# Mission Gold Class Watercolor







# Mission Gold Upholds Five New Standards

Mission changes the global standard for watercolor through the development of new technology and materials.

#### **STANDARD**

#### MODERN PIGMENTS

1

Mission Gold Watercolors are made with the most progressive pigments available today and deliver exceptional clarity, transparency, strength and high lightfastness. All Mission Gold Watercolors are intensely pigmented without gummy thickening agents that can hinder brilliance and darken over time. The result is unparalleled color and vibrancy that sets a new world standard.

#### **STANDARD**

#### **COLOR UNIFORMITY**

2

All Mission Gold Watercolors have consistent color strength and viscosity, a challenging standard to uphold when considering the hundreds of different pigments available today. This consistency allows artists to get a feel for all of the colors by trying just a few of them.

#### STANDARD

#### **EXCEPTIONAL SOLVENCY**

3

The superior solvency of Mission Gold Watercolors offers greater color control which allows paints to easily be revitalized with a damp brush even from dry palettes.

#### **STANDARD**

#### **EXCELLENT DISPERSION**

4

Solvency, brilliance, and particularly the lightfastness of watercolor are impacted by the quality of ingredients used. We pair our carefully selected pigments with only the finest mediums which are free of chemical additives that can hinder color. Mission Gold Watercolors also utilize a premium dispersant that allows paint to immediately and evenly dissolve in water and flow evenly on surfaces. The result is pure color that is unparalleled in intensity.

#### STANDARD

#### NON TOXIC INGREDIENTS

5

The management philosophies of Mission Gold are to protect our customers' health and alleviate environmental pollution. All Mission Gold Watercolors are created with only safe non-toxic pigments and ingredients.

## Mission Gold Symbols & Color Reference Guide



For your convenience, we have designated a symbol for each color.

#### 1. COLOR INDEX

The color index is an international standard that indicates and differentiates colors by their materials, pigment(s), lightfastness, etc.

PW	Pigment White	
PY	Pigment Yellow	
PO	Pigment Orange	
PR	Pigment Red	
PV	Pigment Violet	

PB	Pigment Blue	
PG	Pigment Green	
PBr	Pigment Brown	
PBk	Pigment Black	



### 2. LIGHTFASTNESS

Lightfastness refers to the character and severity of discoloration or fading that occurs when paints are exposed to UV or visible rays. Because completed artwork is expected to maintain its integrity over decades, lightfastness is a crucial component. Raw powdered pigments can vary in lightfastness due to factors such as the milling process, particle size and exposure to heat and moisture. Although color suppliers provide SGS certification on the lightfastness of supplied raw pigments, the addition of mediums will impact each lot of the final product.

#### LIGHTFASTNESS GUIDE

****	Extremely Lightfast	
***	Good Lightfast	
***	Lightfast	
**	Limited Lightfast	
*	Less Lightfast	

Due to these variables, the researchers at Mijello independently test each mixture twice for lightfastness after the product has been prepared:

- First, a mixture of 1g of pigment and 0.5g of water is applied to professional watercolor (8\*5g, 160g weight). Half of this area is covered with aluminum foil while the other half remains exposed. The sample is placed under an exposure device for a period of 120 hours.
- Secondly, we prepare an identical mixture and again cover half the sample with aluminum foil. It is placed under a glass roof in the Mijello laboratories with observations documented after 3, 6, and 12 month periods.
- \* BRIGHT COLORS VS COMPOSE COLORS

  Bright colors are very intense and while suitable for design work, have lower lightfastness rating than their counterparts. Compose colors while similar in shypose colors are more desirable for professional watercolor painting.



#### 3. INDICATION OF TRANSPARENCY

The transparency of watercolor when it's applied to watercolor paper depends on its form and density, among other characteristics. Therefore, our laboratory tests all colors under identical conditions before indicating the transparency.

#### - Test Method:

A piece of non-absorbent paper with black stripes is attached to 160 g. of white watercolor paper. A mixture of 0.8g watercolor and 0.2g water is added to three areas of the paper to determine transparency.

