

*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.

COMMUNICATION EMBARGO

In-store & on e-commerce websites:

07th of February 2025

Newsletter, e-banners, social networks:

10th of February 2025

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.

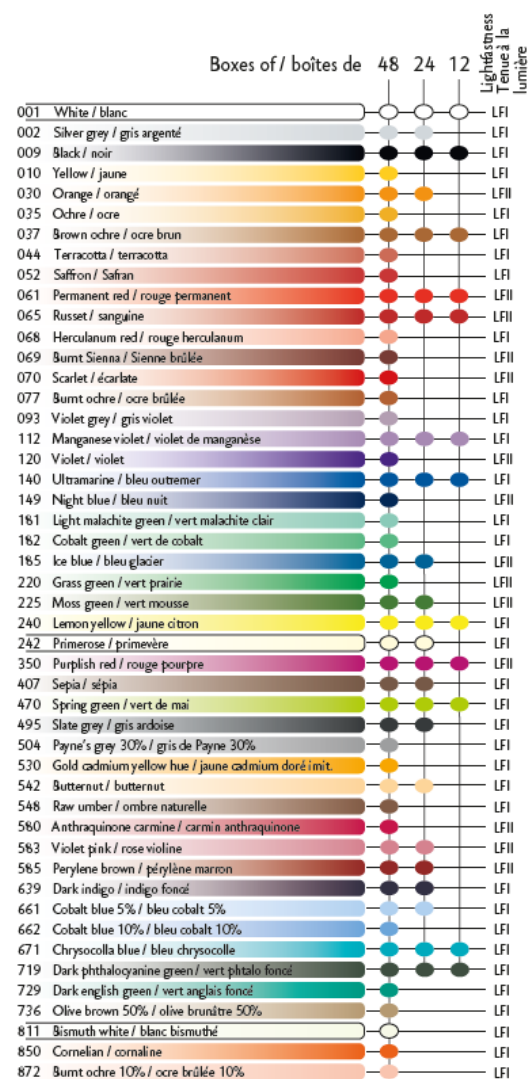


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COLOUR CHART

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 Cisento griseado PW6/PB6/PB15	504 LFI	Payne's grey 30% - Gris de Payne 30% Paynesgrau 30% - Grigio di Payne 30% Cisento de Payne 30% PB20/PB16
495 LFI	Slate grey - Gris ardoise Schiefergrau - Grigio ardesia Cisento ardesia Graphite	009 LFI	Black - Noir Schwarz - Nero PbK6	093 LFI	Violet grey - Gris violet Grauviolett - Viola grigiastro Viola cinza PB101/PV23/PT42/PB6/PB11
583 LFI	Violet pink - Rose violine Violettrosa - Rosa violetto Rosa violino PB101/PB16/PB6/PB12/PT42/PT43/PT44/PT45	872 LFI	Burnt ochre 10% - Ocre brûlée 10% Ocker gebrannt 10% - Ocre bruciata 10% Ocre quemado 10% PB10/PV42	811 LFI	Bismuth white - Blanc bismuthé Bismutweiss - Bianco Bismuth Bianco Bismuth PT184
542 LFI	Butternut - Butternut Butternut - Butternut Butternut PBK2	068 LFI	Herculaneum red - Rouge herculaneum Herculaneumrot - Rosso Ercolano Vermelho heralano PB173/PB168/PB112/PT42	077 LFI	Burnt ochre - Ocre brûlée Ocker gebrannt - Ocre bruciata Ocre quemado PB101/PV42
548 LFI	Raw umber - Ombre naturelle Echtumbra - Ombra naturale Sombra natural PB101/PT42/PB611	407 LFI	Sepia - Sépia Sepia - Seppia Sepia PB6/PB101/PT42/PB611	069 LFI	Burnt sienna - Sienna brûlée Sienna gebrannt - Sienna bruciata Sienna quemado PB101/PB6
065 LFI	Russet - Sanguine Rochumber - Sanguigna Sanguina PB101/PB16/PT42	044 LFI	Terracotta - Terracotta Terracotta - Terracotta Terracotta PB101/PB62	052 LFI	Saffron - Safran Safran - Zafferano Açafrão PB101/PB62
037 LFI	Brown ochre - Ocre brun Braunocher - Ocre bruna Ocre pardo - Ocre acastanhado PT42/PB101/PB69	035 LFI	Ochre - Ocre Ocker - Ocre Ocre PT42	736 LFI	Brown olive 50% - Olive brunâtre 50% Braunoliv 50% - Oliva bruna 50% Castanho Azeitona 30% PB6/PT42
