

Proceed[®] } PROFESSIONAL DECORATIVE PAINTING SYSTEM

“FINALLY - A COMPLETE TOOL KIT
FOR THE PROFESSIONAL!”

MANUFACTURED BY
GOLDEN
ARTIST COLORS

PROCEED[®] Professional Decorative Painting System

A concise, but complete “tool kit”
of high-performance paints,
glazes, pigment dispersions,
textures, and ancillary products
that work together seamlessly
to offer an unprecedented range
of control over color, sheen
and texture.



Traditionally, master craftsmen have possessed a deep understanding of their materials and have had the knowledge to prepare their own colors and mediums. With the development of modern waterborne materials this has largely ceased to be the case and, as a result, painters have lost a degree of control over their craft and are obliged to rely on the paint manufacturers. This gap in knowledge is especially evident to educators who are trying to provide decorative painting students with a deeper understanding of contemporary waterborne mediums.

Golden Artist Colors, Inc. was founded upon a legacy of collaboration with artists. Sam Golden came out of retirement to make paint for his friends - artists who sought after his know-how in formulating acrylic paints and mediums. Artists have come to us ever since with needs for new and innovative materials to enable their creative expression, which makes us, in a very real sense, a company built by artists.

Our legacy of support and collaboration made us a natural choice for decorative painters who were seeking refinement in their choice of decorative mediums. From the ensuing dialog, a unique collaboration developed between GOLDEN, the Faux Design Center, Inc., and various distinguished decorative painters: Pierre Finkelstein and Pascal Amblard.

The result is the Proceed® line of decorative painting products: a line of products developed by professionals for professionals. It consists of a concise, but complete “tool kit” of high-performance paints, glazes, pigment dispersions, textures, and ancillary products that work together seamlessly to produce a full range of decorative finishes. The design of the product system offers an unprecedented range of control over color, sheen and texture, and allows the professional painter to manage an extensive portfolio of finishes with fewer individual products, resulting in a smaller inventory which saves money and simplifies instruction.

Our mission is to support the development and sustainability of the decorative painting profession by enhancing the success of those involved in any and all of its business aspects: painting, teaching and supporting the local decorative painting community through product sales. GOLDEN will do this by providing high quality decorative materials that simplify the task of the professional painter, deliver great results, and that enable instructors in their objective of providing students with a sound education in materials and mediums.

GLAZING MEDIUMS

Proceed® Painting & Glazing Mediums are designed for interior decorative applications such as faux finishing, wood graining, and trompe l'oeil murals. They are intended to be used in conjunction with other Proceed decorative products, including the Proceed Slow-Drying Fluid Acrylics and Proceed Pigment Dispersions. The two glazing mediums can be blended together at any ratio to adjust the consistency of the working mixture as needed.



FULL-BODIED PAINTING & GLAZING MEDIUM

Sets up to a thicker consistency when left undisturbed, and is less likely to drip and run from application tools when working on broad wall and ceiling applications.

Size: 1 quart; 1 gallon
Retail price: \$19.50; \$64.00

LOW VISCOSITY PAINTING & GLAZING MEDIUM

Formulated at a thinner “at rest” consistency and is more “oil-like.”

Size: 1 quart
Retail price: \$19.50

LOW ABSORBENCY BASE PAINT

Proceed® Low Absorbency Base Coat is a priming and sealing acrylic architectural coating used to maximize the working time of glazes and other decorative finishing products.



LOW ABSORBENCY BASE PAINT

This paint is designed to function as a primer and a low absorbency base paint all in one. The Base Paint comes in two tint bases, a pastel and a deep tone for achieving dark colors. It dries to an eggshell sheen.

PASTEL BASE

Retail price:
\$48.50 115 oz.

DEEP TINT BASE

Retail price:
\$44.50 115 oz.

TEXTURES



ROUGH IRREGULAR TEXTURE

Exhibits both smooth and rough characteristics, takes glazes well and makes an ideal painting ground for murals and ornamentation work.

Size: 115 oz.

Retail price: \$58.00



ROUGH REGULAR TEXTURE

Creates a coarse surface and can resemble cut stone block and stucco. Takes glazes well and makes an ideal painting ground for murals and ornamentation work.

Size: 115 oz.

Retail price: \$54.00



SMOOTH ABSORBENT TEXTURE

Produces a smooth, absorbent surface with a fine, uniform relief that readily accepts paints and glazes while retaining a "dry" matte finish.

Size: 115 oz.

Retail price: \$54.00



SMOOTH TRANSPARENT GLAZING TEXTURE

A versatile medium that creates the look of traditional waxed finishes as well as smooth, hard, transparent layers of color if tinted.

Size: 115 oz.

Retail price: \$67.50



SMOOTH TRANSLUCENT TEXTURE

Creates the look of "Veneziano" Venetian plasters as well as other old world and contemporary looks that rely on layering of translucent color.

Size: 115 oz.

Retail price: \$57.50



SMOOTH LIGHT-BODIED TEXTURE

A smooth light body texture for creating soft fabric feeling finishes. It is a fluffy and warm texture but provides a durable coating.

Size: 115 oz.

Retail price: \$60.00

TEXTURES



CRACKING SIZE

A clear cracking size that augments the cracking effects of Proceed Cracking Textures and Cracking Glaze. Cracking effects are not time dependent and the Cracking Textures may be applied over the size coat at any time up to several weeks.

Size: 128 oz. Retail price: \$60.00



TRANSPARENT CRACKING GLAZE

A single - step, clear cracking glaze that generates a transparent porcelain crackle patina. Transparent Cracking Glaze may also be used over Cracking Size to produce larger cracking patterns. Tintable with Proceed Pigment Dispersions or blend with Proceed Metallic Mediums. Recommended for rigid substrates only.