#### — The transparency of a color depends the medium used as well as its form.

Transparent	Transparent color
Semi-Transparent	Translucent color
Semi-Opaque	Frosted color
Opaque	Opaque color



#### 4. SOLVENCY TEST OF MISSION

Mission watercolors are extremely absorbent, so they will never get too dry. Squeeze as much as you like on your palette and know that you can always instantly revitalize them with water.



of Japan





of Germany





MISSION GOLD



Company W of the UK

#### - Test Method:

On identical surface areas of palette (3 \* 3cm), watercolor is squeezed and allowed to dry naturally under identical conditions for 30 days. Using identical brushes soaked in the same amount of water, identical pressure was used to dissolve the watercolor on each palette before applying it to paper.

#### 5. STAINING RESULT

For artists that use the staining method, we have indicated the details of our staining test results.

#### - Test Method:

Different colors are mixed (0.3g watercolor and 0.1g water) and applied to a 5 \* 5cm area on a piece of watercolor paper. After 24 hours, the surface is rubbed with a wet brush and dabbed with dry pulp.

Δ	Non-Staining	No Staining
lack	Semi-Staining	Moderate Staining
<b>A</b>	Staining	Heavy Staining

#### 6. COLOR TEST OF MISSION

Mission strives to emulate the best qualities of natural, sunlit colors.

Mijello® researchers have formulated all Mission Gold Watercolors to be highly concentrated which results in rich, deeply saturated colors that will make other brands pale in comparison. Artists can easily control the strength of color by simply using less pigment and more water to create a broad spectrum of hues as well as multidimensional effects. This intense color coupled with excellent dispersion allows Mission Gold Watercolor to stand up beautifully to even the most opaque whites for vibrant and uniform gouaches.

Mission watercolors are highly pigmented, so color dispersion is excellent and color density can be easily controlled.



Company W of the UK for professionals



#### — Test Method:

We prepared equal amounts of Rose Madder paint (30mg) from Mission and two competitors. Each was applied to professional grade watercolor paper in a 26.5mm diameter circle.



# **Mission Gold Class** Watercolor Chart



W515 ©	W514 E	W519 ©	W571 B	W513 ©	W572 E
Permanent Alizarin	Crimson Lake	Permanent Magenta	Rubine	Rose Madder	Perylene Maroon
Crimson PV19, PR179, PR122  ★★★★	PR202	R122	PR254, PR122	PR176	R179
	<b>★★★★</b>	<b>★★★★</b>	<b>★★★★ ☑ △</b>	<b>★★★</b>	*****
W555 Brilliant Pink	W551 Bright Opera	W556 © Bright Rose	W557 Bright Violet	W558 (A) Lilac	W559 A Ultramarine Violet
PR209, PW6	BV10, PR122	BV7, BV10, PR122	BV7, PR122, PV15	PV15, PR122, PW6	PV15, PB15:3, PR122
★ ★ ★ ★	<b>★</b> ■	★	★ ★ □ ▲	★★★★ \ \ \ \ \ \	★★★★ □ ▲
W582 B	W541 ©	W546 B	W583 B	W540 (A)	W539 (A)
Marine Blue	Cerulean Blue	Indigo	Shadow Green	Green Grey	Prussian Green
PB15:3, PG7	PB15:3	PB29, PB27, PBk7	PG7, PBk7	PG36, PBr7, PW6	PB27, PG7
★★★★ □ ▲	★★★★ □ ▲	★★★★	★★★★ \ \ \ \ \	★ ★ ★ ★ ★ ■ ■	★★★★★ <b>I </b>
W529 B	W562 B	W564 ©	W565 D	W570 B	W566 B
Gold Brown	Light Red	Burnt Sienna	Red Brown	Burnt Umber	Van Dyke Brown
PBr25, PY65	PBr25, PR112, PY150	PBr25, PR112, PY150	PBr25	PBr7, PBr25, PY150	PBr7
<b>★ ★ ★ ★ ★</b>	★ ★ ★ ★ ★ ■	★ ★ ★ ★ ★	<b>★★★★</b> □ <b>△</b>	<b>★ ★ ★ ★</b>	<b>★★★★</b> □ △
W521 B	W526 ©	W527 (A)	W528 A	W520 (A)	W554 B
Lemon Yellow	Aureolin	Naples Yellow	Jaune Brilliant No.1	Jaune Brilliant No.2	Shell Pink
PY3 <b>★**</b>	PY3, PBr25 ★★★	PY154, PY65, PW6 ★★★	PO73, PY65, PW6	PO73, PBr7, PW6, PY65 ★ ★ ★ ★ □ ▲	PO73, PW6  ****
W581 B	W545 B	W547 E	W544 A	W542 (A)	W543 D
Ultramarine Light	Utramarine Deep	Mijello Blue	Prussian Blue	Cobalt Blue No.1	Peacock Blue
PB29	PB29, PV15	PB27, PR202	PB27	PB29, PB15:3	PB15:3, PG7
<b>★***</b>	★★★★ □ ▲	★★★★	<b>★★★★</b>	★★★★	★★★★
			The state of the s	Sec. B.	
W589	W590 ©	W561 (A)	W568 B	W563 (A)	W569 (A)
Cobalt Green	Cobalt Turquoise	Yellow Ochre No.1	Yellow Ochre No.2	Raw Umber	Raw Sienna
PG7, PW6	PB28, PY3, PW6	PY42, PY150	PY42	PBr7, PY65	PY42, PY65, PBr25
★★★★★ ■ ▲	★ ★ ★ ★	★★★★	<b>★★★★</b> ■ <b>▲</b>	★★★	★★★ □ ▲
W501 (A)	W507 ©	W592 ©	W593 (A)	W595 E	W596 E
Chinese White	Titanium White	Shadow Violet	Melon Green	Bluish Pearl	Yellowish Pearl
PW6	PW6	PG7, PR122	PG7, PY3, PW6	PW6	PW6

