

Caran d'Ache launches NEOART 6901™ : The first-ever lightfast pastel for up to 100 years



PRODUCT PRESENTATION

Caran d'Ache strengthens its Expert range with the launch of NEOART 6901™, the first wax and oil pastel conform to the standard ASTM D-6901, offering unrivalled colour intensity and exceptional lightfastness for up to 100 years. This permanent pastel combines the softness of wax with the richness of oil, creating a unique texture.

Like Luminance 6901™ colour pencils, the lightfastness of NEOART 6901™ has been tested in the Arizona desert. With a colour chart of 48 shades, including 34 certified LFI (best lightfastness) and 14 LFII, NEOART 6901™ pastels guarantee remarkable colour purity and richness thanks to 75% mono- or bi-pigment formulas and no fewer than 44 pigments used.

With its high pigment concentration and octagonal shape for easy handling, NEOART 6901™ is aimed at professionals, art students, and passionate creatives, offering a medium of unrivalled quality for creating nomadic, spontaneous and vibrant work that last over time. With NEOART 6901™, Caran d'Ache reaffirms its expertise and spirit of innovation, setting a new standard in the world of pastels.

Keywords to remember:

- Wax and oil pastel
- Colours **100% lightfast** up to 100 years
- 34 colours certified LFI and 14 LFII
- ASTM standard D-6901

Target:

The most demanding amateur and professional artists looking for a high-quality permanent pastel offering outstanding lightfastness



TECHNICAL PRODUCT DESCRIPTION

Assortments:

- 3 assortments available: 12, 24 and 48 colours as well as all 48 colours available individually
- Packaging: cardboard box with high-density foam

Product specifications:

- Permanent wax and oil pastel = soft texture, silky appearance, does not crumble
- Octagonal shape and diameter of 10 mm x 68 mm, ensuring excellent grip
- Anthracite grey paper label, easy to remove, indicating the name of the colour in 3 languages + LFI or LFII lightfastness, allowing the user to work without getting dirty
- Outstanding lightfastness in accordance with the universal ASTM standard D-6901
- Bright colours with good covering power to create uniform colour planes
- Flexible use: application on edges, planes and extremities. Application possible on numerous materials (paper, cardboard, canvas, glass, wood, etc.)

Colour specifications:

- 100% lightfast: 34 colours certified LFI and 14 LFII
- **73% single- or two-pigment formulae**
- **21 single-pigment colours** guaranteeing colour purity: 001, 495, 009, 811, 542, 035, 185, 182, 671, 661, 662, 112, 585, 580, 070, 061, 850, 030, 530, 010, 240
- **Rich pigment selection:** 44 pigments for 48 colours
- **Outstanding pigment concentration:** the most intense of all our pastel ranges
- A balanced universal colour chart

Complementary products and accessories:

Chalk extension Ref. 12.009, multi-angle scraper Ref. 450.000, mixed media drawing pads Ref. 454.113, 454.114, 454.112

Product benefits:

- Colours 100% lightfast up to 100 years
- Soft, permanent texture, siccative and non-dirtying
- Shape ensuring, they can be applied with pressure with no risk of breakage
- Application possible on numerous materials

Legal standards:

Swiss Made, ASTM D-4236, ASTM D-6901, AP



ASSORTMENTS

Assortment of 12 colours

- 6 single-pigment colours
- 9 LFI colours (top level of lightfastness) and 3 LFII
- Contains essential colours for getting started with artistic wax pastel art and exploring numerous effects and motifs.



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Assortment of 24 colours

- 12 single-pigment colours
- 16 LFI colours (top level of lightfastness) and 8 LFII
- The selection of vibrant colours is ideal for creating floral motifs, still life and landscapes.



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Assortment of 48 colours

- 21 single-pigment colours
- 34 LFI colours (top level of lightfastness) and 14 LFII
- This assortment offers a wide range of colours ideal for producing portraits, still life, landscapes and abstract subjects.

