

OLO

BUILD YOUR OWN MARKER • 2x MORE INK USAGE • REPLACEABLE INK & NIBS
VIVID COLORS • EASY BLENDING • SMOOTH INK FLOW • EXCEPTIONAL QUALITY



BE INSPIRED TO **CREATE** ————— **SHARE** YOUR STORY

ABOUT **OLO**

Our team has a rich history, with over 25 years of experience in the marker industry. In 1999, we introduced a marker brand to the USA that quickly rose to fame and became one of the most renowned brands in America. During this journey, we gathered valuable feedback from marker users regarding their preferences and concerns with alcohol-based markers.

With this insightful feedback, we journeyed to Japan and assembled a world-class marker team. Our efforts culminated in the creation of OLO™ Marker – the pinnacle of advancement and innovation in alcohol markers.

LET'S **CREATE** TOGETHER

Our goal is to support our customers and community to thrive in meaningful ways—it's part of our DNA. Upholding our values has shaped a company we're proud of. We value creativity and find joy in helping others discover their creative potential. Knowing our work matters fuels our strive for excellence in everything we do.

OUR CORE VALUES ENCOMPASS PASSION, DETERMINATION, AND HUMILITY.

OUR MISSION

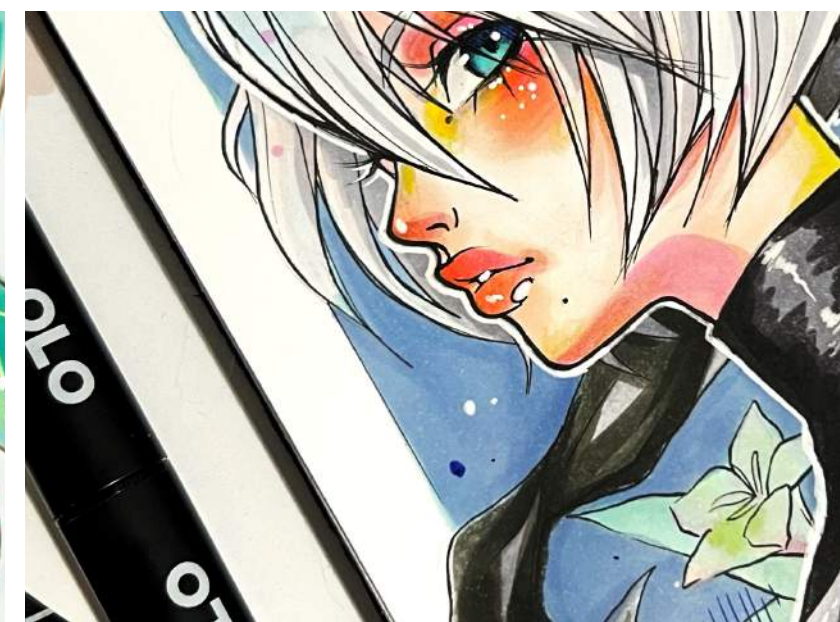
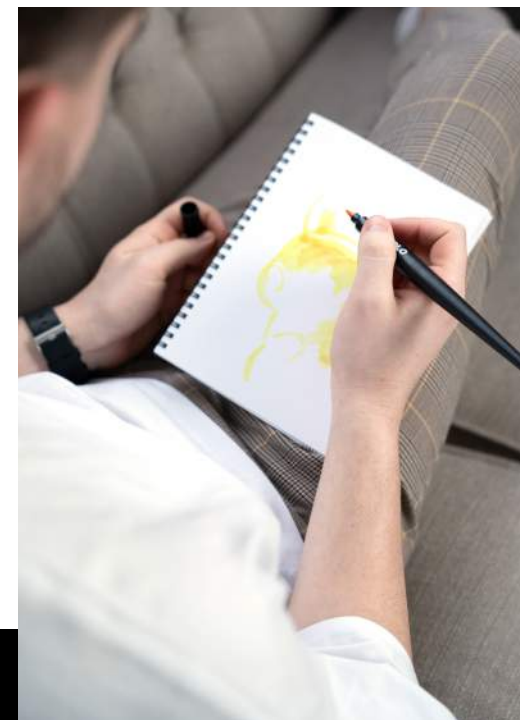


We aim to empower artistic expression in every form by equipping creative individuals with the tools and resources essential for unlocking their full potential.

OUR GOAL



We aspire to emerge as the leading authority in the realm of creativity. We aim for Artists, Designers, & Educators to view us as a beacon of knowledge, inspiration, & support.



