



Our Philosophy

Join The Transformation.

ColArt



Our company culture is built by everything we do and everything we say. A brand never sleeps. This booklet describes our philosophy and what we truly believe in. What makes us special. It explains our purpose and the role we play in society. It also describes where we see ourselves in the future – our vision. Join the transformation and be inspired.

We Are ColArt.



**“Our philosophy is
key to our success”**

Tina Rumbal, Key Operative, Lowestoft, UK

We're going to change the world and we invite you to be part of it.

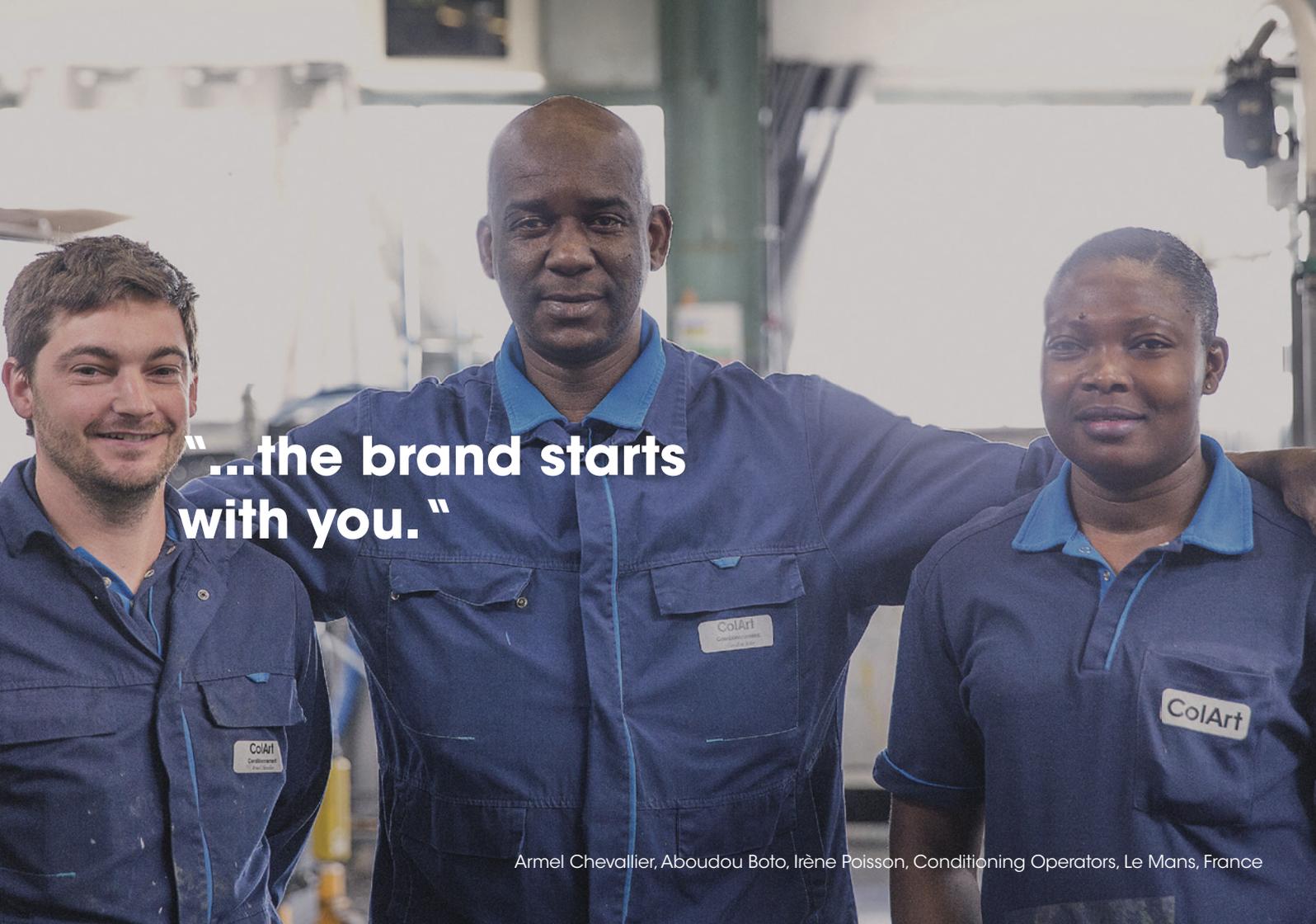
We have an ambitious plan for the ColArt brand. It's exciting and transformational, but it won't be easy and it won't happen overnight. And it can't happen without you.

