



DIGITAL
TOOLKIT

FLASHE
BIOSOURCED

LEFRANC
BOURGEOIS
PARIS-1720



Content available on The Bank:
[#LB25 COMS Q2 FLASHE BIOBASED](#)

For over 300 years, Lefranc Bourgeois has been innovating to offer artists paints that match their creativity. The first modern paint, Flashe, launched in 1954, is a perfect illustration of this quest. Originally designed to meet the specific needs of theatres and opera houses, whose sets on all surfaces had to be painted and repainted quickly in opaque and matt coats, Flashe quickly became a benchmark in the world of fine art.

It combines the mattness and opacity of gouache with the indelibility and durability of acrylic on all surfaces. Its velvety, extra-fine, supple and covering texture is made from a vinyl resin emulsion binder that allows you to explore new perspectives.

It is made in Le Mans, France, from high-quality pigments specially selected for the fine arts, guaranteeing absolute colour and exceptional durability.



STORYTELLING History

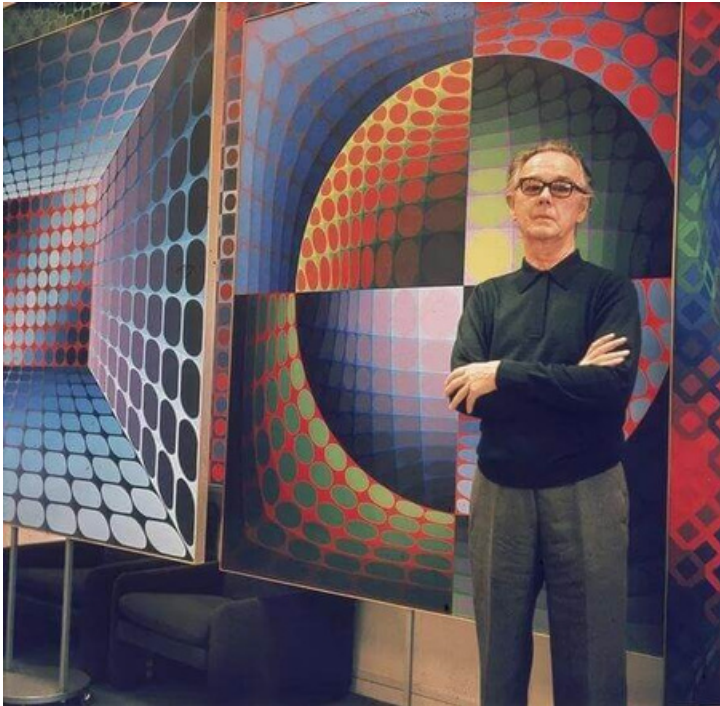
LEFRANC
BOURGEOIS
PARIS - 1720

When it was created, the Flashe range quickly became iconic with iconic artists such as Vasarely, Andy Warhol or Niki de Saint Phalle.

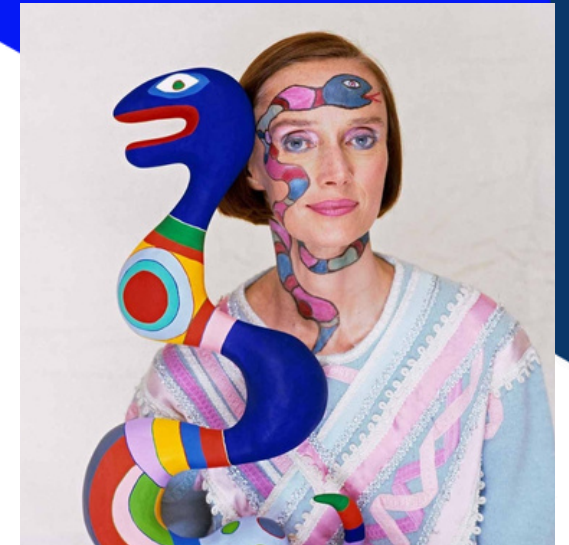
In the 1980s, Victor Vasarely, the great master of optical art, helped to make the properties of Flashe even more exceptional by working with the expert chemists at Lefranc Bourgeois to create a signature Flashe x Vasarely collection.

