



INSPIRATION GUIDE

# CREATIVE PRODUCTS FOR YOUR BRAND

MADE IN HOLLAND





Sustainability

Sustainable production has been a priority for years, so your products will be manufactured in a sustainable way. Interested in making your products even more sustainable? We are happy to help you switch to eco-packaging options or eco-recipes and help you apply for the Nordic Swan Ecolabel. Feel free to make your own sustainable suggestions: we are eager to advise in and research the possibilities.

Dutch quality

Your products will be produced in the Netherlands and will always comply with the strict European legislation. They are developed and tested in our in-house laboratory where we safeguard high quality. Our regulatory affairs officer is available for any questions regarding legislation that you might have and will keep you up to date with the latest regulatory changes.

Fitting product

Find a popular product option in this guide or compile a fitting product for your assortment yourself. Simply let us know what you are looking for: choose your product (or product characteristics), the colours and the packaging type and volume. Add a label and let us assist you in making it compliant with the applicable legislation.

Delivery as promised

When your concept becomes a reality, production and delivery times will be agreed upon in a contract for your assurance. Production and delivery times will be determined in consultation with you and will depend on whether a popular, ready-made or a custom made option is chosen. Once these are agreed upon, we will deliver according to the agreement, usually within three weeks.

Minimum order quantity

Depending on which product you're interested in, different minimum order quantities apply, but many options are possible. Feel free to inquire about the possibilities.



We inspire young and old to create something wonderful







## Who we are

### Family-owned

Havo is a Dutch, family-owned company that was founded in 1963. We have been manufacturing modelling materials and paints for children, hobbyists and artists ever since. Building on over 60 years of expertise and craftsmanship and using the latest technologies and insights, we develop and produce these products for private label or for our premium brand Creall. In addition to product safety, sustainability is one of our top priorities in this.

### Sustainability is our responsibility

As a family business, we understand like no other that children are the future. To ensure their future on this planet, we have to take our responsibility when it comes to sustainability. That is why we have committed to making our production process and products as clean and green as possible. For example, we are ISO 14001 certified. Our recipes are mostly based on natural ingredients and responsible additives as well.

## 60 years ago, Mr. Vos started out in his garage

A substantial part of the packaging we use, is made of renewable or post consumer recycled materials. In addition, the 941 solar panels on our roofs provide us with green energy and we handle logistical processes consciously. Our heat recovery system helps us to reuse the heat that our machines produce in our production process. These are just some of the improvements we have made over the years and we are already planning more. That is how we're moving towards a better and more sustainable future.

### Where quality meets creativity

Besides sustainability, our other core values drive us in the way we do business as well. We thrive on honest and open contact with our clients. We do what we've promised, because a deal is a deal. Setting high standards for ourselves ensures that your product will be high quality time and time again. Only this way, our clients can rely on us. But we are not just passionate about our products. The people who make, distribute and use our products are no less important. We'd love to inspire you and the end users of your product to make something wonderful. That makes us who we are: Havo, where quality meets creativity.







**Children inherit  
the earth;  
let's improve it  
for them**

## Regulatory affairs

### Compliance

Whether you're a retailer, wholesaler or a school supplier, offering your customers safe products and preventing complicated legal procedures is of the utmost importance. Every year around 2100 products are recalled from the European market alone, because they did not comply with the legislation on quality, health, safety and environment. Our priority is making sure that your Havo product is not one of those, regardless of which market you operate in. To achieve that, we set high quality standards for our products and makes sure they always comply with the European legislation on safety, health and environment. For our products it concerns:

- European laws for chemicals (REACH EC/1907/2006)
- the Toy Safety Directive (EC/48/2009)
- the Classification, Labelling and Packaging Regulation (CLP EC/1272/2008)

In these, limits and risks are registered, such as limits for chemicals and heavy metal in products and risks of swallowing and allergies. These help us ensure that your products are always safe to use. When you need help or advice with regards to labelling your products properly, we are happy to assist you as well.

### Quality management

The safety of a product is closely linked to the quality of a product. How do we guarantee consistently high quality products? First of all, we are ISO 9001 certified. ISO 9001 is the international standard for quality management systems. This certificate confirms that our company processes are in good order. In addition, we continuously check the quality of our products and make adjustments when necessary. Thanks to this, you can rely on products that comply with your requirements and the relevant laws and regulations.

### Up to date

In an ever changing society with regulations altering and becoming stricter, it is important to keep up with and apply these changes to our products. To do that, we are affiliated with the the European Toy Safety Committee and the European Council of the Paint, Printing Ink and Artists' Colours Industry (CEPE). CEPE is a branch organisation and an active member of working groups that the European Commission organises to advise on European policies and legislation.