Just as we all change over a course of a lifetime, so does a company and its culture. This means meeting new challenges without losing sight of what makes us unique: our heritage, our culture, our brand portfolio and our business strategy.

In a word: **our philosophy.**

This booklet will help you live our new vision and mission and prepare you for the transformational tasks ahead. Use it as a daily tool and handy reference about who we are, what we stand for and where we are going.

Applying the philosophy that makes us special will make all the difference. For our company and for you as an individual.

A photograph of three employees from ColArt standing in a factory. The central figure is a Black man with his arms around the shoulders of a white man on the left and a Black woman on the right. They are all wearing blue work clothes with 'ColArt' name tags. The background shows industrial machinery and a bright, open factory space.

**“...the brand starts
with you.”**

Armel Chevallier, Aboudou Boto, Irène Poisson, Conditioning Operators, Le Mans, France

From market leaders to market drivers

To succeed in a rapidly changing market, a company has to be more than just a market leader. It has to be a market driver. ColArt has made a bold commitment to be just that.

Why?

Because in a world of hyper-competition and rapidly changing consumer behaviour there is always someone out there who wants to challenge us and take our place. To meet these challenges we must constantly evolve and invest in innovation relevant to our creative users.

The digital revolution has totally changed the game for the whole creative industry. Today, you can buy almost anything, anywhere at any time. The bottom line: the fine art materials market is only expected to grow slightly, but we will outpace the market growth going forward. And we will do it in a socially, economically and environmentally sustainable way.

How?

It all starts with the ColArt brand.
And the brand starts with you.

A photograph of a Black man with glasses, wearing a white lab coat, looking down intently at his work in a laboratory. The background is slightly blurred, showing various pieces of laboratory equipment and colorful sticky notes on a wall. The lighting is soft and focused on the subject.

**“...we must
constantly evolve
and invest in
innovation...”**

Okechukwu Onyekur, Innovation & Development Chemist, London, UK

Our philosophy is key to our success.

So, how can we turn market challenges into opportunities?
How can we strengthen our position in the creative industry
and at the same time explore new markets and categories?