Size: 115 oz. Retail price: \$75.00



SMOOTH CRACKING TEXTURE

A single - step, trowelable smooth texture that generates a geometric "mudcrack" crackle pattern. Smooth Cracking Texture may also be used over Cracking Size to produce larger cracking patterns. Tintable with Proceed Pigment Dispersions.

Size: 115 oz. Retail price: \$70.00



ROUGH CRACKING TEXTURE

A single - step, trowelable rough texture that generates an organic irregular cracking pattern. Rough Cracking Texture may also be used over Cracking Size to produce larger cracking patterns. Tintable with Proceed Pigment Dispersions.

Size: 115 oz. Retail price: \$70.00



ROUGH GLASS BEAD TEXTURE

A clear acrylic medium containing glass beads that is used to create accents of jewel - like reflected light. It may be tinted with Proceed Dispersions (transparent pigments are recommended), or Proceed Slow Drying Acrylics and Proceed Metallic Mediums.

Size: 115 oz. Retail price: \$75.00

METALLIC TEXTURE



METALLIC TEXTURE Pearl Base

A translucent acrylic pearl base metallic plaster tinting base that yields a wide range of light to highly saturated colors using either the Proceed Pigment Dispersions or Slow-Drying Fluid Acrylics.

Size: 115 oz.

Retail price: \$73.00



METALLIC TEXTURE Gold Base

For use as a tinting base for metallic textures when a warm undertone and reflection is desired. Tint with transparent pigments to maximize the metallic luster in the final finish.

Size: 115 oz.

Retail price: \$73.00

METALLIC MEDIUMS

METALLIC MEDIUMS

Iridescent acrylic mediums highly pigmented with mica pigments to produce a strong metallic effect. Tintable with Pigment Dispersions or Slow-Drying Fluids.

COLOR	SIZE	RETAIL
Pearl	115 oz.	\$72.00
Gold	115 oz.	\$72.00
Copper	115 oz.	\$72.00
Bronze	115 oz.	\$72.00



SLOW-DRYING FLUID ACRYLICS



Waterborne paints with long open time and easy blending. Used to tint glazes or paint with oil painting techniques. These paints are designed to blend for

15 minutes, build at 45 minutes, still wipe off with water at an hour and a half, dry hard overnight on semi-porous substrate, and fully cure after 24-48 hrs. They are creamy and stay that way on your palette without drying. These paints will not dry hard on your brushes like traditional acrylics, allowing you to use a wider range of bristles.



COLOR	SIZE	RETAIL
Titanium White	16 oz.	\$20.00
Carbon Black	16 oz.	\$20.00
Quinacridone Magenta	16 oz.	\$32.00
Pyrrole Red Light	16 oz.	\$37.00
Red Oxide	16 oz.	\$22.00
Transparent Red Iron Oxide	16 oz.	\$22.00
Raw Sienna	16 oz.	\$22.00
Burnt Sienna	16 oz.	\$22.00
Raw Umber	16 oz.	\$22.00
Burnt Umber	16 oz.	\$22.00
Alizarin Crimson Hue	16 oz.	\$37.00

COLOR	SIZE	RETAIL
Van Dyke Brown Hue	16 oz.	\$22.00
Yellow Oxide	16 oz.	\$22.00
Hansa Yellow Opaque	16 oz.	\$22.00
Diarylide Yellow	16 oz.	\$22.00
Phthalo Green /YS	16 oz.	\$27.00
Chromium Oxide Green	16 oz.	\$22.00
Terre Verte Green Hue	16 oz.	\$22.00
Phthalo Blue/GS	16 oz.	\$22.00
Ultramarine Blue	16 oz.	\$22.00
Cerulean Blue	16 oz.	\$32.00
Dioxazine Purple	16 oz.	\$27.00
Hansa Yellow Light	16 oz.	\$24.00

PIGMENT DISPERSIONS

Concentrated, aqueous dispersions of permanent, lightfast pigments in a polymeric resin. Formulated as an additive only. Use only to color painting mediums and textures. Compatible with most waterborne systems. DO NOT USE with solvent-based materials.



COLOR	SIZE	RETAIL
Titanium White	15 oz.	\$26.00
Carbon Black	15 oz.	\$16.00
Quinacridone Magenta	15 oz.	\$63.00
Red Oxide	15 oz.	\$26.00
Trans Red Iron Oxide	15 oz.	\$37.00
Raw Umber	15 oz.	\$26.00
Burnt Umber	15 oz.	\$26.00
Yellow Oxide	15 oz.	\$26.00
Hansa Yellow Opaque	15 oz.	\$26.00
Phthalo Green/YS	15 oz.	\$43.00
Phthalo Blue/GS	15 oz.	\$26.00
Ultramarine Blue	15 oz.	\$34.00
Dioxazine Purple	15 oz.	\$53.00

MATTING ADDITIVE



Proceed Matting Additive is a concentrated dispersion of flattening agents in an acrylic base. It creates matte finishes with high transparency. Blend with Proceed Painting & Glazing Mediums, Smooth Transparent Glazing Texture, Smooth Translucent Texture, or with Proceed Slow-Drying Fluid Acrylics to lower the gloss and sheen.

Size: 15 oz.

Retail Price: \$25.00

Proceed® Decorative Painting System

Simplifying decorative painting materials and putting the control back into the hands of the artists.



NOTES

This product line was designed
in collaboration with:

Pierre Finkelstein
Pascal Amblard
Andre Martinez

and is supported by
faux design center inc.

www.proceedpaints.com

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