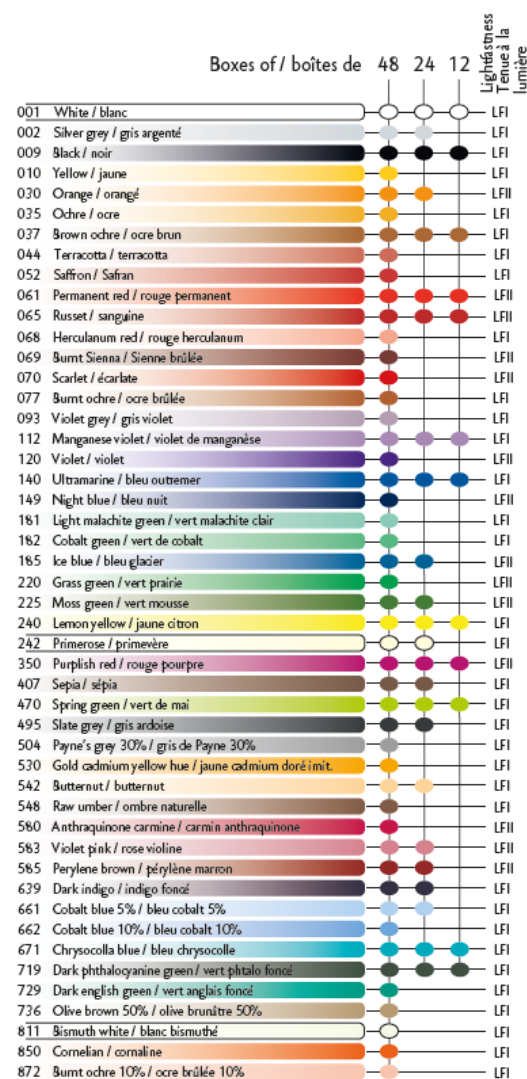


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COLOUR CHART

48 colours formulated using 44 finely-ground pigments, selected for their purity, intensity and excellent resistance to UV light.

Colour chart available in pdf format under:
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001 LFI	White - Blanc Weiss - Bianco Bianco PW6	002 LFI	Silver grey - Gris argenté Silbergrau - Grigio argento Ciseno griseado PW6/PB6/PB15	504 LFI	Payne's grey 30% - Gris de Payne 30% Pernegrau 30% - Grigio di Payne 30% Ciseno de Payne 30% PB20/PB16
495 LFI	Slate grey - Gris ardoise Schiefergrau - Grigio ardesia Cisento ardesia Graphite	009 LFI	Black - Noir Schwarz - Nero Pb6	093 LFI	Violet grey - Gris violet Grauviolett - Viola grigiastro Viola cira PR101/PV23/PY2/PB6/PB11
583 LFI	Violet pink - Rose violine Violettrosa - Rosa violetto Rosa violino PR101/PR16/PQ82/PR122/PY42/PB7/PB6/11	872 LFI	Burnt ochre 10% - Ocre brûlée 10% Ocker gebrannt 10% - Ocre bruciata 10% Ocre quemado 10% PR10/PY42	811 LFI	Bismuth white - Blanc bismuthé Bismuthweiss - Bianco Bismuth Bianco Bismuth PY84
542 LFI	Butternut - Butternut Butternut - Butternut Butternut PO62	068 LFI	Herculanum red - Rouge herculanum Herculanumrot - Rosso Ercolano Vermelho heralano PR17/PB16/PB112/PY42	077 LFI	Burnt ochre - Ocre brûlée Ocker gebrannt - Ocre bruciata Ocre quemado PR101/PY42
548 LFI	Raw umber - Ombre naturelle Echtumbra - Ombra naturale Sombra natural PR101/PY42/PB611	407 LFI	Sepia - Sépia Sepia - Seppia Sepia PB6/PR10/PY42/PB611	069 LFI	Burnt sienna - Sienna brûlée Sienna gebrannt - Sienna bruciata Sienna quemado PR101/PB6
065 LFI	Russet - Sanguine Rochbraun - Sangiugia Sanguina PR101/PR16/PY42	044 LFI	Terracotta - Terracotta Terracotta - Terracotta Terracotta PR10/PQ62	052 LFI	Saffron - Safran Safran - Zafferano Açafrão PR101/PQ62
037 LFI	Brown ochre - Ocre brun Braunocher - Ocre bruna Ocre pardo - Ocre acastanhado PY42/PR10/PB6	035 LFI	Ochre - Ocre Ocker - Ocre Ocre PY42	736 LFI	Brown olive 50% - Olive brunâtre 50% Braunoliv 50% - Oiva bruna 50% Castanho Acastona 30% PB6/PY42
225 LFI	Moss green - Vert mousse Moosgrün - Verde muschio Verde musgo PY3/PB6/PB6	470 LFI	Spring green - Vert de mai Magnif - Verde primavera Verde maio PY3/PQ7	220 LFI	Grass green - Vert prairie Esbilau - Verde prato Verde prato PY1/PY3/PQ7
729 LFI	Dark english green - Vert anglais foncé Dunkelenglischgrün - Verde inglese scuro Verde inglês escuro PQ7/PB6	719 LFI	Dark phthalocyanine green - Vert phtalo foncé Dunkelphthalocyaningrün - Verde ftalo scuro Verde ftalio escuro PB6/PB15/PY3/PY74	185 LFI	Ice blue - Bleu glacier Esbilau - Blu di ghiaccio Azul glácio PB16
182 LFI	Cobalt green - Vert de cobalt Kobaltgrün - Verde di cobalto Verde cobalto PB50	181 LFI	Light malachite green - Vert malachite clair Hellmalachitgrün - Verde malachite chiaro Verde malachite claro PQ7/PB6	671 LFI	Chrysocolla blue - Bleu chrysocolle Chrysokoll-Blau - Azzurro chrysocolla Azul-chrysocolla PB26
661 LFI	Cobalt blue 5% - Bleu cobalt 5% Kobaltblau 5% - Blu cobalto 5% Azul cobalto 5% PB28	662 LFI	Cobalt blue 10% - Bleu de cobalt 10% Kobaltblau 10% - Blu cobalto 10% Azul cobalto 10% PB28	140 LFI	Ultramarine - Bleu outremer Ultramarinblau - Blu oltr emare Azul ultramarino PB20/PB28
149 LFI	Night blue - Bleu nuit Nachtblau - Blu notte Azul noite PB15/PB6/PB6/PQ27	639 LFI	Dark indigo - Indigo foncé Indigoblau Dunkel - Indaco scuro Indigo escuro PB60/PB254	120 LFI	Violet - Violet Violett - Violetto Viola PB15/PR122
112 LFI	Manganese violet - Violet de manganèse Manganolett - Viola manganese Violeta mangarés PV16	350 LFI	Purplish red - Rouge pourpre Purpurrot - Rosso porpora Vermelho púrpura PR122/PR179	585 LFI	Perylene brown - Marron de pérylène Perylen braun - Bruno di perylene Castanho Perylene PR179
580 LFI	Anthraquinone carmine - Carmin anthraquinone Anthrachinon-Karmen - Carmio anthrachinone Antraquinone carmin PR177	070 LFI	Scarlet - Écarlate Scharlachrot - Scarlatto Escarlata PR254	061 LFI	Permanent red - Rouge permanent Permanenzrot - Rosso permanente Vermelho permanente PB242
850 LFI	Cornelian - Cornaline Kornelin - Cornalina Cornalina PQ61	030 LFI	Orange - Orange Orangerot - Arancio Laranja PQ62	530 LFI	Gold cadmium yellow - Jaune cadmium doré Goldkadmiumgelb - Gallo di cadmio dorato Amarelo adâmico dorado PY84
010 LFI	Yellow - Jaune Gelb - Giallo Amarelo limbo PY154	240 LFI	Lemon yellow - Jaune citron Zitronengelb - Giallo limone Amarelo limão PY7	242 LFI	Primrose - Primevère Schlüsselblume - Primaversa Primavera PY42/PY52