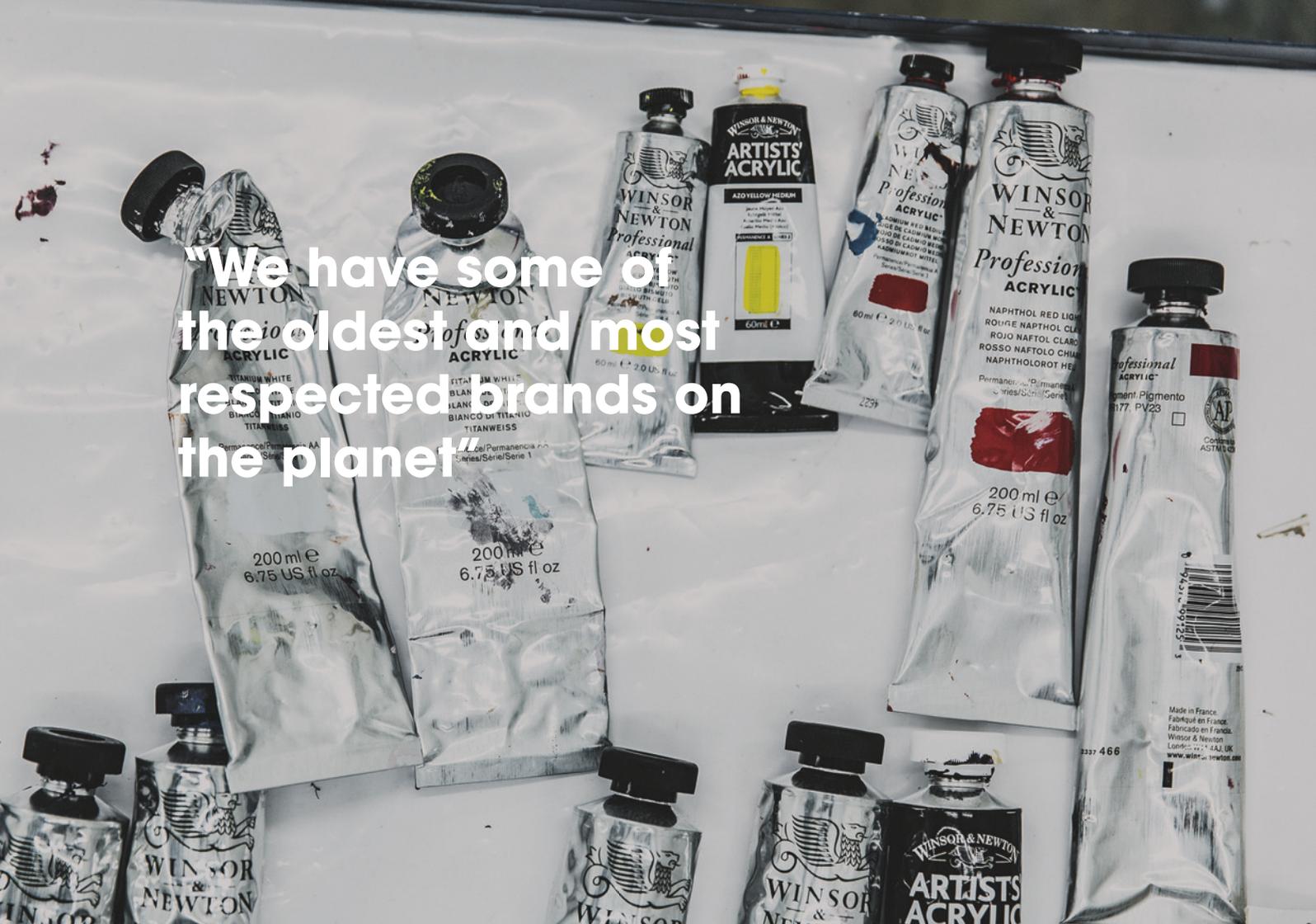
The key is our philosophy.

Our philosophy describes ColArt as a company, where we
came from, where we're going and how we do business. It is
the heart and soul of everything we do.

Our philosophy is built on:

1. OUR HERITAGE – where we came from and where
we're going.
2. OUR CULTURE – our vision, mission and values.
3. OUR BUSINESS STRATEGY – how we do business.

"We have some of the oldest and most respected brands on the planet"



1.0

OUR HERITAGE

Where we came from
and where we're going.



**“...what we do
gives people
the opportunity
to express
themselves...”**

Ben Stephenson in studio, London, UK

At ColArt, we have a lot of things to be proud of.

Some of the most famous artists in the world have used our brands to create spectacular work. We have some of the oldest and most respected brands on the planet. The only thing deeper than our roots is our belief that art makes a difference and what we do gives people the opportunity to express themselves and to explore their creativity. No matter what his or her ambitions, everyone can be an artist.

We are the creative toolmakers.

From the paintbrush to the printing press – creative revolutions begin with the tools. Today, the tools are more powerful than ever and more readily available. Digital and traditional tools exist side-by-side, blurring boundaries. We live in an age where anyone with something to say can express it in hundreds of ways. Whether it be drawing, photography, painting, singing, dancing, Instagram, Snapchat – everyone can inspire and be inspired. It's a truly creative revolution about to begin. In a world of robots, Virtual Reality and Artificial Intelligence, creativity and relationships are more at the core of being human than ever. And at ColArt, we provide the tools to express this uniquely human experience.