YOUR MARKER, YOUR WAY

OLO'S INNOVATIVE DESIGN
LETS YOU CUSTOMIZE YOUR MARKER.



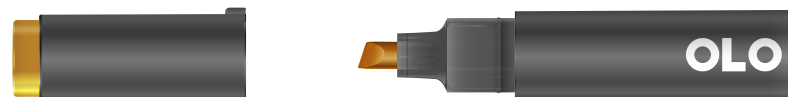
OLO DOUBLE-ENDED MARKER

Consists of two OLO half-markers, combined by the Connector Ring. A Double-ended marker has a total of 4ml of ink.



OLO BRUSH HALF-MARKER

The brush half-marker is identified by a black marker body. Holds 2ml of ink.



OLO CHISEL HALF-MARKER

The chisel half-marker is identified by a gray marker body. Holds 2ml of ink.



OLO BRUSH HANDLE

Use the Connector Ring to join an OLO handle to any half-marker for a unique color experience.

Available in Black, Red, & White.



OLO ZERO (A.K.A. BLENDER)

The OLO ZERO is identified by a white marker body.



REPLACEMENT INK CARTRIDGE

Replacement Inks do not include a standard marker cap; reuse your empty marker's cap, reuse or replace the nib, and you are ready to color.

Once the replacement ink cap is removed, ink will not spill or drip out of the cartridge.



CONNECTOR RING

Use the Connector Ring to join any combination of half-markers and/or accessories.

Available in Black, Red, & White.



MORE MORE CHOOSE YOUR COLORS & NIBS

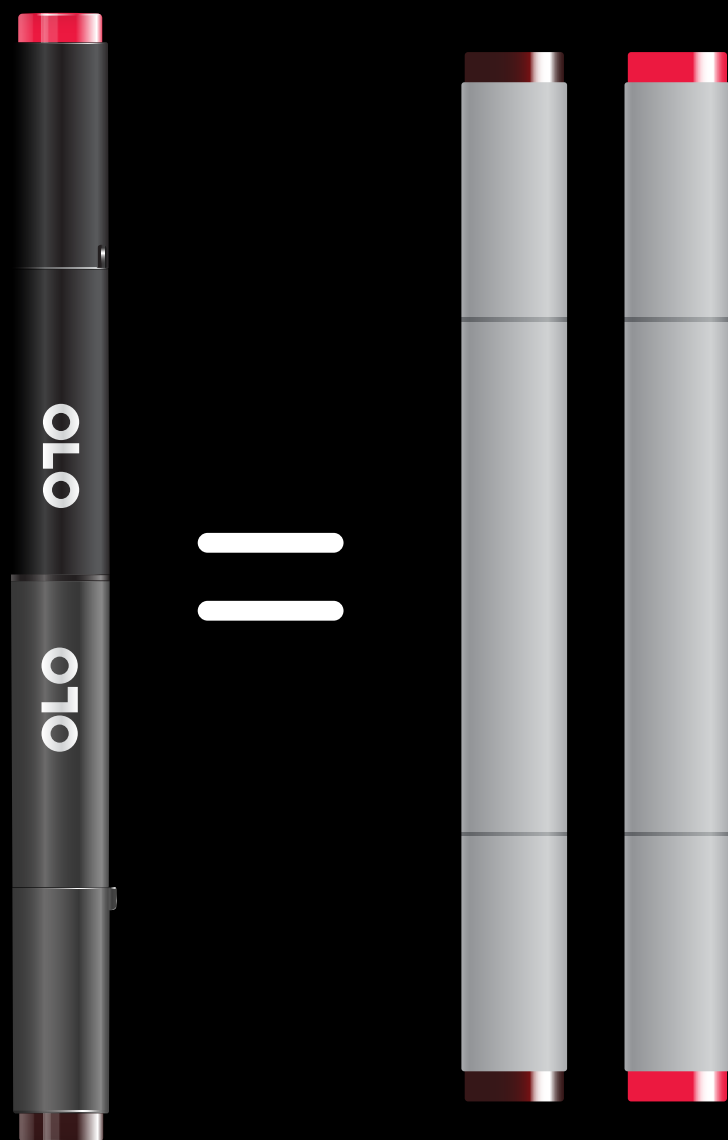
With 2x more usable ink and innovative design, you get 90% more usable ink than your standard marker, which has about 65%.

This means that just one OLO™ marker is equal to two standard markers.

This feature is great for traveling with OLO. Save space with fewer markers, yet more ink & colors!



MORE INK, MORE COLOR!