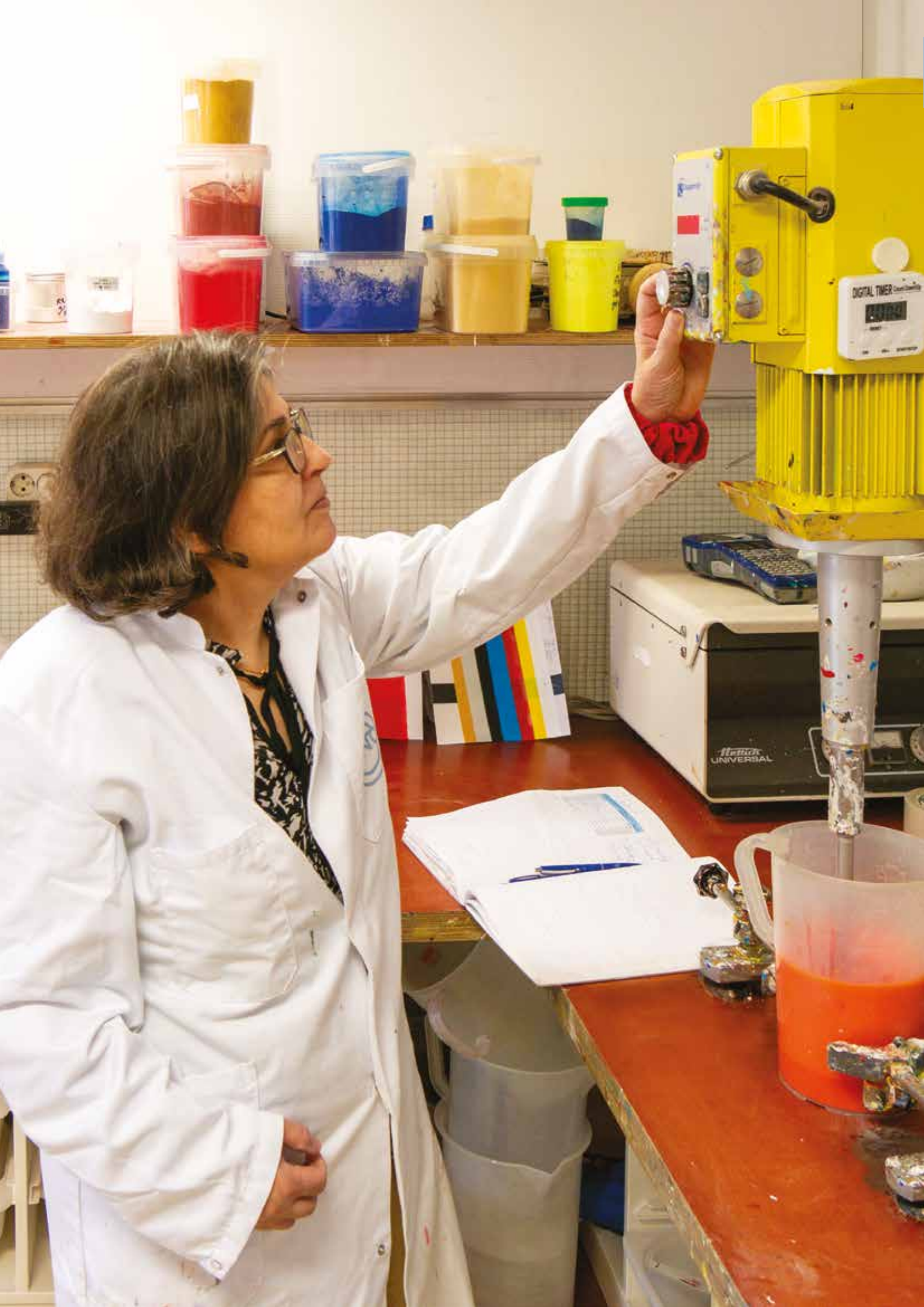
As a member of the CEPE, we take part in many of the workgroups and offer our input on matters related to product safety, health and the environment. This way, we are always completely up to date with the latest regulations and are able to inform you of any changes that may affect your products.



**Paul Salverda**

Specialist legislation regarding creative materials





## Our laboratory

### You name it, we make it

Our lab technicians love a challenge, so when you have a brand new idea for a product, specific wishes or requirements, they make those a reality. Not sure what you are looking for, but you have a specific target group in mind? Together we will find a fitting and inspiring product. As soon as your idea is suggested, we'll examine the technical and commercial feasibility together. When we find your product will be a success, research and development is started.

### Improving the standard

Even when you choose a ready-made product, our laboratory is involved. Here, we continuously work on expanding and improving our product range: from making our products even safer to creating new recipes. While doing so, we keep a weather eye on the trends amongst hobbyists and artists around the world.

## Our products always comply with the European safety regulations

Where do their interests and needs lie? What products are they looking for? Naturally, we always make sure that our recipes comply with the European legislation, because we believe that both young and 'old' should be able to play, learn and create with safe products.

### Sustainable recipes

Are you looking to go above and beyond when it comes to sustainability? We are happy to make adjustments to your product recipe or, if possible, to the production process. Examples are replacing a raw material with a more sustainable option (less transport, lower emission etc.), choosing a friendlier preservative or trying to cut it out completely or adding more raw materials of natural origins. If you'd like to put your product up for the Nordic Swan Ecolabel, we can assist as well. We have experience with applying for this certification and are happy to make adjustments to the recipe to make your product meet the strict requirements.





# Packaging options

When you have chosen your product and colours, you'll get to executing those plans. But don't worry, we'll guide you every step of the way: from choosing your packaging and packing units to designing your product labels. During this process, you will be guided by our experienced sales representatives and product marketeers to ensure that your product fits your wishes and your market perfectly.

## Popular or customised

On these pages, our popular packaging options can be found. Of course, these can be customised to your liking. Below you'll find some common adjustments that can be made, depending on the packaging type. If you prefer a type of packaging that is not shown, let us know, we are happy to look at the possibilities.

## Post consumer recycled materials (PCR)

One of the more sustainable options is PCR material. This material is made of recycled waste and reduces the need of new plastic materials. You could, for instance, request 100% PCR clay buckets. Even the tubes can be made of (partially) PCR material. Note that most of our bottle and tube caps have already been replaced by caps made of PCR material.