**“...dedicated,
motivated and
professional...”**

Lewis-John Henderson in studio, London, UK

We have many well-known, successful and beloved brands in our portfolio. However, it's not enough to just have the best brands on the market, we also need the most dedicated, motivated and professional employees. Every employee is an ambassador of ColArt, and how we are perceived. Every contact with ColArt is a moment of truth that can either weaken or strengthen the company's brand in the eye of the beholder. We are all ambassadors. We are all transformers. It's up to us to make it happen.

To sum it up...

Our acquisitions through the years have given us the best portfolio of brands in the fine arts materials industry. Our history gives us credibility and our premium brands and global reach give us incredible strength. We have a responsibility to run our business in the best, most efficient and sustainable way we can. Not only now, but for generations to come.



2.0

OUR CULTURE

A platform for who we
are and what we do.



**“Every employee is
an ambassador...”**

Geoffroy Cormier, Packaging Line Conductor, Le Mans, France

Culture can be defined as “the sum of all attitudes and behaviours within an organisation” – a platform to build on. To create a successful culture, it’s important for all of us to live and share the same vision, mission and values. By living according to these principles, the same cultural pattern will be woven over and over again. The results will not only be a more united business, it will attract and motivate the people who share our values. A strong culture is fundamental to building a sustainable business with a flexible mind-set, and everything will be based on the principles found in our Brand Platform.

The ColArt Brand Platform

Our Vision

Where we are heading.