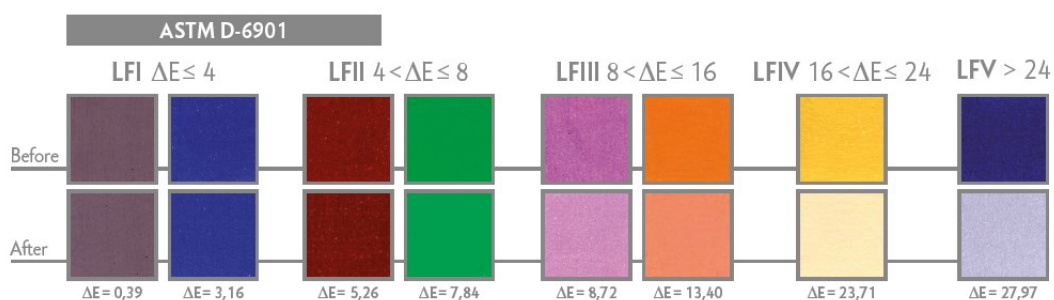
STANDARD ASTM D-6901

At the request of the CPSA (Colored Pencil Society of America), the American Society for Testing and Material has developed the most stringent international standard: ASTM D-6901, which determines the level of lightfastness of colours.



Obtaining this certification requires **3 months of strict outdoor testing**, in the Arizona desert, as well as **400 hours of exposure to SU light** in the laboratory.

With Neoart 6901, Caran d'Ache is the first brand to propose an assortment of 48 wax and oil pastels that are **100% lightfast**, including **34 in the highest category LFI** (lightfastness I) and 14 in LFII.



ΔE = quantifies the colour difference between the two sets of specimens before and after exposure to the light. Only colours with LFI or LFII classification, i.e. $\Delta E \leq 8$, comply with the standard.

MERCHANDISING RESOURCES



SAMPLE BOX

Reference 100019.250 **MERCHANDISING**

Description:

- Cardboard box measuring 7.9 x 2.7 x 1.8 cm
- Contains 2 pastels, colours 350 and 671
- Weight: 11 g



A5 FLYER

Reference 100019.529 **MERCHANDISING**

Description:

- Flyer, dimensions 148.8 x 21 cm
- In FR/DE/EN/ES/IT/PT

DISPLAY STAND FOR SEPARATE COLOURS

Display stand reference: PR7901.299

Description:

- 1 display stand in black PVC
- 50 compartments
- 3 Neoart 6901™ pastels per compartment
- Contents:
 - 1 display stand
 - Strips kit for the FR/DE/EN/ES/IT/PT module
 - 1 cardboard shelf barker to be fastened to the display stand (only for the first year) – dimensions: 9 x 15 cm
- Dimensions: 31.7 x 16.5 x 26.5 cm

Content reference: 7901.299

Description:

- The 48 Neoart 6901™ colours
- 2 repeated colours (001 and 009)
- 3 items per colour, 6 items for the repeated colours making a total of 150 pastels



Display stand PR7901.299 +
Content 7901.299



Shelf barker