



## Fränkisch. Colorful. Familiar.

With these succinct words, KREUL will be presenting itself at Creativeworld from 7 to 10 February 2025. The Franconian paint manufacturer is proud of its 187th anniversary and feels more connected to its home region than ever before. This is where Franconian pragmatism meets a network of regional partners. A speciality with which the family-run company has been facing up to international competition for years. For the first time, the conscious decision to locate in Hallerndorf is expressed in three artist acrylic colors: Fränkisch Red, Fränkisch Hop Gold and Fränkisch Sandstone. The locally inspired colors are part of the palette of a completely rethought classic. SOLO GOYA Triton Acrylic becomes KREUL Triton Acrylic Liquid and is geared more than ever to artistic needs.

KREUL has been associated with the Franconian region since its foundation and shows this appreciation with the slogan 'Franconian. Colorful. Familiar'. Because the Franconian character and family cohesion have made the medium-sized company what it is for decades: a producer of colorful quality.

### Franconian pragmatism and personal closeness.

Just get on with it, robust on the outside, with a soft core on the inside - down-to-earthness and a cordial working relationship are lived at KREUL. With around 100 employees, the size of the company has remained relatively constant for years. 'I feel comfortable with the size of our family business. It is a size that is easy to manage and I know everyone here personally. Short distances and personal proximity are an advantage when it comes to being able to react quickly and deliberately,' says company owner and Managing Director Dr Florian Hawranek. 'The Hallerndorf site alone gives us the most control and our employees enjoy a working environment with high safety standards and fair pay.'

The childless founder Carl Dietrich KREUL sold on the first German artists' paint factory until it was taken over in 1922 by Franz Schmidt, the great-grandfather of the current company owner Dr Florian Hawranek, who is the fourth generation of the family to run the company.

### Reliable quality – for first attempts at painting through to professional use.

Expertise and a flair for color are very important at KREUL. The production of approx. 1,000,000 litres of filling material per year is of course carried out with the help of machines. However, people are always responsible for checking that everything fits. In this way, the paint manufacturer delivers a quality that artists appreciate just as much as children, their parents and creative people.

The company produces paint for a broad target group. It ranges from professional artists, painting schools and academies, the hobby sector to the very youngest children's first attempts at painting. 'We believe in color because it creates enthusiasm,' says the company owner. 'In an increasingly digital world, it's fantastic to be able to try things out and experiment with your hands. Reliable colors in consistent quality are just right for this.'

### A paint classic is rethought.

With the objectives of a clear focus and the establishment of KREUL as a brand for artist acrylic paints in study quality, the top-selling SOLO GOYA Triton Acrylic becomes KREUL Triton Acrylic Liquid. The artistic range is extended, colour adjustments are made and the color palette is expanded to 61 shades. Classic color wheel tones such as phthalo blue are represented as well as cobalt turquoise, a mixing color for intensive green tones or lavender, a trend-conscious painting color. The Franconian region also inspired the development of three color tones: Fränkisch Red, Fränkisch Hop Gold and Fränkisch Sandstone. The bright red was modelled on the Franconian coat of arms and confidently sets the tone. Hop Gold is inspired by the brewing tradition in Franconia and stands for cheerful conviviality. Sandstone can be found on many historic buildings in the region. The delicate color radiates warmth and durability, perfect as a counterpart to intense colors.

The deep matt appearance and liquid consistency of the artist acrylic paint remain unchanged. The name suffix 'Liquid' now explicitly indicates the viscosity to artists. A new feature on the container is the indication of the pigments used. Also, good to know: The container is made from recycled material and can be recycled when empty.

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KREUL is the first German artists' paint factory with over 187 years of experience in the production of liquid paint. The owner-managed family business develops and produces colours for children, artists and creative people in Hallerndorf, Franconia. At one location, it combines color expertise and color knowledge with sustainable action: be it the selection of natural raw materials, the avoidance of unnecessary packaging or the optimisation of manufacturing processes.

With KREUL colours, children, artists and creative people can immerse themselves in the fascinating world of colors. Whether finger paints, artist acrylic paints in study quality or porcelain paints - when soft green meets bright pink, when it sparkles or glitters and lines meet blobs, then works of art are created and children's eyes begin to shine.

**Further press releases and images:**

<https://www.c-kreul.de/kreul/kontakt/presse>

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