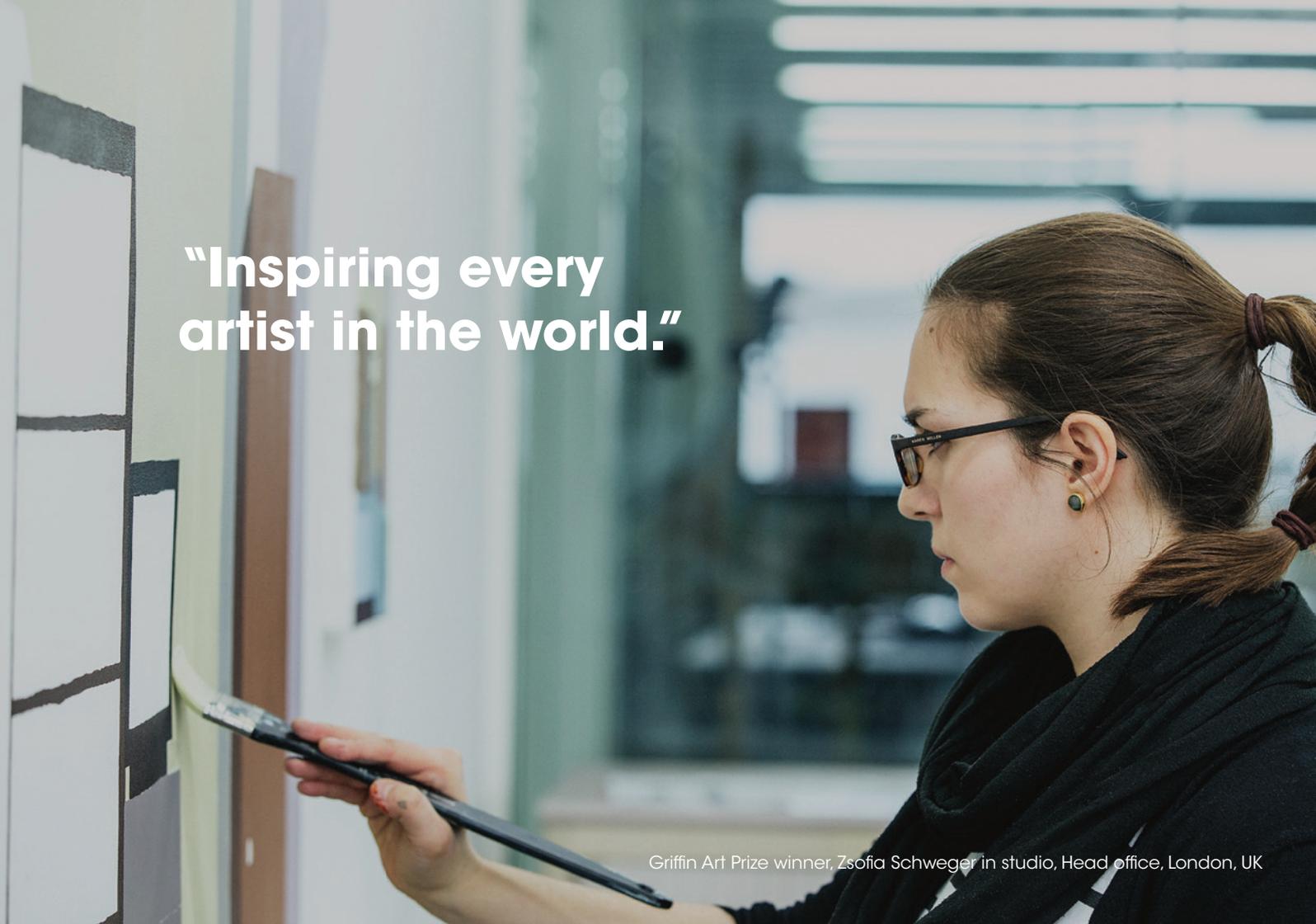
Our Mission

What we do.

Our Values

How we do what we do.

Learn them. Use them. Live them.

A woman with brown hair tied in a ponytail, wearing glasses and a black scarf, is painting a wall in a studio. She is holding a paintbrush and applying a light green color to a section of the wall. The wall has some dark, abstract shapes already painted on it. The background is a blurred studio space with various equipment and materials.