STORYTELLING

Historical artists



LEFRANC
BOURGEOIS
PARIS - 1720





NEW PRODUCTS

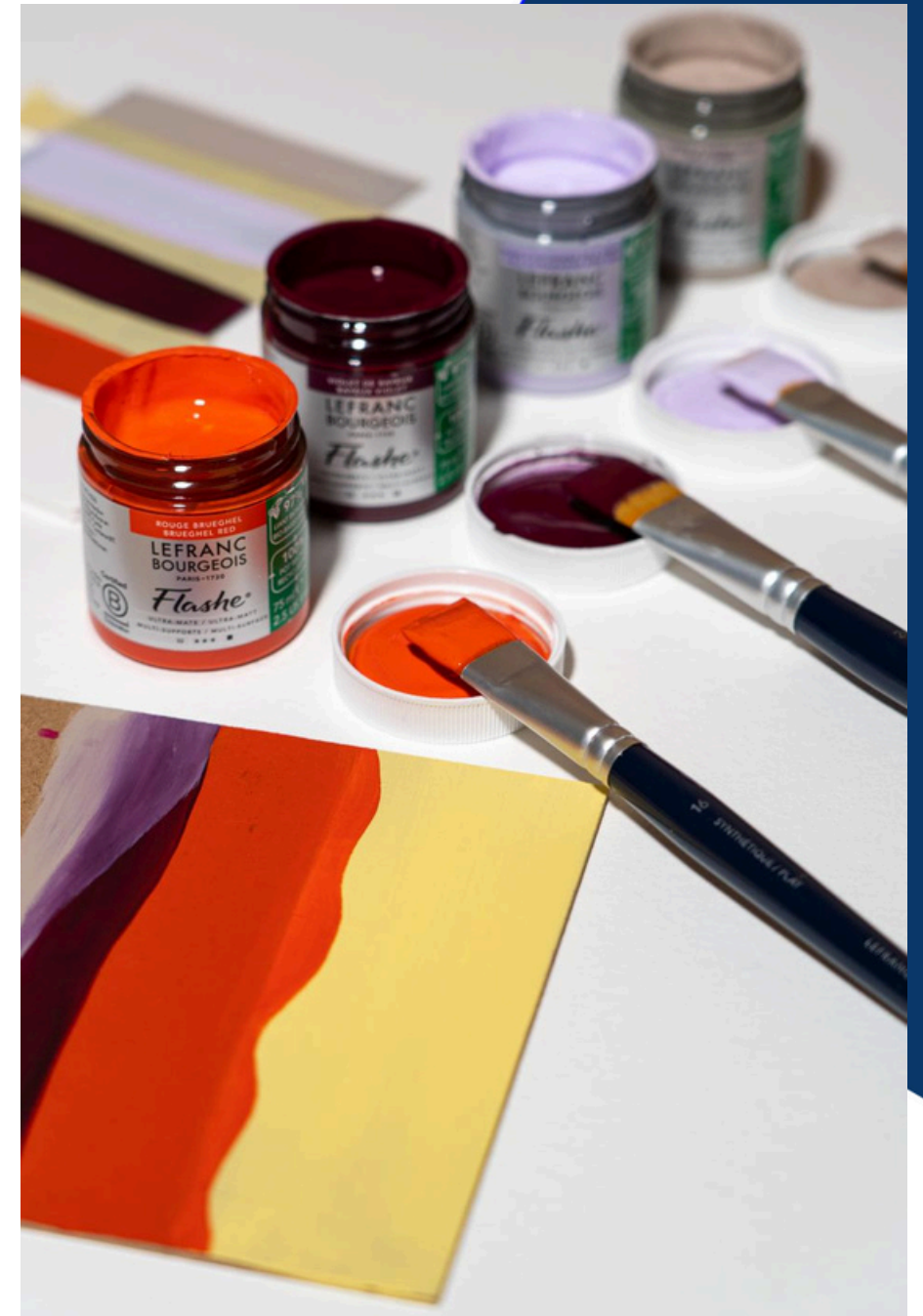
LEFRANC
BOURGEOIS
PARIS-1720

A NEW RANGE EXTENSION

Lefranc Bourgeois is expanding its iconic range with 16 new biobased colours, designed for artists looking for responsible solutions.

True to its identity, Flashe biobased offers an ultra-matt finish and precise flat tints, whatever the surface: wood, canvas, paper, metal or ceramic.

Made in France, this paint embodies a more environmentally-friendly approach thanks to its 97% biobased binder and its can made from recycled and recyclable plastic.



16 NEW FLASHE COLOURS TO ENRICH THE PALETTE AND BROADEN HORIZONS

16 new pastel shades have been added to the Flashe palette, integrating perfectly into the existing colour chart.

The different shades make it easy to achieve - pure, intense blends thanks to 3 cadmium-free colours - portraits - landscapes.

These new colours complete an already rich and varied range, offering artists even more creative possibilities.