## Biobased material

Another more sustainable option is biobased material. This material is currently made of a renewable resource: molasse, a byproduct of sugar cane refining. This bioplastic has a negative CO2 footprint and makes us less dependent on fossil fuels. After use, the material is 100% recyclable. Interested? Feel free to inquire about the possibilities.

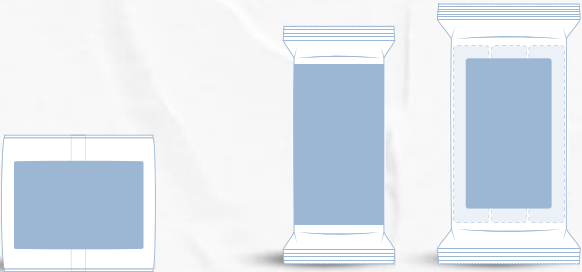
## Labelling requirements

After choosing your packaging, it needs a label. You are free to design these according to your wishes and brand identity. However, there are some legal requirements when it comes to labelling. Our regulatory affairs officer knows all about these obligations and keeps our sales representatives and clients informed. That is how we are able to help you make your label meet every relevant regulatory requirement.

## Contact?

If you have any questions or would like to inquire about the possibilities, feel free to contact us. Our contact information can be found on page 83.

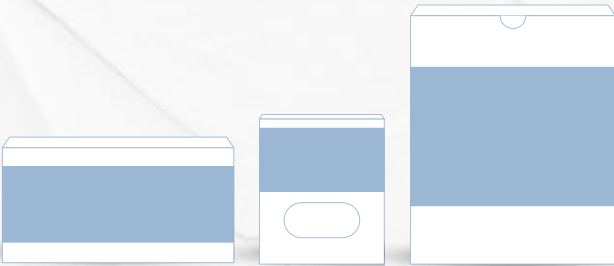
## Clay and sand



Foils



Buckets



Cardboard clay sets

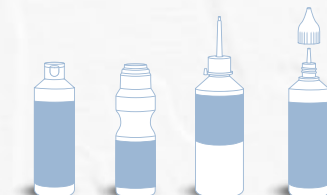
## Paint and mediums



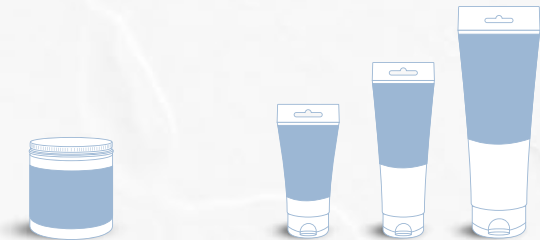
Bottles



Pots



Special bottles



Tubes



Cardboard paint set

your own  
packaging  
suggestion



Product icons



Every product is unique in its own way, but some characteristics are more common than others. The icons below can be found on every product page and show you at a glance which of these characteristics apply to that product.



**PAINTABLE**  
Can be painted over after drying



**VEGAN**  
Does not contain raw materials of animal origin



**DILUTABLE**  
Can be diluted up to 4 times without loss of product characteristics



**ADDED BITTERING AGENT**  
To prevent consumption of the product, a bittering agent is added



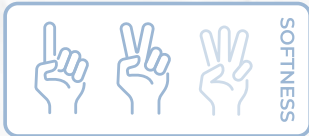
**STAYS SOFT**  
This product does not dry out and will remain soft



**AIR-DRYING**  
Hardens by air-drying: no oven necessary



**OVEN HARDENING**  
Can be baked in a regular kitchen oven at 130°C/ 265°F to harden the material



**SOFTNESS**  
Denotes malleability: three hands is very easily malleable, one hand is easily malleable



**GLUTEN FREE**  
This product does not contain gluten



**98% NATURAL RAW MATERIALS**  
This recipe contains at least 98% raw materials of natural origin



**WASHES OUT**  
Product will wash out of clothes at the temperature shown and washes easily from the skin



**SOLVENT FREE**  
This product contains no solvents



**MADE IN HOLLAND**  
Product is developed, produced and packaged in the Netherlands

Content

| MODELLING MATERIALS               |    |
|-----------------------------------|----|
| Air-drying modelling clay         | 14 |
| Air-drying modelling clay - light | 15 |
| Chalk clay                        | 16 |
| Coco clay                         | 17 |
| DIY-clay set                      | 18 |
| Doodle clay                       | 19 |
| Kid's dough                       | 20 |
| Marble clay                       | 21 |
| Modelling dough                   | 22 |
| Modelling sand                    | 23 |
| Polymer clay                      | 24 |
| Soft clay                         | 25 |

| ACRYLIC PAINTS       |    |
|----------------------|----|
| Acrylics Free flow   | 26 |
| Acrylics Pro         | 27 |
| Acrylics Regular     | 28 |
| Fluorescent acrylics | 29 |
| Metallic acrylics    | 30 |

| POSTER PAINTS            |    |
|--------------------------|----|
| Dilutable poster paint   | 31 |
| Eco poster paint         | 32 |
| Fluorescent poster paint | 33 |
| Metallic poster paint    | 34 |
| Mix for poster paint     | 35 |
| Poster paint             | 36 |

| PAINT SPECIALITIES     |    |
|------------------------|----|
| Blackboard paint       | 37 |
| Blob paint             | 38 |
| Blockprinting ink      | 39 |
| Chalk paint            | 40 |
| Drawing ink            | 41 |
| Finger paint           | 42 |
| Glitter paint          | 43 |
| Gloss paint            | 44 |
| Glow in the dark paint | 45 |