**“Inspiring every
artist in the world.”**

Griffin Art Prize winner, Zsafia Schweger in studio, Head office, London, UK

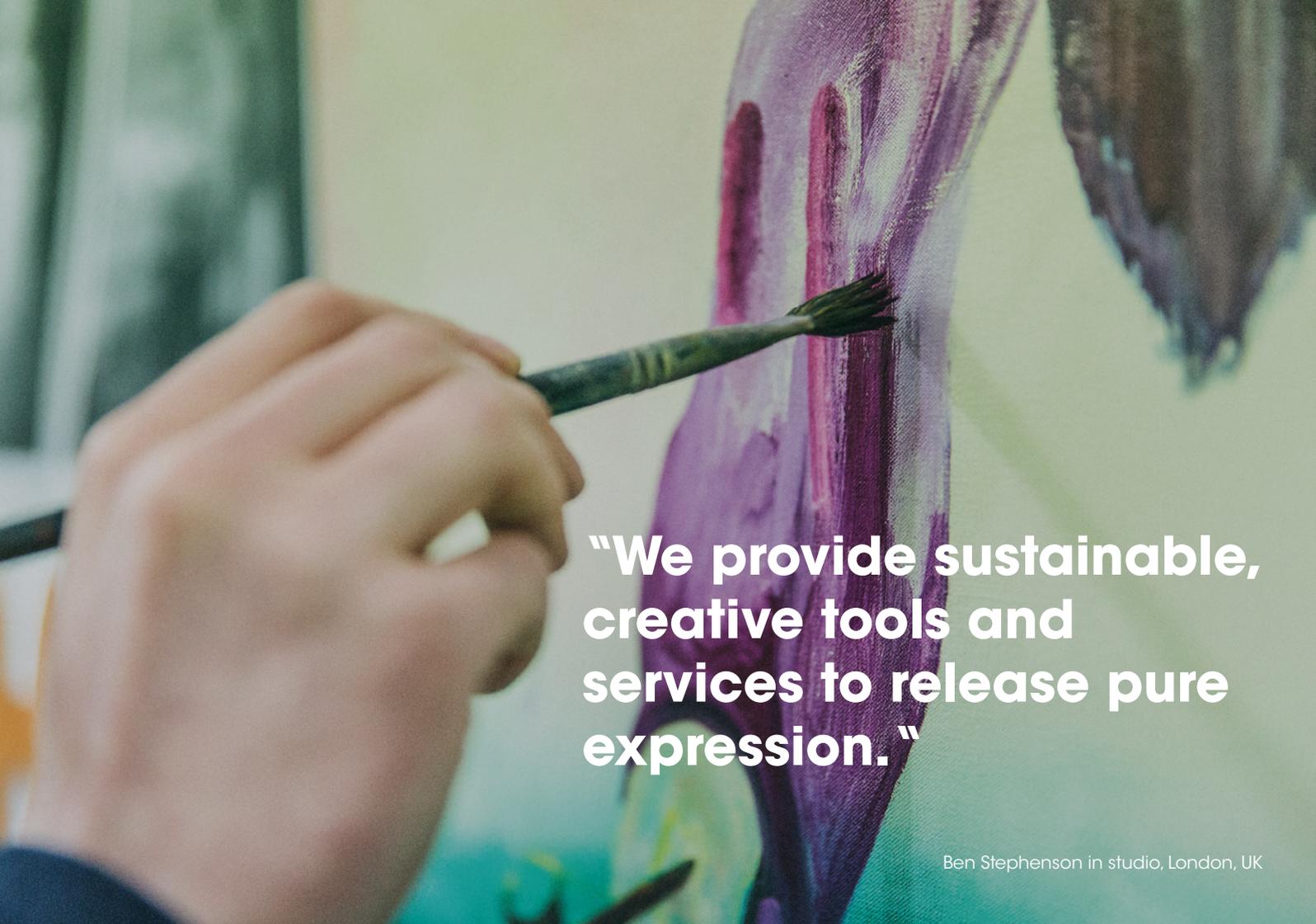
OUR VISION

Inspiring every artist in the world.

A journey doesn't start with the first step, it starts with the last: the destination. The destination defines both the journey and those who take it. And every step along the way.

Our vision is bold for a reason: we want to make a difference and spread the joy of being creative. There's an artist in everyone and our vision is to inspire every one of them!

"Inspiring every artist in the world" is our vision.
Make it part of everything you do.



**“We provide sustainable,
creative tools and
services to release pure
expression.”**

Ben Stephenson in studio, London, UK

OUR MISSION

We provide sustainable, creative tools and services to release pure expression.

Creativity is pure expression. Nothing will replace it, nothing will contain it, and nothing can stop it. It comes from nowhere and shapes our lives - from inventions to works of art to new ways of seeing ourselves.

Our company is part of the creative process. What we do every day inspires millions of artists all over the world to be just a little more creative. Our materials and services are both traditional and modern, and our commitment to sustainability and creativity mean that ColArt will remain innovative in an age of creative revolution.

Art is at the forefront of sustainability and we're at the forefront of art.

In short: what we do every day matters.
We make the world just a little bit more creative.

"Providing sustainable, creative tools and services to release pure expression." is our mission.

Think about it every day.



OUR VALUES

How we do what we do.

Our values describe how we do things at ColArt. They ensure that we're all working together and pulling in the same direction. If we live these values, the same pattern will be woven again and again to create a strong culture and brand. And if we think sustainability in everything we do, that brand will be truly remarkable.

Openness

Being respectful and transparent.

Passion

Enjoy to perform.

Innovation

Challenging the status quo.

Quality

Striving for excellence.

OPENNESS

Being respectful and transparent.

The key to growing as a company and as individuals is the same – being tuned in to the people around us. ColArt has the talent to make a real difference in the art world if we nurture an open culture where we are free to learn from both our successes and our mistakes.

Internally, we must follow a common sense code of conduct based on transparency in facts and figures, sharing both setbacks and progress and doing everything possible to avoid hidden agendas. We must show respect for all our stakeholders – customers, partners and suppliers as well as shareholders.