These 16 new colours have been chosen for specific usages



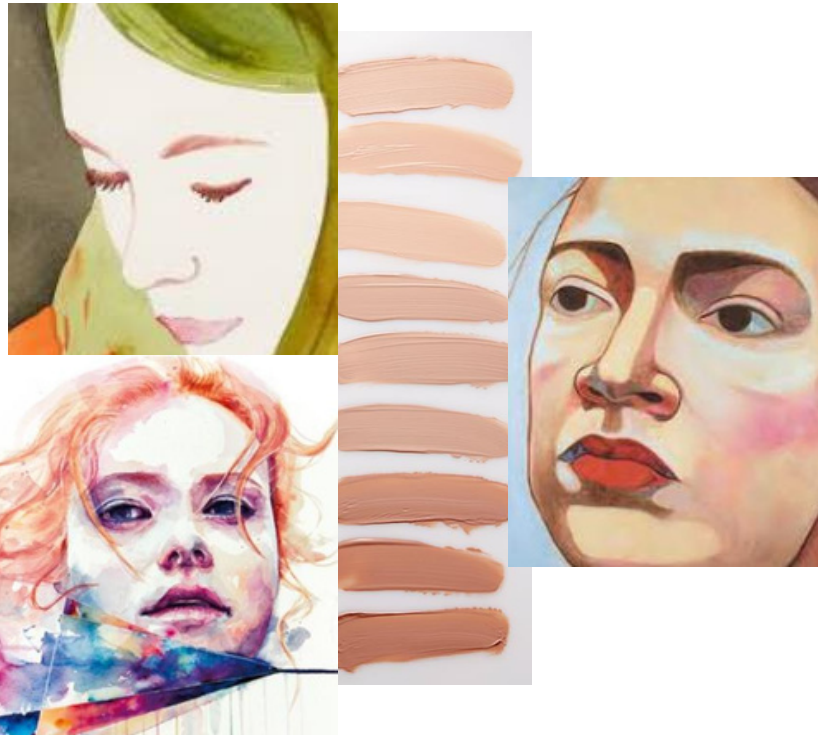
Cadmium-Free colours are more **vibrant** and **opaque**, making them essential in every artist's palette and allowing for countless color combinations.

Completely **opaque**, **powerful** and **pure** colours for intense and accurate blends

Can be used for any painting style and are miscible with other colors to intensify the tone.

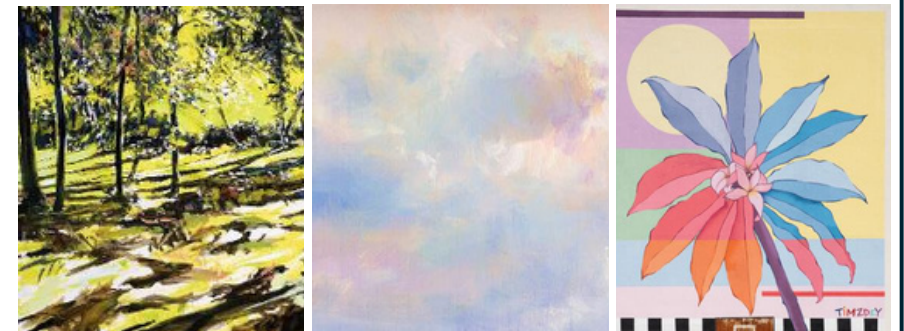


Essential and basic color palette for painting **portraiture**.
Achieve a **perfect skin tone match** with our extensive color range.



Ideal to paint **nature**:

- Sea urchin grey and pale umber are ideal for landscapes of rocks, soil and mountains
- Almond green, pale olive green and pale terracotta are ideal to paint plants
- Powder blue, lilac and pale ultramarine pink hue are ideal to create skies





16 new colours more sustainable

✓ Same unique properties of Flashe:

- Extra-Fine
- Ultra-Matt
- Multi-Surface
- Made in France

✓ Made with a binder at **97% bio-based**.

✓ In a **100% recycled pot** of 75ml (rPET pot)