|                       |    |
|-----------------------|----|
| Liquid acrylic ink    | 46 |
| Magnetic paint        | 47 |
| Pearlescent paint     | 48 |
| Scratch art paint     | 49 |
| Sneaker paint         | 50 |
| Sticker paint         | 51 |
| Street chalk paint    | 52 |
| Structure paint       | 53 |
| Textile paint         | 54 |
| Textile paint blocker | 55 |
| Transparent paint     | 56 |

| MEDIUMS & AUXILIARIES |    |
|-----------------------|----|
| Crackle medium        | 57 |
| Gel medium            | 58 |
| Gesso                 | 59 |
| Glitter varnish       | 60 |
| Ice frost varnish     | 61 |
| Kintsugi              | 62 |
| Liquid mask           | 63 |
| Modelling paste       | 64 |
| Pearl medium          | 65 |
| Plaster art           | 66 |
| Pouring medium        | 67 |
| Sticker medium        | 68 |
| Structure paste       | 69 |
| Textile hardener      | 70 |
| Textile medium        | 71 |
| Thickening medium     | 72 |
| Varnish               | 73 |
| Versatile medium      | 74 |

| GLUES        |    |
|--------------|----|
| Acrylic glue | 75 |
| Glitter glue | 76 |
| Glue paste   | 77 |
| Hobby glue   | 78 |
| Kid's glue   | 79 |



## Air-drying modelling clay



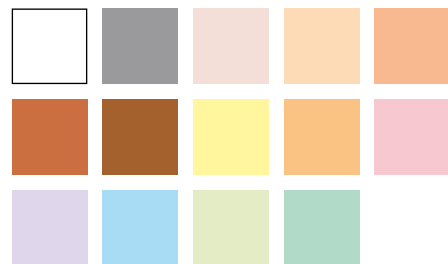
- Versatile product
- Beloved by both children and hobbyists
- Perfect addition to creative range

### Product characteristics

- Can be painted over after drying (24h)
- Adheres well to most surfaces
- Doesn't stick to hands
- Make slightly dry material supple with water
- For optimal protection, finish with a varnish



### Popular colour options



### Packaging options



your own packaging suggestion

## Air-drying modelling clay - light



- Easy to knead, even for younger children
- Wide target group thanks to versatility
- Complements your creative range

### Product characteristics

- Lightweight – perfect for mixed media projects and making decorations or jewellery
- Adheres well to most surfaces
- Does not stick to hands
- Can be painted over after drying
- After drying and varnishing, the clay can float on water



### Popular colour options



### Packaging options



your own packaging suggestion

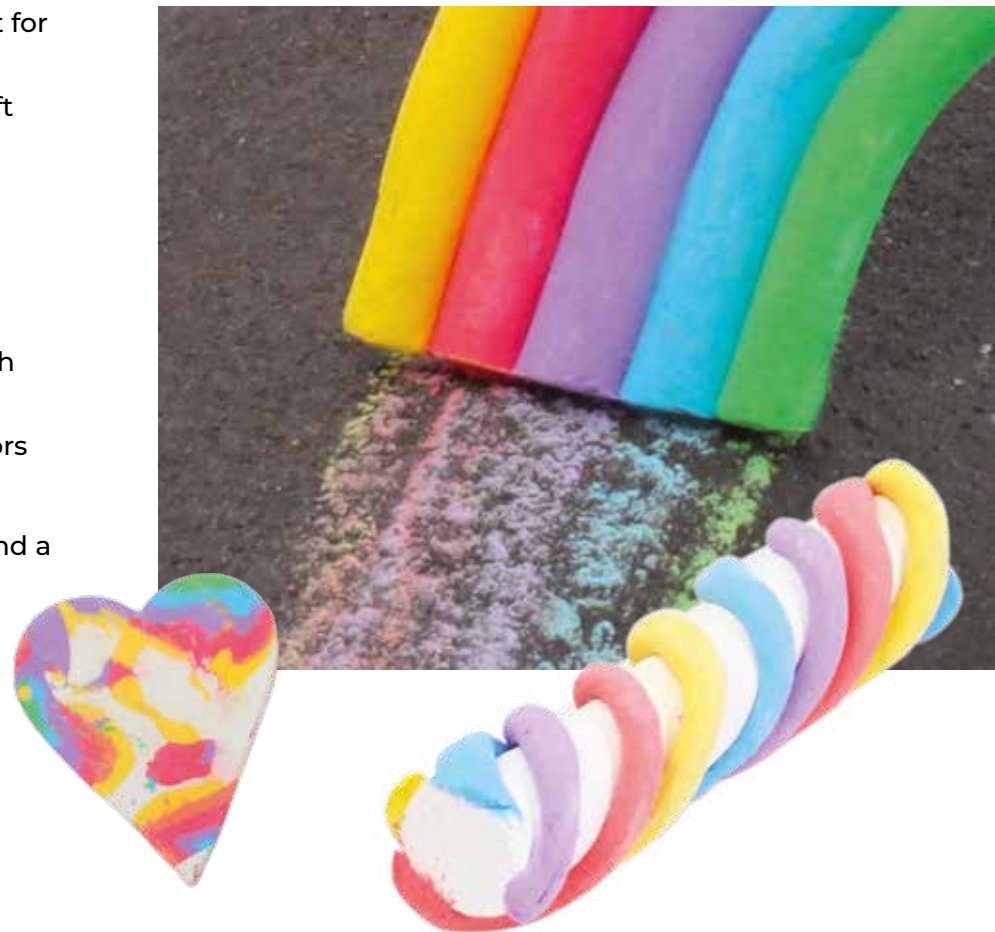




- Fun and surprising product for your range
- Assortments are perfect gift for (young) children
- Particularly popular during spring and summer