PASSION

Enjoy to perform.

'Enjoy to perform' empowers our people and brings out their true potential to deliver quality in everything they do. Having a genuine consumer focus and striving to excel builds the confidence and pride that is at the heart of all success. It also creates a culture that will unlock our brands and speed ColArt's transition from trade-driven to consumer-oriented. People with a lot of drive can do wonders, but people with a real passion for what they do can move mountains.

Innovation Challenging the status quo.

You can't lead from the middle of the crowd. You have to think ahead, be creative and just a little disruptive. We must make bold decisions that not only lead the industry, but drive it. We are in a creative industry; artists are probably some of the most ingenious people there are. An innovative corporate culture is essential to us. We must be proactive and make bold decisions that drive our business forward even if it means ruffling a few feathers.

We must find new solutions to problems both new and old. Remember: millions of artists are relying on us.

Quality **Striving for excellence.**

We're world leaders in our industry and we've been around for centuries. Our heritage is an important quality stamp for our creative users. Tomorrow, all that could change if we don't strive to deliver quality in everything we do.

But, quality is much more than delivering outstanding products and always doing our best. It's also about how we act as an employer and how we deliver on our customer service, how we communicate and how we act towards our retailers and suppliers. And, above all, how we listen to others and learn from our mistakes.

Excellence must be our leading star no matter what we are doing, or where we are.



3.0

OUR BUSINESS STRATEGY



Tim Shaw installing artwork in Griffin Gallery, London, UK

Our business strategy is based on creating growth through a sustainable and branded mind-set. It creates a strong foundation for us to grow from, on both existing markets and new ones. And we must make the necessary investments to grow in a sustainable way – economically, environmentally and socially.

We must continue to develop our brands and offer popular and relevant products and services, yet ensure that our environmental footprint is as small as possible. We must have necessary processes in place internally with the right people, with the right skills, in the right place and with the right attitude.

Sustainable Branded Growth means:

People – a united culture with shared values

Planet – a sustainable mind-set throughout

Profit – a long-term perspective and success

Premium Brands – quality brands that the art community loves

So why is it so important to grow the business? The answer is simple: to allow us continue to invest in innovation, a factor that has enabled us to buck the market trend for many years. It also makes it possible to continue investing in our employees through training and development and ensuring the safest possible working environment. Growth creates possibilities. Profitability creates opportunities. Everything is linked in an economic ecosystem.

We are fortunate to have owners with a long-term perspective and that are committed to our vision of inspiring every artist in the world. It's only by continuing to grow in a sustainable way that we can ensure that we prosper both today and tomorrow.

Our entire philosophy in a dozen sentences.

To use our philosophy in your daily work, memorize these sentences and spread the creative vibe.

1. OUR HERITAGE

Deep roots and ambitious plans for the future.

2. OUR CULTURE

A platform for what we are and where we're going.

VISION

Inspiring every artist in the world.

MISSION

To provide sustainable, creative tools and services to release pure expression.

VALUES

Openness - Being respectful and transparent.

Passion - Enjoy to perform.

Innovation - Challenging the status quo.

Quality - Striving for excellence.

3. OUR BUSINESS STRATEGY

Sustainable branded growth.

People – a united culture with shared values

Planet – a sustainable mind-set throughout

Profit – a long-term perspective and success

Premium brands – quality brands that the art community loves



Alex Bomar, Packer, Piscataway, USA

What's next?

This booklet is just the first step in a long process. In time to come, we will produce a number of tools and activities – both practical and inspirational – to help you understand where we are going and support the transformation.

Expect change. Buddhists, branding gurus and entrepreneurs all embrace it. We must too. Change is the only real solid foundation to build on.

So let's get to work.

Please take a moment to reflect over the following questions.