OLO's practical design utilizes "Connector Rings," which lets you connect any ink color and nib type. Customize your OLO™ marker to fit your needs.

Build markers with the perfect blending groups. Connect an OLO handle for a whole new coloring experience.

You can even connect an OLO Replacement Ink Cartridge to your marker for a quick, at-the-ready refill.



YOU PICK!

Brush/brush, brush/chisel, or chisel/chisel? The choice is yours.

MORE

"SERENITY NOW!"

No more uncapping
the wrong marker nib;
OLO utilizes marker
body color:
black marker = brush,
dark gray = chisel.



COLOR CAPS THAT MATCH!

While you should always
swatch your markers,
you'll be confident of the
marker cap and ink color
correlation.



BUILD YOUR MARKER

Thanks to OLO's sensible
design, you can customize
your marker with the colors
and nibs of *your* choice.



**Made
in
Japan**

INNOVATE DESIGN

One recurring issue users faced was inadvertently removing the wrong cap from the marker end they intended to use. To address this, we made it foolproof. The black end signifies the brush nib, and the gray end signifies a chisel nib. This clear distinction ensures that users can quickly identify and select the right end without confusion. Or frustration.

Another primary concern raised was spending money for markers with dual ends or different nibs when users only utilized one end or nib. In response, we introduced customization to our markers. OLO colors connect using the innovative "Connector Ring." This feature enables users to tailor their markers to suit their preferences, whether it's brush/chisel, brush/brush, or chisel/chisel.



OLO is the result of
insight from artists
& creatives over the
last 25 years.

PATENTED TECHNOLOGY

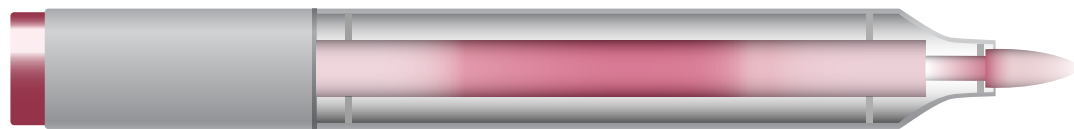
#NOTJUSTANOTHERMARKER

OLO boasts patented technology that has never been seen in an alcohol marker. Unlike other markers that utilize felt wadding, which traps and degrades ink, OLO has completely revolutionized the design with a free-flow ink system. This innovative approach addresses numerous user concerns and enhances overall performance.

OLO's tech ensures a seamless and consistent ink flow from start to finish, providing a fresh marker experience with each use.

Additionally, users reported issues with quickly depleting ink levels. This is attributed to the felt wadding acting as an ink trap, limiting ink usage to around 65%. Over time, this outdated tech not only limits the usable ink but also diminishes the overall storage capacity of the marker, forcing users to refill their marker more and more often.

OLO's innovative design and patented tech deliver consistent ink flow with over 90% usage. Smooth, consistent ink ensures superior blending.

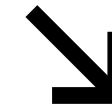


OUTDATED AND UNCHANGED.

Other markers utilize a felt wadding that traps and eventually degrades ink. The felt wadding acts as an ink trap, limiting usage to about 65%.

SAFETY & QUALITY STANDARDS

Designed in the U.S. and made in Japan, our premium markers are certified safe and meet the highest global quality standards.



TONS OF VALUE!

OLO has 2x more usable ink than other brands, and it's also a high-quality product.



INNOVATIVE INK TECHNOLOGY

OLO's free-flow ink tech delivers over 90% usable ink compared to other marker brands, which gives you only about 65%.



We boast the industry's finest brush nib, crafted by Japan's premier nib company. Our dedicated team has collaborated to deliver unparalleled inks, top-notch nibs, plus an exceptional overall quality that sets a new standard in marker excellence.



REPLACEABLE INK

Another common user complaint centered around refilling markers. While the concept is beneficial, extensive research shows that most users do not refill their markers but instead throw their empty markers away. The challenges included an overall time-consuming and messy process, uncertainty about when the marker was full, and difficulty finding refills in-store.

OLO presents an ink cartridge system that eliminates the need for pouring, injecting, and dripping, helping avoid messy ink spills. It's simple and quick—just remove the cartridge's seal, reuse your old nib and cap, and you're ready to go in seconds.



THE VALUE

At first glance, a marker consisting of two halves may seem expensive compared to the price range of competitors, which sell for \$5.99-\$7.99. However, OLO delivers 2x more usable ink! Let's dive into the details: An OLO brush half-marker costs \$4.10, and a chisel half-marker is \$3.39 = \$7.49 for a double-ended marker. The equivalent price from competitors would range from \$5.99(x2)=\$11.98 to \$7.99(x2)=\$15.98.



