



## PRESS RELEASE

Calgary, Alberta CANADA— (June 23, 2010)

FOR IMMEDIATE RELEASE:

INTRODUCING:



Due to the recent confusion surrounding the use of the Chromacolour name in the UK, Chromacolour International Limited has taken the steps to withdraw the name ChromaColour from its paint brand in the UK and European markets. In its place, ChromaColour is pleased to introduce **Linda Wain's ProColour Artist Acrylics**. A successful launch was held at the recent Patchings Art, Craft & Design Festival held June 10-13 in Calverton, Nottingham, UK.

The launch was a huge success with ProColour being introduced to the public during 4 packed product demonstrations as well as on the ProColour/Linda Wain stand where continual product demonstrations took place.

ProColour is an enhanced product using new technology pigments to provide the artist with an even better product. As a result, ChromaColour Artist Colours made in Canada will no longer be available in the UK and Europe.

UK artists Gareth Watling and Mark Holiday have already announced their support of our new product as has retired UK artist Don Harrison who wrote the original ChromaColour Book. This product also has the endorsement of ChromaColour International Limited Founder, Jon Prudence.

ProColour, manufactured in Canada is available in 80 colours along with a range of mediums.

The only Distributor in the UK is Linda Wain and she can be contacted at [linda@lindawain.com](mailto:linda@lindawain.com). Her web site is [www.lindawain.net](http://www.lindawain.net) and [www.procolour.net](http://www.procolour.net)

John T Munro  
President & C.E.O.  
ChromaColour International Limited  
Calgary, Alberta CANADA  
[jt@chromacolour.com](mailto:jt@chromacolour.com)  
403-250-5880

CHROMACOLOUR INTERNATIONAL LIMITED  
5, 1410-28 STREET N.E. CALGARY, ALBERTA CANADA T2A 7W6  
PHONE-403-250-5880 [WWW.CHROMACOLOUR.COM](http://WWW.CHROMACOLOUR.COM) FAX-403-250-7194  
Manufacturing Artistic Products for Creative Minds