#### **LIGHTFASTNESS LEVEL**

****	Extremely Lightfast	
****	Good Lightfast	
***	Lightfast	
**	Limited Lightfast	
*	Less Lightfast	

#### **SERIES**

A — E	Price Group

#### TRANSPARENCY / OPACITY

Transparent	Transparent color
Semi-Transparent	Translucent color
Semi-Opaque	Frosted color
Opaque	Opaque color

#### **STAINING**

$\triangle$	Non-Staining	No Staining
lack	Semi-Staining	Moderate Staining
	Staining	Heavy Staining





# Mission Gold Class Watercolors



Watercolors as vibrant as nature

For intensity and brilliance beyond compare, experience Mission Gold Watercolors by Mijello. The super-premium watercolors that comprise this line were designed with the help of expert watercolor artists to mirror the pure, rich colors from nature's palette. Only the most progressive and highest quality pigments from around the world are selected for use. In the continual strive for perfection many colors were recently reformulated for superior light-fastness so Mission Gold will better preserve your artwork's original vivacity.

Mission Gold Watercolors are handmade by first mixing carefully selected pigments with premium mediums and dispersants and allowing them to naturally cultivate extraordinary color properties. This process results in consistent color, strength and viscosity that artists can rely on. Mission Gold disperses quickly, beautifully, and evenly in water allowing the artist to better express true depth and perspective of multi-dimensional objects. With more pigment and no thickener, a little color goes a long way and there is very little color shift from wet to dry.

For watercolor as vibrant as nature, go beyond your ordinary watercolor. Mission Gold is the watercolor that listens to you.

All brilliant colors are available in 15ml tube (Series A, B, C, D and E).



#### **MISSION GOLD WATERCOLORS**

Full Assortment Open Stock (15 ml) - 3 Each Per Color

**# MWCASSORTMENT** 





#### **MISSION GOLD WATERCOLORS**

Watercolor 9-Color Introductory Set (7mL)

#### # MWC-7009

This set includes Permanent Yellow Light, Yellow Orange, Permanent Red, Permanent Rose, Rose Madder, Viridian, Peacock Blue, Burnt Sienna, and Van Dyke Brown.





