



## How to Understand Key Information by Brand

The TCS On-Line Network offers as much information as possible for each brand of paint represented. A good place to check for specific details about the Company, including contact information, a short synopsis about the paint, and any key elements available concerning specific colors go to [www.gotcs.net](http://www.gotcs.net) and click Featured Brands in the left-hand column of the page.

For instance, by clicking on the Jo Sonja® Artist Colors brand in the left hand column you will see the following information:

Jo Sonja® Artist Colors

Chroma, Inc.

205 Bucky Drive

Lititz, PA 17543

Phone: (800) 374-1600 Fax: (717) 626-9292

[www.chromaonline.com](http://www.chromaonline.com) (\*1)

Jo Sonja's Artists' Colors are flow formula acrylics offering the look and feel of traditional gouache. They offer superb handling and brushing characteristics together with purity and strength of color. Acrylic gouache is a popular medium for design works on paper and decorative art, providing opacity of color and a beautiful, matte velvet finish. Unlike traditional gouache, color layering can be achieved easily throughout a painting, as the paints will dry within minutes. This brand offers a wide variety of mediums to enhance many different applications. (\*2)

Colors marked with (Bkgd) are Background Colors. These colors are specially formulated for the one-coat coverage important and timesaving when backgrounding. Colors marked with (PSC) are Jo Sonja's Potting Shed Collection, the first in her new Designer Palette of Background colors. You can determine the opacity of all Jo Sonja's colors by checking the letters following the manufacturer's number: O for Opaque color, ST for Semi-Transparent color and T for Transparent color. (\*3)

Which tells you valuable details about the company, the product, and explains any key information on individual colors within the brand in the Color Match Network: Entire contact information, including Company Name, Address, Phone Number and Website Address. Most questions you have can be answered by reading the information offered on the website. If you cannot find the answer you are looking for, you can click on the "Contact Us" link, and this creates an e-mail from you directly to their customer service representative. You may also contact them by phone or through the regular mail service.

This is a short synopsis explaining a little about the specific brand of paint. It is basically derived from the company's advertising information but it could help you decide if the paint you are planning to use is a good choice for the design/surface you have chosen. This explains any key information Color Match uses for this brand to help you identify characteristics of individual colors. In this case, we identified colors specifically created for backgrounds. In addition, after the manufacturer's number we added a dash followed by O for Opaque color, ST for Semi-Transparent color and T for Transparent color. Knowing the opacity is especially helpful in choosing the best colors for basecoating and/or glazing.

Key Information by brand:

All Brands:

(New 3) indicates a color introduced in 2003.

(New 4) indicates a color introduced in 2004.

(New 5) indicates a color introduced in 2005.

(Disc.) Indicates this color has been discontinued by the manufacturer.

Accent:

(ABC) Acrylic Blending Colors – colors containing artist pigments, best for mixing colors.

Delta Fabric:

(Delta BrushOn) indicates one of Delta's brush on colors.

(Delta Shimmering) indicates one of Delta's shimmering colors.

Folk Art:

(AP) Artist Pigment Colors

(PP) Pure Pigments - no longer available, this line replaced by Artist Pigments

Genesis Heat-Set Oils:

(ltd) indicates one of the colors required in the special limited palette .

(ltdm) indicates this color can also be mixed using the special limited palette. Click on ALT to find a recipe using only the special limited palette.

Grumbacher Max Oils:

OP after the Manufacture Number identifies Opaque colors.

SO after the Manufacture Number identifies Semi-Opaque colors.

TP after the Manufacture Number identifies Transparent colors.

TL after the Manufacture Number identifies Translucent colors.

Jo Sonja:

(Bkgd) Background colors - specially formulated for one-coat background coverage

(PSC) Potting Shed Collection – a set of designer background colors.

### Liquitex Acrylics:

(H) indicates this color is available in Heavy Body Acrylics

(H-S) indicates this color is available in both Heavy Body Acrylics and Soft Body Acrylics

(H-S-S) indicates this color is available in Heavy Body Acrylics, Soft Body Acrylics, and Super Heavy Body Acrylics

OP after the Manufacture Number identifies Opaque colors.

TP after the Manufacture Number identifies Transparent colors.

TL after the Manufacture Number identifies Translucent colors.

ACRA is a Liquitex trademark name for colors containing Quinacridone pigments.

### Grumbacher Max Oils:

OP after the Manufacture Number identifies Opaque colors.

SO after the Manufacture Number identifies Semi-Opaque colors.

ST after the Manufacture Number identifies Semi-Transparent colors.

TP after the Manufacture Number identifies Transparent colors.

### Oil Equivalents:

This is a category where we place a brand's colors when we have only a partial listing.

GRUM before a color indicates this is a Grumbacher color. When searching for all the Grumbacher colors in this category: Type GRUM in the color name, then check Keyword search.

REM before a color indicates this is a Rembrandt color. When searching for all the Rembrandt colors in this category: Type REM in the color name, then check Keyword search.

### Prima Acrylics:

OP after the Manufacture Number identifies Opaque colors.

SO after the Manufacture Number identifies Semi-Opaque colors.

ST after the Manufacture Number identifies Semi-Transparent colors.

TP after the Manufacture Number identifies Transparent colors.

### Prima Oils:

OP after the Manufacture Number identifies Opaque colors.

ST after the Manufacture Number identifies Semi-Transparent colors.

TP after the Manufacture Number identifies Transparent colors.

### Scheewe Acrylics:

O after the Manufacture Number identifies Opaque colors.

ST after the Manufacture Number identifies Semi-Transparent colors.

T after the Manufacture Number identifies Transparent colors.

Tulip Dimensional Fabric Paints:

(Tulip Slick) indicates one of Tulip's Slick colors.

(Tulip Pearl) indicates one of Tulip's Pearl colors.

(Tulip Puffy) indicates one of Tulip's Puffy colors.

Winsor & Newton Artist's Oil Colours:

O after the Manufacture Number identifies Opaque colors.

T after the Manufacture Number identifies Transparent colors.

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