A COLOR SYSTEM THAT **WORKS**

OLO'S SENSIBLE COLOR SYSTEM
MAKES BLENDING EASY.



The OLO color wheel
160 Colors

The OLO color wheel consists of three different hue saturation levels in one color wheel. It provides greater control over color selection, facilitates the creation of harmonious color schemes, aids in understanding color relationships, and is beneficial for various design and artistic applications.



(Cap Top)

Color Family

↑
RV 0.2
↓ ↓
Hue Value

Hue 0 - 1 - 2
High Saturation

Hue 3 - 4 - 5
Mid-Saturation

Hue 6 - 7 - 8
Low Saturation

RED			RED-VIOLET			VIOLET		
0	1	2	0	1	2	0	1	2
3	4	5	3	4	5	3	4	5
6	7	8	6	7	8	6	7	8

Hues 0, 3, 6 are transition colors, meaning it is closer to the hue of the adjacent color family to their left. 1, 4, 7 are true colors of their color family and 2, 5, 8 are transition colors to the color family adjacent to their right.

COMMONLY ASKED QUESTIONS

HAVE MORE QUESTIONS?
CONTACT US: HELLO@OLOMARKER.COM

01 Where are OLO™ markers made?

Our markers are designed in the USA, and all materials and assembly production are located at the best factories in Japan. Our unique patented technologies in marker manufacturing are exclusive to our brand.

02 Are there OLO colors that can be matched to other marker brand colors?

OLO's color palette is incredibly unique. Unlike some known brands, the high-quality ink is vibrant and stays vibrant. OLO's unique color palette will complement any existing marker collection.

03 What is the recommended paper for use with OLO™ markers?

For the best results, blending capabilities, and vibrant colors, we recommend paper specifically made for use with alcohol markers. If you need help figuring out where to start, try any paper options available on olomarker.com.

04 Are OLO™ markers lightfast?

OLO alcohol-based ink is made with dye, so it is not lightfast. We recommend keeping your artwork out of direct sunlight and scanning your finished artwork when possible. Display artwork in a UV-blocking frame or with a protective varnish.

05 Are OLO™ markers refillable?

Yes. You'll love our revolutionary, easy-to-use, and mess-free Replacement Ink Cartridges. Simply replace your empty marker with a new cartridge of ink. Each cartridge costs only \$2.69 and allows you to get back to coloring in seconds, unlike the ink bottle refills used by other brands. OLO's method is faster, cost-effective, and more efficient.

06 Is there a tool to pull out the nibs?

A specific tool is not needed to remove an OLO nib. A pair of tweezers—or your hands—should work just fine. Alcohol ink can stain your skin, so gloves are recommended. OLO nibs are durable enough to be reused, and replacement nibs are also available.

07 The half-markers look small? Do OLO™ markers hold as much ink as other markers?

Thanks to OLO's patented technology, you can utilize over 90% of the ink volume inside the marker. In contrast, other brands that use standard technology with a felt container inside the marker deliver no more than 65% of the ink. OLO's significant efficiency boost not only maximizes the use of ink, reducing waste and the need for frequent replacements but also provides a more sustainable and cost-effective option for artists who require consistent and long-lasting performance.

08 How do I store my OLO™ markers?

OLO may be stored vertically or horizontally. Choose the orientation that works best for your workspace.

09 How many OLO colors are there?

There are currently 160 colors. OLO's initial launch of colors was 128. 96 additional colors are already in the works!

10 Are OLO™ markers expensive?

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FYI

CHECK OUT A FEW OF THE THINGS WE HAVE
HAPPENING BEHIND-THE-SCENES!

STAY TUNED FOR THE BLOG!

The OLO Blog will soon launch on olomarker.com! Stay tuned for artist interviews, how-tos, alcohol marker 101, and more!

LINER PENS!

After various rounds of prototypes, quality testing, ink formulating, and more, we are getting close to the final production of our lining pens.

BULLET NIB!

While still in the works, our much-anticipated Bullet Nib is another product we can't wait to launch!

PAPER FOR YOUR ALCOHOL MARKERS

Paper choice matters. We are testing papers from around the globe to bring you more great options for sketchbooks and sketchpads. Our paper options on olomarker.com are unique, high-quality papers that are specially formulated for use with alcohol markers.

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[OLOMARKER.COM](https://olomarker.com)

