



Press release
January 2008

Caran d'Ache discovers the secret of light-loving colours and invents Luminance 6901

Caran d'Ache, Maison de Haute Ecriture, is once more emphasising its expertise in Colour by offering professionals the Luminance 6901 colour pencil, a combination of the highest lightfastness and the smoothness of a permanent lead. Two years of research went into developing the formulation in the greatest secrecy in the Geneva workshops. Luminance 6901 guaranteeing professionals and artists the world over that their talent will survive.

Luminance 6901 offers a range of 76 permanent colours whose leads make no compromise between lightfastness and smoothness. Every shade has been formulated using finely-ground pigments chosen for their purity, intensity and resistance to UV rays.

The Luminance 6901 leads benefit from an extreme softness which enables obtaining subtle mixings and gradations, as well as blendings.

Caran d'Ache is the only brand to offer a set of 76 colours with 61 colours classified in the best category (Lightfastness I) under standard ASTM D-6901. This classification has been developed by the American Society for Testing and Material, at the CPSA's (Colored Pencil Society of America) request to determine the lightfast colour of coloured pencils.

Caran d'Ache provides a highly qualitative answer to all creative professionals, artists, architects, designers, stylists, art directors, interior designers...

They will appreciate the balance of the chromatic range, the technical features, and the pure aesthetics and ergonomics of Luminance 6901 pencils.

Luminance 6901 pencils complete the range of Artists products from the Maison Caran d'Ache offering professionals and artists the richness of expression of 3 complementary leads:

- the Luminance 6901 lead with strong coverage and strong mixing capacity for intense applications, blending effects and in particular top quality burnishing techniques.
- the Supracolor Soft water colour lead for washes and water colour effects in mixed techniques.
- the Pablo lead, dry and permanent, for details, hatching technique and to colour a number of media.





Cut from California cedar, Luminance 6901 colour pencils carry the FSC label, a guarantee of logging that is environmentally-friendly and socially and economically enduring.



Luminance 6901 pencils come in sets of 16, 38 and 76 pencils as well as in separate colours.

From February 2008 in specialised sales outlets.

For any additional information, please write to:

Dominique Despouy
Press Office Caran d'Ache SA, Geneva (Switzerland)
Tel: + 41 11 869 01 01
dominique.despouy@carandache.com
www.carandache.com

Caran d'Ache, Maison de Haute Ecriture, was founded by Arnold Schweitzer in 1924. With its priceless wealth of technical expertise, the company has carefully protected the art of handwriting. In the great tradition of Swiss manufacturing, it designs and produces exceptional products, all of which carry the famous "Swiss made" quality label. Recognised around the world for their excellence, these writing instruments, as well as Caran d'Ache fine arts and drawing materials, are a daring combination of expertise and aesthetics.