## Product characteristics

- Create pavement chalk with air-drying clay
- Fun for indoors and outdoors
- Doesn't stick to hands
- Easily cleared with water and a brush



## Popular colour options



## Packaging options



- Surprising addition to your creative range
- Your response to the 'natural look' trend in home décor
- Easy to use – no oven necessary
- Cross-selling opportunity with paints, varnishes and modelling tools

## Product characteristics

- Air-drying modelling clay with coconut fibre
- For making beautiful decorations
- Add a drop of paint for playful colour effects
- Can be painted over after drying e.g. to add colourful details
- Slightly dried material can be made supple by adding a bit of water
- Store air-tight
- Finish with a varnish to make waterproof



## Popular colour options



## Packaging options







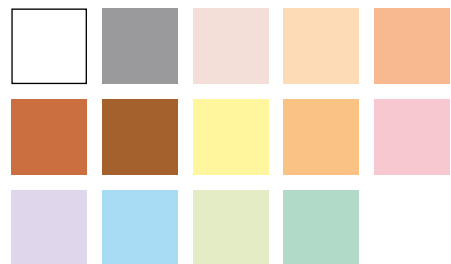
- Complete starter kit for hobbyists
- Popular as a gift
- Trendy look and feel
- Wide target group: versatile, popular and easy product

## Product characteristics

- Can be painted over after drying (24h)
- Adheres well to most surfaces
- Smooth surfaces with a bit of water and the sponge
- Doesn't stick to hands
- Make slightly dry material supple with water
- For optimal protection, finish with a varnish



## Popular colour options



or choose your  
own colour

## Packaging options



for more options see page 10

your own  
packaging  
suggestion



- Drawing with clay: unique and original product
- Popular product for workshops
- Available in gift or starter set, including modelling tools, two tablets of clay, letter stamps, a cutter and instructions
- After purchasing starter set, purchase of individual tablets likely

## Product characteristics

- Flexible, doodling clay
- Does not stick; clean hands
- Stays soft unless baked in regular oven
- Matt look after baking



## Popular colour options



or choose your own colour

## Packaging options



for more options see page 10

your own  
packaging  
suggestion





- Easy to knead, so suitable for even the youngest children
- Non-sticky material makes it very popular amongst parents and children
- Available in 350 gram tablets or 5 sticks in a bucket
- Goes well with other creative products, such as (cookie) cutters or poster paint

## Product characteristics

- Air-drying playing dough
- Does not stick; clean hands
- Fun for hours on end
- Slightly dried material can be made supple by adding a bit of water
- Can be painted after drying
- Store air-tight



## Popular colour options



## Packaging options



for more options see page 10



- (Coloured) marble effects are popular and trendy
- Complete starter kit to make stylish decorations
- Surprising addition to your range
- Popular as a gift
- Includes a white air-drying clay tablet (250 g) and 2 coloured tablets for marbling (2 x 75 g) (colours of your choice)
- Coloured clay is heavily pigmented
- Instruction folder included

## Product characteristics

- For unique, marbled projects
- Air-drying clay; no oven necessary
- Store air-tight
- Make slightly dry material supple with water



## Popular colour options



## Packaging options



for more options see page 10





# Modelling dough



- Easy to use, which makes it popular amongst hobbyists
- Wide target group thanks to versatility
- Complements your creative range
- Available in 350 gram tablets

## Product characteristics

- Air-drying modelling dough
- Smooth structure; feels wonderful
- Does not stick to hands
- Perfect for mixed media projects or making decorations or jewellery
- Slightly dried material can be made supple by adding a bit of water
- Can be painted after drying
- Store air-tight



## Popular colour options



## Packaging options



for more options see page 10

# Modelling sand



- Beloved by children due to its unique feel
- Repeat purchases likely thanks to popularity
- Popular as a gift
- Offers you cross-selling opportunities with moulds and cutters

## Product characteristics

- Velvety soft, elastic modelling sand with a firm structure
- Perfect for sculpting and sensory activities
- Reusable: does not dry out
- Supports motor development and sensorimotor skills
- Easy to clear away
- Do not combine with other sands or water
- Free from pvc and silicon



## Popular colour options



## Packaging options



for more options see page 10





- Accessible modelling clay; only regular kitchen oven necessary
- Wide target group: perfect for both adults and older children (recommended age 8+)
- Multifunctional: can be repeatedly used as soft clay or baked in oven for lasting projects

## Product characteristics

- Supple, colour-fast and non-stick polymer clay
- Stays soft unless baked in a regular oven (130°C/ 265°F)
- Mix customised colours or create beautiful colour effects
- Supports motor development



## Popular colour options



## Packaging options



- Varying degrees of softness available
- Available in smaller, vertical retail packaging (500 grams)
- Easier for customers to purchase several colours
- Very popular, because it does not dry out

## Product characteristics

- Super soft modelling material
- Supple and easy to knead
- Supports development of fine motor skills
- Stimulates brain development and hand-eye coordination



