



PRESS RELEASE
For Immediate Release

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Blick Art Materials Leads with Utrecht Cadmium-Free Alternatives

New acrylic and oil paints offer a safe, non-toxic option for artists and the environment, and improve on paint's brilliance, quality, and overall performance.

October 22, 2018 | Brooklyn, New York — As a leader in the field, Blick Art Materials continues its steadfast commitment to innovation by expanding on its cadmium-free line with new Utrecht Cadmium-Free Artists' Colors available in both acrylics and oils. The parent company of Utrecht Manufacturing, Blick Art Materials has spent the last 3-1/2 years developing the very first cadmium-free oil paint at its Utrecht facility in Brooklyn, and is proud to launch an additional cadmium-free line now available in an acrylic paint. Providing a safe alternative for artists, Utrecht has added eight cadmium-free color options to its already popular Utrecht Artists' Colors line for both types of paint. The cadmium-free paint lines are now available at all 63 Blick Art Materials stores across the country, and online at DickBlick.com and Utrecht.com.

In addition to multi-year research and continued development alongside a team of scientists, artists, and paint-makers, the new cadmium-free paints offer the same quality performance as their natural cadmium counterparts, and also address artists' health and environmental concerns. The new, non-toxic option is a safe alternative for those who prefer cadmium-free paint, but do not want to sacrifice the richness and quality found in natural cadmium colors. As a proponent of healthy living and environmentally safe artist-grade products, Blick's commitment to serving artists — both as customers and as associates — allow for an improved option all around. The cadmium-free paint is non-toxic and can also be disposed of safely.

"This not only benefits artists and the environment," said **Blick Art Materials CEO Bob Buchsbaum**, "but also ensures a safe work environment for the associates who develop and create Utrecht paints at our Brooklyn manufacturing facility, where the paints have been produced for decades."



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Utrecht has handcrafted acrylic colors in its Brooklyn, New York mill for over 50 years and is one of the first companies to develop and manufacture artists' acrylics in the world. The new Utrecht Artists' Colors feature increased color brilliance, better opacity, and improved color spacing, and include lights, mediums, and deeps that are consistent with the line's natural cadmium paint.

In addition, the cadmium-free oil colors were tested by various artists earlier this year, where participants were asked to compare the tone, tint, and opacity of the cadmium colors against the cadmium-free colors. Of the nearly 40 professional oil painters responding, the majority reported that the cadmium-free colors offered similar or improved color spacing, and paints were comparable, if not better, in their workability, texture, color strength, hue, covering power, and tinting qualities.

All Utrecht Cadmium-Free Artists' Colors are made using high-performance organic pigments with the highest concentrations. The product also combines superior-quality polymer vehicles to produce brilliant colors with exceptional clarity, covering power, and tint-strength. The new paints have earned AP Non-Toxic certification by the Art and Creative Materials Institute (ACMI).

About Blick Art Materials: Founded in Galesburg, Illinois in 1911, Blick Art Materials is the largest and oldest provider of art supplies in the United States. Its products cater to the full spectrum of artists — from the youngest child to gallery-represented professionals. A long-time advocate of art education in the U.S., Blick also provides support for scholastic, collegiate, and professional art shows, both financially and through a variety of materials that emphasize the benefits of art education. The company's corporate office is located in Highland Park, Illinois, and its main operations are located in Galesburg, Illinois. Blick acquired Utrecht's paint manufacturing facility and 40 retail stores in 2013. For more information, visit DickBlick.com.

About Utrecht Manufacturing: Founded more than 65 years ago in the neighborhood of Brooklyn, New York, Utrecht is known worldwide as a leading manufacturer of top-quality, handcrafted paints and other art supplies. Utrecht is officially recognized with Gold Certification status by the Brooklyn Made program. Sponsored by the Brooklyn Chamber of Commerce, the Brooklyn Made program recognizes the company as a leading, locally based manufacturer and employer.

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