all wet painting techniques. The blocks are glued on four sides to avoid the paper warping when wet. Ideal for watercolour, tempera and acrylic.



Blocchi Pad

Blocchi Pad		
Item #	Size	Sug List
16C3007M	5x7	\$11.90
16C3012M	9x12	\$24.55
16C3018M	12x18	\$44.45

Hardcover Sketchbook



Sketch hardcover book, 80 sheets, 110 gsm. Acid free paper, FSC certified. Washable black hard cover, spiral bound. Ideal for pencil, pastel, pen.

No rag content. (Error on Page 29)

NEW AND IMPROVED

You will also have noticed a change in our Museum Heavy Body and Fluid containers. We have found a new source for our paint which is not only better in customer service and turn around time, but has been extremely diligent in making sure there was not issues in the paint quality. I can assure you that you are getting the same great paint as before. The only notable differences will be the packaging and the size formats. They will be in 8 oz, 16oz, 32 oz and 128 oz sizes instead of ml sizing. Therefore the 250ml size of our Museum HB paint is now 8oz and 236ml. A slight difference in sizing, but no increases in costs moving forward. We are transitioning the old to the new this year and there will be still old jars in the 250ml size sent to you along with the new jars of the 236ml. By the end of the year or sooner, all should be switched over and we will reprint the pages showing the new jar sizes.

Please note the changes, Here are some examples:

- 1844BRGR 250ml now will be showing as 1344BRGR 8oz/236ml**
- 1845BRGR 500ml now will be showing as 1345BRGR 16oz/473ml**
- 1846BRGR 1000ml now will be showing as 1345BRGR 32oz/946ml**
- 1847BRGR 3.8LTR now will be showing as 1347BRGR 128oz/3785ml**
- 1848BRGR 2.3Ltr now will be changed to 1348BRGR 64oz/1892ml**
- 1805WHI 500ml will be showing as 1305WHI 16oz/473ml**
- 1820WHI 2LTR will be showing as 1320WHI 64oz/1892ml**
- 18TWHI Tempera 1000ml will now be 13TWHI Tempera 32oz/946ml**