## Popular colour options



## Packaging options





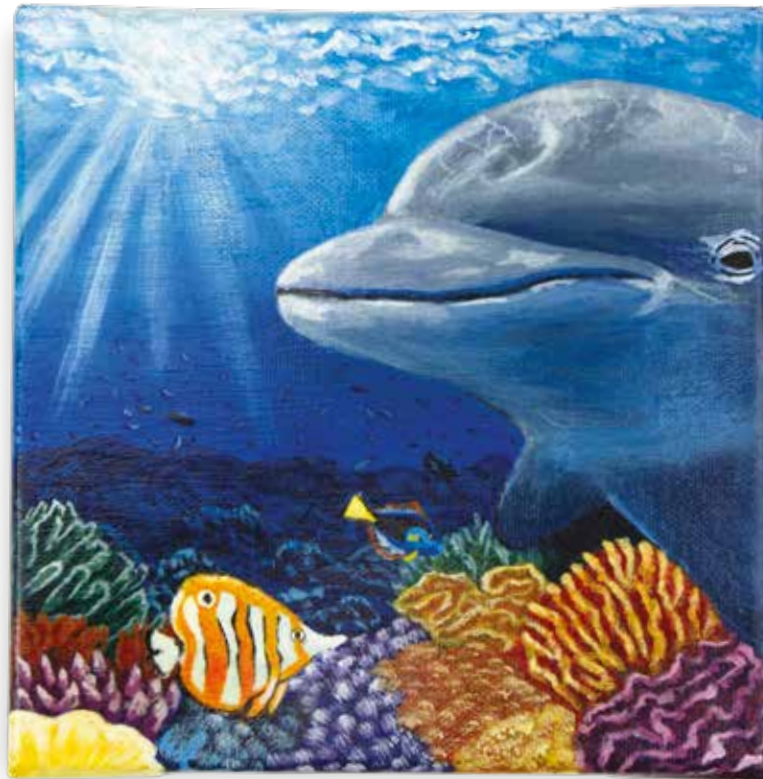
## Acrylics free flow



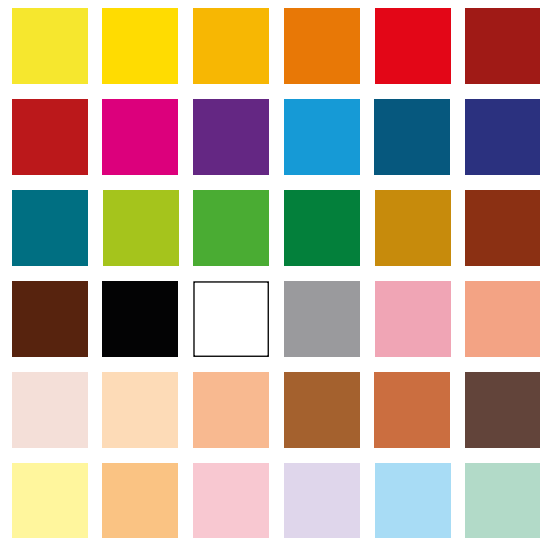
- For both hobbyists and artists
- Readily available in 80ml retail packaging
- Perfect for detailed work
- Fits well in a range of creative office supplies (e.g. hand lettering and calligraphy pens)

### Product characteristics

- Fluid acrylic paint with excellent flow
- Apply with a brush
- Powerful colours and lightfastness
- Excellent opacity
- Satin gloss and high water-resistance when dry



### Popular colour options



### Packaging options



for more options see page 10

## Acrylics pro



- Offers your customers professional quality acrylic paint for a sharp price
- Textured art is trendy
- Easy way for hobbyists to try new way of painting
- Complements a range that includes canvasses and palette knives

### Product characteristics

- Acrylic paint with soft, buttery consistency
- Easy to apply with palette knife
- Excellent colour intensity and lightfastness
- Excellent coverage
- Trendy satin look
- High water-resistance once dry



### Popular colour options



### Packaging options



for more options see page 10



# Acrylics regular



- Wide target group: popular and versatile acrylic paint
- Student quality; suited for beginners and advanced users
- Good price-quality ratio
- Complement your range and drive sales with one or more mediums

## Product characteristics

- Pasty consistency
- Apply with palette knife or brush
- Brilliant colours, good lightfastness and coverage
- Good water-resistance after drying
- Semi-matt look when dry



## Popular colour options



## Packaging options



# Fluorescent acrylics



- Fluorescent accents on paintings, home décor and clothing items are hot!
- Adds a popular colour option to your paint assortment
- Cross-selling opportunity: fits in well with a creative range that includes other paints, modelling clay, paper, fabrics etc.

## Product characteristics

- More fluid consistency
- Apply with a brush
- Brilliant colours, good lightfastness and coverage
- Good water-resistance after drying
- Great in combination with a medium (e.g. structure medium)



## Popular colour options



## Packaging options





# Metallic acrylics



- Beloved by both hobbyists and artists
- Particularly popular during the holiday season
- Eye-catching addition to your creative materials range
- Cross-selling opportunity: fits in well with a creative range that includes other paints, modelling clay, paper, fabrics etc.

## Product characteristics

- Pasty consistency
- Apply with a brush
- Brilliant colours, good lightfastness and coverage
- Good water-resistance after drying
- Satin lustre when dry



## Popular colour options



## Packaging options



for more options see page 10



# Dilutable poster paint



- Great for multiple applications: from thicker, highly opaque paint to thinner paint with high colour strength
- Concentrated paint: less packaging, shelf space, water and transport needed for more paint

## Product characteristics

- Outstanding quality water-based poster paint
- Very highly pigmented
- Dilutable up to 4 times: make more paint
- Retains colour strength and viscosity when diluted
- Excellent coverage
- Adheres well to most surfaces



## Popular colour options



## Packaging options



for more options see page 10





# Eco poster paint



- Offer your environmentally conscious customers an even better poster paint option
- Your answer to an ever increasing demand for more sustainable products
- Sets your company apart from other retailers
- Enhances your brand reputation
- Only available in bottle made of renewable materials with a cap of recycled materials
- Applying for the Nordic Swan Ecolabel? We are happy to assist you in the process

## Product characteristics

- Water-based poster paint
- Washes out of clothing
- Adheres to most surfaces
- Matt finish when dry
- In bottle made of biobased plastic with a cap of recycled materials



## Popular colour options



## Packaging options



# Fluorescent poster paint



- Wide target group: fun for young and old
- Fluorescent colours are always very popular amongst children thanks to bright colours
- Versatile paint: suitable for many different applications and surfaces
- Complements a creative range that includes other paints, modelling clay, paper etc.