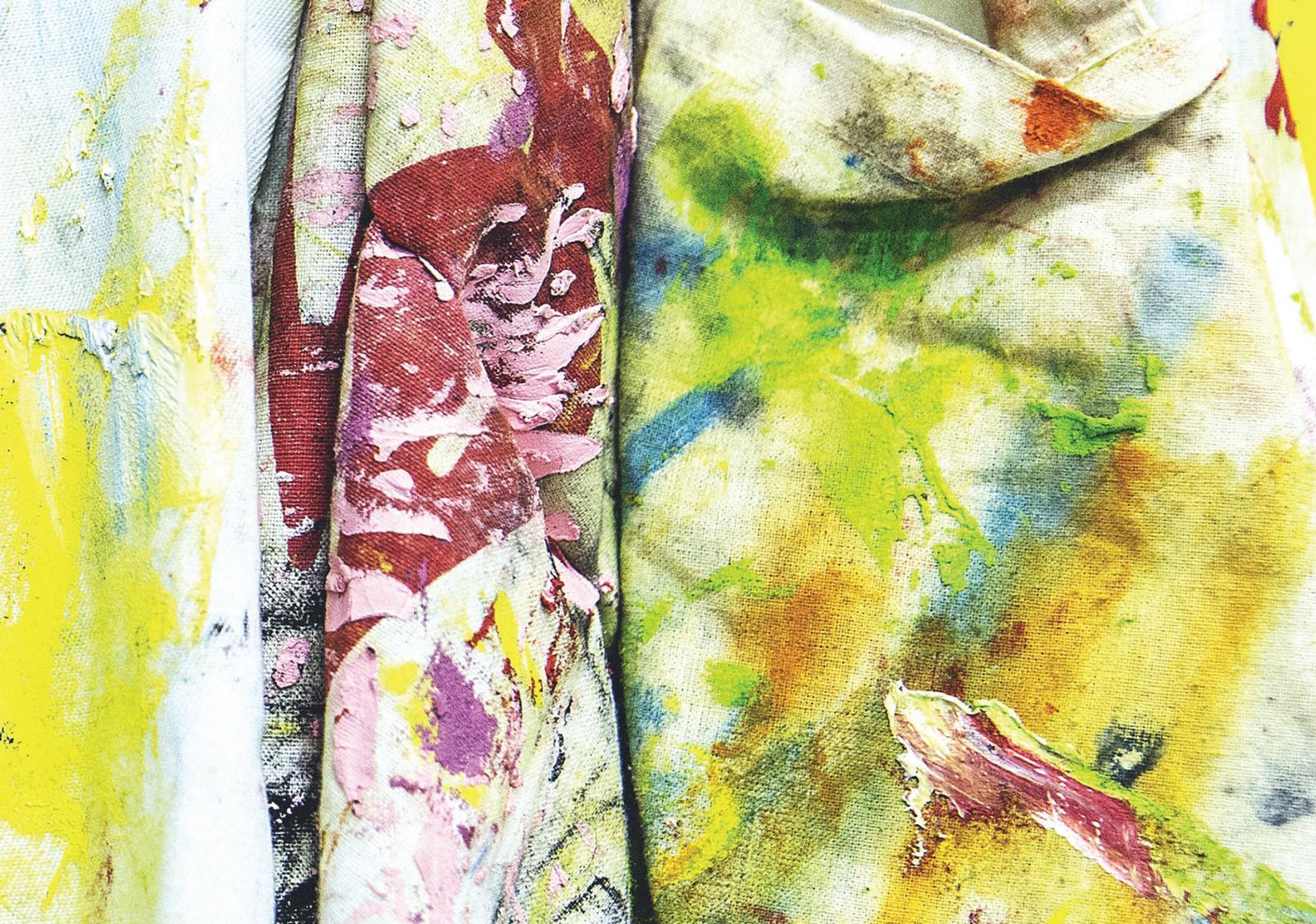
- What is my role in the company culture?
- How can I contribute to strengthening the culture and engage in the vision?
- How can I support a more sustainable mind-set?
- What does OPIQ (Openness, Passion, Innovation, Quality) mean to me?
- What do I need to change in my behaviour in order to deliver on our values, mission and vision?

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