#### **MISSION GOLD WATERCOLORS**

Watercolor 9-Color Landscape Set (7mL)

#### # MWC-7009B

This set includes Permanent Yellow Light, Indian Yellow, Vermilion, Permanent Rose, Permanent Alizarin Crimson, Ultramarine Deep, Peacock Blue, Hooker's Green and Burnt Sienna.





#### MISSION GOLD WATERCOLORS

12 Color Set (7ml)

#### #MWC-7012

This set includes Permanent Yellow Light, Orange, Permanent Red, Permanent Rose, Ultramarine Deep, Prussian Blue, Rose Madder, Bright Clear Violet, Viridian, Sap Green, Burnt Sienna and Van Dyke Brown.





#### **MISSION GOLD WATERCOLORS**

24 Color Set (7ml)

#### #MWC-7024

This set includes Chinese White, Lemon Yellow, Permanent Yellow Deep, Yellow Orange, Rose Madder, Bright Opera, Permanent Red, Permanent Rose, Bright Clear Violet, Cerulean Blue, Cobalt Blue No. 1, Peacock Blue, Ultramarine Deep, Indigo, Viridian, Hooker's Green, Sap Green, Yellow Ochre No. 1, Raw Sienna, Burnt Umber, Van Dyke Brown, and Ivory Black.





#### **MISSION GOLD WATERCOLORS**

34 Color Set (15ml)

#### #MWC-1534

This set includes Chinese White, Lemon Yellow, Permanent Yellow Light, Permanent Yellow Deep, Yellow Orange, Vermilion, Permanent Red, Permanent Rose, Rose Madder, Bright Opera, Rose Madder, Permanent Alizarin Crimson, Bright Clear Violet, Ultramarine Deep, Cobalt Blue No. 1, Cerulean Blue, Peacock Blue, Prussian Blue, Indigo, Van Dyke Green, Viridian, Hooker's Green, Sap Green, Yellow Green, Greenish Yellow, Olive Green, Yellow Ochre No. 1, Raw Sienna, Raw Umber, Burnt Sienna, Red Brown, Burnt Umber, Van Dyke Brown, Sepia and Ivory Black.







#### MISSION GOLD WATERCOLORS

36 Color Set with Handy Palette (7ml)

#### # MWCP-7036

This set includes Crimson Lake, Rose Madder,
Permanent Red, Permanent Rose, Vermilion, Orange,
Yellow Orange, Permanent Yellow Deep, Permanent
Yellow Light, Cerulean Blue, Van Dyke Green, Hooker's
Green, Olive Green, Viridan, Sap Green, Yellow Green,
Greenish Yellow, Lemon Yellow, Burnt Umber, Indigo,
Prussian Blue, Peacock Blue, Cobalt Blue No. 1,
Ultramarine Deep, Bright Clear Violet, Red Violet,
Bright Opera, Yellow Ochre No. 1, Light Red, Raw
Umber, Burnt Sienna, Red Brown, Van Dyke Brown,
Sepia, Ivory Black, and Chinese White.





# **Three Reasons**

# Why Mijello® palettes differ from the competition

#### **REASON**

#### DIFFERENTIATED FEATURES AND DESIGN

1

With the development of the world's first-ever acrylic paint palette, Mijello's popularity has soared. Mijello products are developed from the consumer's perspective, thereby generating excellence in functionality.

#### **REASON**

#### USE OF SAFE, NON-TOXIC RAW MATERIALS

2

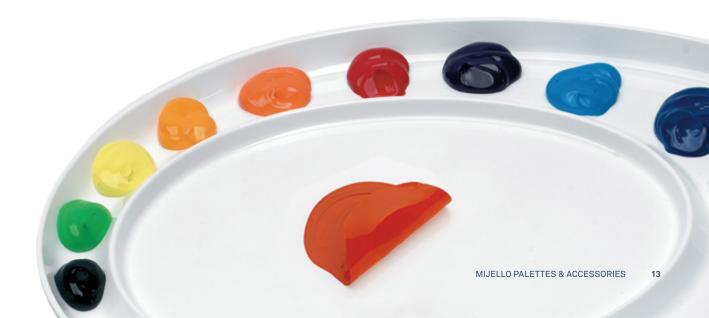
All Mijello Palettes are produced using raw materials that are harmless to the human body and the environment.