## Product characteristics

- Water-based poster paint
- Adheres to most surfaces
- Matt finish when dry
- Good opacity and brightly illuminating colours
- Fun in combination with a blacklight
- For optimal protection, finish your work with a varnish



## Popular colour options



## Packaging options





# Metallic poster paint



- Particularly popular during the holiday season
- Eye-catching addition to your creative materials range
- Cross-selling opportunity: fits in well with a creative range that includes other paints, modelling clay, paper, fabrics etc.

## Product characteristics

- Apply with a brush
- Brilliant colours, good lightfastness and coverage
- Good water-resistance after drying
- Satin lustre when dry



## Popular colour options



## Packaging options



for more options see page 10



# Mix for poster paint



- Sustainable paint concept: less packaging, shelf space, water and transport needed
- A fun poster paint for your environmentally conscious customers
- Your answer to an ever increasing demand for more sustainable products
- Sets your company apart from others

## Product characteristics

- Magical poster paint: white powder transforms into beautiful, coloured paint
- Fun for kids: make your own poster paint in three easy steps
- One box filled with six sachets
- One sachet is enough for 200ml of bright paint
- Colour of paint visible on the sachet
- Matt after drying



## Popular colour options



## Packaging options



for more options see page 10





# Poster paint



- Wide target group: fun for young and old
- Versatile paint: suitable for many different applications and surfaces
- Available in various qualities
- Essential to every creative range
- Also available in ergonomic bottle with non-leak sponge cap: great painting experience for (young) children
- Complement your range with a varnish

## Product characteristics

- Water-based poster paint
- Adheres to most surfaces
- Matt finish when dry
- Good opacity and bright colours
- For optimal protection, finish your work with a varnish



## Popular colour options



## Packaging options



# Blackboard paint



- Wide target group: fun for both adults and children
- Suitable for home décor, educational use, event decorations (e.g. weddings) etc.
- Complements your range of creative materials or office supplies and can increase sale of blackboard markers, pens and/or chalk

## Product characteristics

- Acrylic blackboard paint
- Very good coverage of surfaces
- Turns cardboard, wood, metal, walls etc. into blackboard canvas that can be used again and again
- Waterproof when dry (after 24h)
- Can be written upon with chalk after drying
- Wipe clean or remove chalk with water



## Popular colour options



## Packaging options





# Blob paint



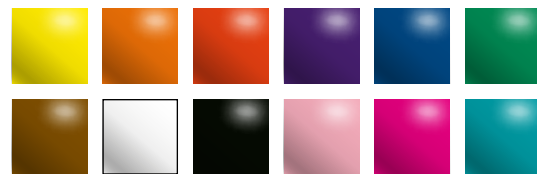
- Unique and trendy paint that is easy to use for both adults and children
- Suitable for both hobbyists who want to experiment with depth and texture as those looking for relaxing, creative activities
- Available in handy bottle with spout cap or refill packaging for repurchases
- Cross-selling opportunity with materials such as stencils, dotting tools, coloured paper or canvases etc.

## Product info

- Polyvinyl paint with a 3D effect
- High-gloss when dry
- Get flatter looks by using wet on wet or create more 3D effect by using wet on dry
- Wonderful effects on a dark background



## Popular colour options



## Packaging options



for more options see page 10

# Blockprinting ink



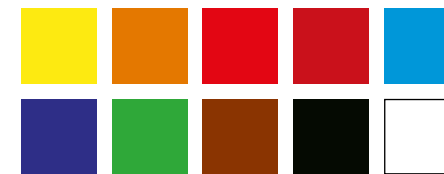
- Wide target group: perfect for hobbyists (home décor and fabric customisation) and children (experimenting with textures)
- Block printing is popular and trendy: repurchases likely
- Great addition to your range of office supplies and creative materials
- Can increase sales of paper, wood, fabrics etc.

## Product characteristics

- Versatile, water-based printing ink
- For printing with linoleum or wood; cut your own template beforehand
- Ideal for stamping with textured objects, such as leaves
- Very good coverage and vigorous colours
- Workable for longer due to long drying time (15-20 min.)