225 LFI	Moss green - Vert mousse Moosgrün - Verde muschio Verde musgo PT173/PB69/PB66	470 LFI	Spring green - Vert de mai Maglin - Verde primavera Verde maio PT173/PT67	220 LFI	Grass green - Vert prairie Eidgrün - Verde prato Verde prato PT173/PT67
729 LFI	Dark english green - Vert anglais foncé Dunkelenglischgrün - Verde inglese scuro Verde inglês escuro PB173/PB69	719 LFI	Dark phthalocyanine green - Vert phtalo foncé Dunkelphthalocyaningrün - Verde ftalo scuro Verde ftalico escuro PB6/PB15/PT173/PT74	185 LFI	Ice blue - Bleu glacier Eisblau - Blu di ghiaccio Azul hielo 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 PB173/PB69	671 LFI	Chrysocolla blue - Bleu chrysocolla Chrysokoll-Blau - Azul 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 PB28/PB28
149 LFI	Night blue - Bleu nuit Nachtblau - Blu notte Azul noite PB151/PB69/PB69/PB27	639 LFI	Dark indigo - Indigo foncé Indigoblau Dunkel - Indaco scuro Indigo escuro PB60/PB254	120 LFI	Violet - Violet Violett - Violetto Viola PB151/PB122
112 LFI	Manganese violet - Violet de manganèse Mangenviolett - Viola manganese Violetto manganese PB16	350 LFI	Purplish red - Rouge pourpre Purpurrot - Rosso porpora Vermelho púrpura PB122/PB179	585 LFI	Perylene brown - Marron de pérylène Perylen braun - Bruno di perylene Castanho Perylene PB179
580 LFI	Anthraquinone carmine - Carmin anthraquinone Anthrachinon-Karmen - Carmine anthrachinone Antraquinona carmin PB177	070 LFI	Scarlet - Écarlate Scharlackrot - Scarlatto Escarlate PB254	061 LFI	Permanent red - Rouge permanent Permanenzrot - Rosso permanente Vermelho permanente PB242
850 LFI	Cornelian - Cornaline Kornelin - Cornalina Cornina PB61	030 LFI	Orange - Orange Orange - Arancio Laranja PB62	530 LFI	Gold cadmium yellow - Jaune cadmium doré Goldkadmiumgelb - Giallo di cadmio dorato Amarelo adâmico dourado PT184
010 LFI	Yellow - Jaune Gelb - Giallo Amarelo limão PT154	240 LFI	Lemon yellow - Jaune citron Zitronengelb - Giallo limone Amarelo limão PT17	242 LFI	Primrose - Primevère Schlüsselblume - Primavera Primavera PT42/PT53

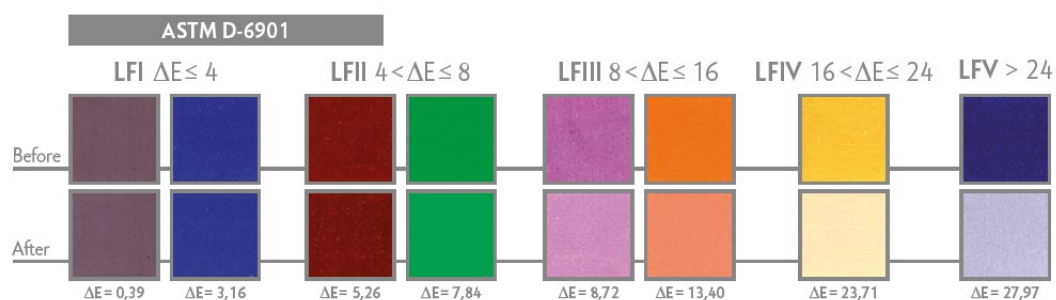
STANDARD ASTM D-6901

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.