#### REASON

#### USE OF 100% NEW RAW MATERIALS ONLY

3

When reclaimed materials are utilized to lower injection molding costs, the product's durability suffers. Instead of using recycled materials, Mijello palettes are created with only 100% new raw materials making them stronger against impact.



# Mijello<sup>®</sup> Watercolor Palettes





#### 34 COLORS

## PERFECT COLOR WATERCOLOR PALETTE

#### #92-WP3034

- Constructed of the same shock-proof material used in bullet-proof glass
- Allows user to view colors in palette precisely as they appear on paper
- Crystal-clear interior allows for vivid color display
- 33 wells and 3 divided mixing areas
- · Includes reusable water-absorbing blotter and non-woven cloth
- 355 x 155 x 22 mm



#### 40 COLORS

#### SILVER NANO WATERCOLOR PALETTE

#### #92-WP3040

- Antibacterial guard to keep paints fresh and true
- Ergonomically designed for left and right handed users
- Functions as a hand-held or stationary palette
- 40 user-friendly angled wells and two mixing areas
- · Constructed of non-porous stain-resistant materials
- 390 x 165 x 35 mm







Without Silver Nano

With Silver Nano



#### 33 COLORS

## FUSION 33 AIRTIGHT LEAK-PROOF WATERCOLOR PALETTE

#### #92-WP3033B

- Airtight chamber keeps paints fresh for days, even weeks
- Constructed of high-impact plastic for durability
- Removable inner tray allows for easy clean-up
- 33 wells and a large mixing area
- Ideal for travel and plein air painting
- 270 x 130 x 23 mm



#### 24 COLORS

## FUSION 24 AIRTIGHT LEAK-PROOF WATERCOLOR PALETTE

#### #92-WP3024B

- Leakproof/Airtight palette for watercolor, oil color
- Removable clear mixing tray for easy cleaning
- 24 slanted wells; two generous mixing areas
- Keeps colors fresh for weeks
- Colors appear the same on both the palette and watercolor paper
- 270 x 130 x 23 mm



#### 18 COLORS

## FUSION LEAKPROOF AIRTIGHT PAINT PALETTE

#92-WP3018B (BLUE) #92-WP3018F (FUCHSIA)

- Leakproof/Airtight palette for watercolor, oil color
- Removable clear mixing tray for easy cleaning
- 18 slanted wells; three generous mixing areas
- Keeps colors fresh and for weeks
- Colors appear the same on both the palette and watercolor paper
- 270 x 130 x 23 mm

# Mijello® Acrylic/Oil Palettes



## ARTELIER AIRTIGHT PEEL-OFF PAINT PALETTE

#### #92-AP3025

- Designed for use with oil and acrylic paints
- When paint dries, simply peel off; thin layers wipe away with wet cloth
- Large central mixing area surrounded by 28 divided wells
- · Lid functions as additional palette
- "Designed by artists for artists"







JUST PEEL OFF TO CLEAN!









Covered

Top of cover

Bottom of cover



## ELLIPSE S PEEL-OFF PAINT PALETTE

#### #92-AP3078

- Designed for use with oil and acrylic paint
- Non-porous surface for easy clean up
- · When paint dries, simply peel off
- Central mixing area with raised perimeter for smaller portions of color
- Ergonomic design for left or right handed artists
- 270 x 195 x 20 mm









## ELLIPSE XL PEEL-OFF PAINT PALETTE

#### #92-AP3079

- For use with acrylic and oil paints
- When paint dries, just peel off
- Thin layers of paint can be wiped off with a wet cloth
- Includes four non-skid rubber bumpers
- Comfortable grip ideal for both right and left handed artists
- Central mixing area with raised perimeter for smaller portions of color
- 435 x 315 x 20 mm