KEY MESSAGES

LEFRANC
BOURGEOIS
PARIS-1720



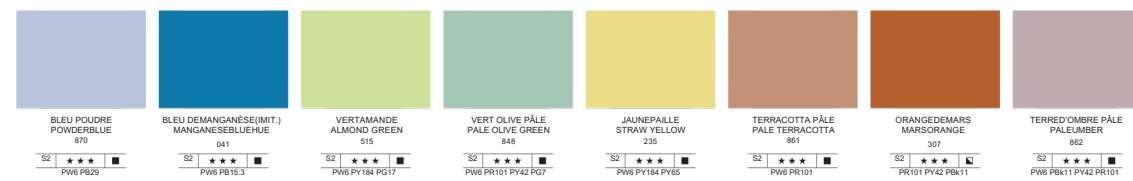
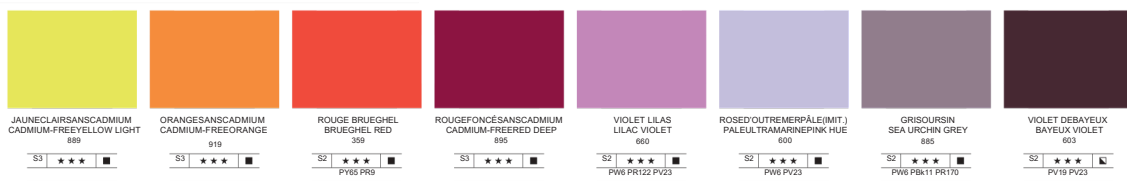
Focus 16 new colours

					
JAUNE CLAIR SANS CADMIUM	ORANGE SANS CADMIUM	ROUGE BREUGHEL 359	ROUGE FONCÉ SANS CADMIUM	VIOLET LILAS 660	ROSE OUTREMER (IMIT.) 603
<u>889</u>	<u>919</u>	<u>PY65-PR9</u>	<u>895</u>	<u>PW6-PR122</u>	<u>PW6-PV23</u>
					
OURSIN	VIOLET DE BAYEUX	BLEU POUDRE	BLEU DE MAGANÈSE (IMIT.)	VERT AMANDE	VERT OLIVE PÂLE
<u>885</u>	<u>600</u>	<u>870</u>	<u>41</u>	<u>515</u>	<u>848</u>
<u>PW6-PBK11-PR170</u>	<u>PW6-PV23</u>	<u>PW6-PB29</u>	<u>PW6-PB15:3</u>	<u>PW6-PY184-PG17</u>	<u>PW6-PR101-PY42-PG7</u>
					
JAUNE PAILLE	TERRACOTTA PÂLE	ORANGE DE MARS	TERRE D'OMBRE PÂLE		
<u>235</u>	<u>861</u>	<u>307</u>	<u>862</u>		
<u>PW6-PY184-PY65</u>	<u>PW6-PR101</u>	<u>PR101-PY42-PBK11</u>	<u>PW6-PBK11-PY42-PR101</u>		

16 new colours that are complementary to the existing Flashe range



■ FLASHE BIOSOURCÉE / FLASHE BIO-BASED



What does bio-based mean?

Definition:

Bio-based products are made from renewable biological sources rather than non-renewable ones like fossil fuels. These products typically come from plants (e.g., corn, soy, sugarcane), agricultural byproducts, algae, or food waste. Renewability is a key characteristic of bio-based materials, as they can be replenished much faster than fossil fuel resources, which take millions of years to form.

Benefits:

Meets increasing consumer demand for eco-friendly products, with competitive performance, the unique rendering and new colours of Flashe, in order to offer a sustainable alternative to petroleum-based products, helping to address climate change.



DIGITAL ASSETS

LEFRANC
BOURGEOIS
PARIS-1720

IMAGES - PRODUCTS



[LINK TO THE BANK](#)

LEFRANC
BOURGEOIS
PARIS-1720

IMAGES - LIFESTYLE AND PRODUCTS IN USE



Click on the image to access it, or discover them all on The Bank via [#LB25 COMS Q2 FLASHE BIOBASED](#)

IMAGES - LIFESTYLE AND PRODUCTS IN USE



Click on the image to access it, or discover them all on The Bank via [#LB25 COMS Q2 FLASHE BIOBASED](#)

IMAGES - FOR SOCIAL



Story / Reels
format



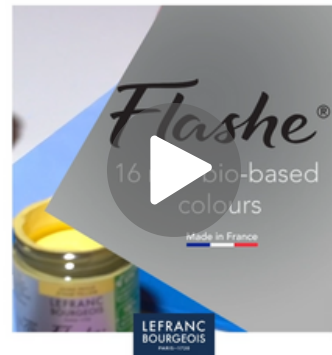
Post
format

Click on the image to access it, or discover them all on The Bank via [#LB25 COMS Q2 FLASHE BIOBASED](#)

VIDEOS - PRODUCTS IN USE



Story / Reels
format



Square
format

Click on the video to access it, or discover them all on The Bank via [#LB25 COMS Q2 FLASHE BIOBASED](#)

VIDEOS - FLASHE



Biosourced
range
presentation
and training

Not for
distribution on
social networks or
websites.



Flashe
manufacturing

Click on the video to access it, or discover them all on The Bank via [#LB25 COMS Q2 FLASHE BIOBASED](#)