#### FREDI WEBER PEEL-OFF TRAY PALETTE

#### #92-AP3010

- Excellent for use with oil and acrylic paints
- · When paint dries, simply peel off
- Curved palette lips to prevent paint overflow between areas
- Can be used by left of right handed artists
- Includes four (4) non-skid bumpers to prevent sliding
- 325 x 225 x 8 mm

# **Mijello**® Water Buckets



#### **MIJELLO MULTI-USE WATER BUCKETS**

#92-WP4021 2 LITER CAPACITY WITH THREE BASINS #92-WP4022 7 LITER CAPACITY WITH TWO BASINS

- Brushes lay flat across specially grooved handle
- · 2 Liter bucket features three divided basins for clean, cleaner and cleanest water
- 7 Liter bucket features two divided basins for clean and cleanest water
- Easily transports and stores multiple brushes
- Includes receptacle for paint dauber or blotter cloth



Brushes lay flat across the handle



Three divided wells for clean, cleaner, and cleanest water



Designated well for a



Easy transport and storage for multiple brushes





#### SEE THESE OTHER FINE PRODUCTS FROM MARTIN F. WEBER CO.

#### WINTER HARVEST™ KOLINSKY ARTISTS BRUSHES

#### WINTER HARVEST™ KOLINSKY SABLE BRUSH ASSORTMENTS:

#88-A THREE EACH OF ALL 14 POINTED ROUND SIZES #88-Z SIX EACH OF TEN SIZES (#10/0 THRU #6):

THREE EACH OF FOUR SIZES (#7 THRU #10)

#88-SET ONE EACH OF ALL FOURTEEN POINTED ROUNDS

PRESENTED IN A BLACK EASEL BACK BRUSH CASE

Winter Harvest™ Kolinsky Sable Brushes, as with the original set crafted by Frederick Weber himself, incorporate only the thickest hairs of the male kolinsky harvested during Russia's coldest months. These hairs are arranged by the most experienced craftsmen with over thirty years of experience and face rigorous inspection to insure quality. The result is an impeccable brush that draws to a precision point as only found in single hair brushes and an unparalleled snap that provides the artist with the ultimate in control. Additionally, each Winter Harvest™ Brush is accented with a beautiful chrome plated ferrule, a feature rarely found in even the most exclusive brush lines today. Available in fourteen (14) Pointed Round sizes.



Winter Harvest™ Kolinsky brushes are individually handcrafted from premium quality male Kolinsky hairs harvested in January and February

 Chrome plated ferrule is an exceptional feature of Winter Harvest Kolinsky brushes – a quality rarely found in brushes today

ITEM NO.	DESCRIPTION	SIZE
88-10/0	Pointed Round	10/0
88-000	Pointed Round	000
88-00	Pointed Round	00
88-0	Pointed Round	0
88-1	Pointed Round	1
88-2	Pointed Round	2
88-3	Pointed Round	3

ITEM NO.	DESCRIPTION	SIZE
88-4	Pointed Round	4
88-5	Pointed Round	5
88-6	Pointed Round	6
88-7	Pointed Round	7
88-8	Pointed Round	8
88-9	Pointed Round	9
88-10	Pointed Round	10



#### SEE THESE OTHER FINE PRODUCTS FROM MARTIN UNIVERSAL DESIGN, INC.





#### **MOO ERASERS**

#M00-200 26G/SMALL #M00-300 39G/MEDIUM #M00-300DB 83G/MEDIUM 75G/LARGE

MO0® Professional Erasers will replace kneaded, art gum, vinyl and all other erasers that an artist may currently use. Easily erase pastels, charcoal, graphite, and much more without abrading surface and because of their soft yet firm density, even textured surfaces such as rough-press watercolor paper come clean. Unlike other erasers that leave excessive dust that can ruin the surface, MO0® Erasers leave a long roll of used material. Produced from latex-free PVC and available in three sizes.

- · Latex-free PVC
- · Replaces all other artists' erasers
- Will not abrade even textured surfaces

## COMPARISON BETWEEN MOO & OTHER ERASERS

Moo Erasers roll the residue so that your drawing is not soiled.



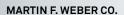


Other Erasers

МОО







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**AMERICA'S MASTER COLOR MAKER SINCE 1853** 