## Popular colour options



## Packaging options



for more options see page 10



# Chalk paint



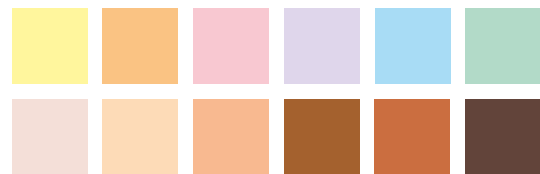
- Matt finish is still popular and trendy in home décor
- Responds to the upcycling trend: gives existing items a trendy, new look
- Fits in well with a range of creative or DIY-home décor materials

## Product characteristics

- Decorative water-based hobby paint
- Perfect for upcycling or redecorating objects, such as pieces of furniture
- Chalky finish and very matt look when dry
- Easy to use



## Popular colour options



## Packaging options



for more options see page 10



# Drawing ink



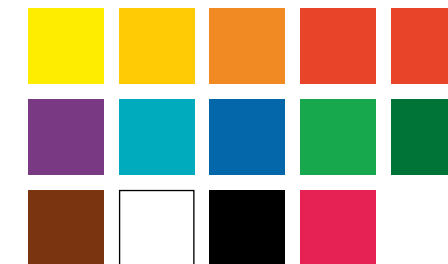
- Wide target audience: ready made watercolour that is easy to use for beginners, hobbyists and children
- Cross-selling opportunity with office supplies and stationary, e.g. card making, journaling, scrapbooking
- Smaller packaging volumes are great as a gift as well

## Product characteristics

- Liquid, transparent watercolour
- Vigorous and vibrant colours
- Experiment with airbrushing, splattering and watercolour techniques
- Remarkable effect when used on wax crayons or oil pastels
- For optimal protection, finish with a varnish



## Popular colour options



## Packaging options



for more options see page 10





# Finger paint



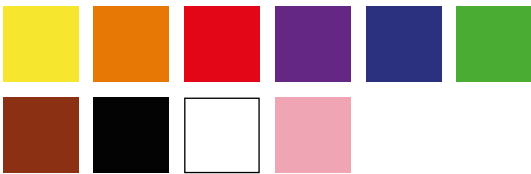
- Non-toxic, safe finger paint for all children: no worrying over recalls
- Always meets European Safety Standard EN 71-7
- Popular choice amongst (grand)parents, teachers and other caretakers
- Essential product in any kids or creative materials range

## Product characteristics

- Water-based finger paint
- Good coverage
- Easy to work with, even for the youngest children
- Bittering agent prevents consumption



## Popular colour options



## Packaging options



# Glitter paint



- The sparkling effect is mesmerizing for both children and adults
- Widely applicable and makes every project more festive: from DIY-greeting cards to holiday crafts for children
- Individual smaller bottles or sets are great as a gift for hobbyists and children

## Product characteristics

- Coloured paint with glitters
- Adheres well to paper, cardboard and foam
- Sparkling effect is magical for children



## Popular colour options



## Packaging options





## Gloss paint



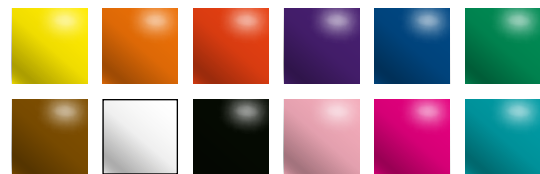
- Wide target group: fun for young and old
- Versatile paint: suitable for many different applications and surfaces
- A surprising addition to a creative materials range

### Product characteristics

- Polyvinyl paint with a high-gloss look
- Bright colours thanks to fine pigments
- Can be used on smooth surfaces, like glass, as well



### Popular colour options



### Packaging options



## Glow in the dark paint



- Unique and fun eye-catcher in your assortment
- Widely applicable: can be used in art, home décor or science projects for both adults and children
- Fits well with several themes and feasts, such as Halloween or Christmas

### Product characteristics

- Spectacular paint that adds a magical glow to your projects
- Shake well before use
- Absorbs light and reflects this in the dark
- After some time, the luminous effect will decrease. Simply expose the decoration to sunlight to make it glow again



### Popular colour options



### Packaging options





# Liquid acrylic ink



- Offers hobbyists and children a liquid ink with incredibly intense colours
- Versatile: can be used to create details, washes, splatters, drips, glazes etc.
- Complements a base range of creative products and office supplies (papers, journals, hand lettering pens)

## Product characteristics

- Super fluid ink with acrylic base
- High water-resistance when dry
- For experimenting with several techniques
- Perfect for calligraphy and hand lettering
- Great in combination with a masking fluid
- Lasting and lightfast colours
- Based on pigments instead of colouring agents



## Popular colour options



## Packaging options



for more options see page 10

# Magnetic paint



- Extraordinary addition to your range that will surprise your customers
- Suitable for home or office décor, educational use, event decorations (e.g. weddings) etc.
- Complements your range of creative materials or office supplies

## Product characteristics

- Acrylic paint for creating magnetic surfaces
- For use on diverse surfaces, such as cardboard, wood, metal, walls etc.
- Covers very well
- Apply 3 layers crosswise
- Waterproof when dry (after 24h)
- Can be painted over with other paint when dry
- Consumption: 100ml per m<sup>2</sup> per layer



## Popular colour options



## Packaging options



for more options see page 10



# Pearlescent paint



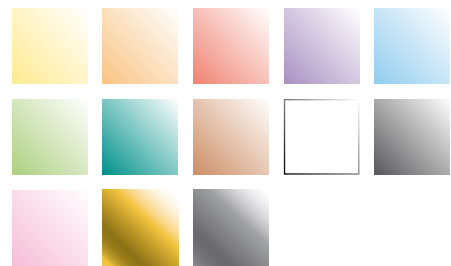
- The subtle sparkle is intriguing for both hobbyists and children
- Widely applicable and makes every project more festive: from DIY-greeting cards to holiday crafts for children
- Individual smaller bottles or sets are great as a gift for hobbyists and children

## Product characteristics

- Water-resistant and satin sheen when dry
- Extraordinary colour effects, particularly on spherical objects
- Gives any project a more glamorous look
- Perfect for different techniques, such as stamping, printing, scratching and folding



## Popular colour options



or choose your own colour

## Packaging options



for more options see page 10

your own packaging suggestion

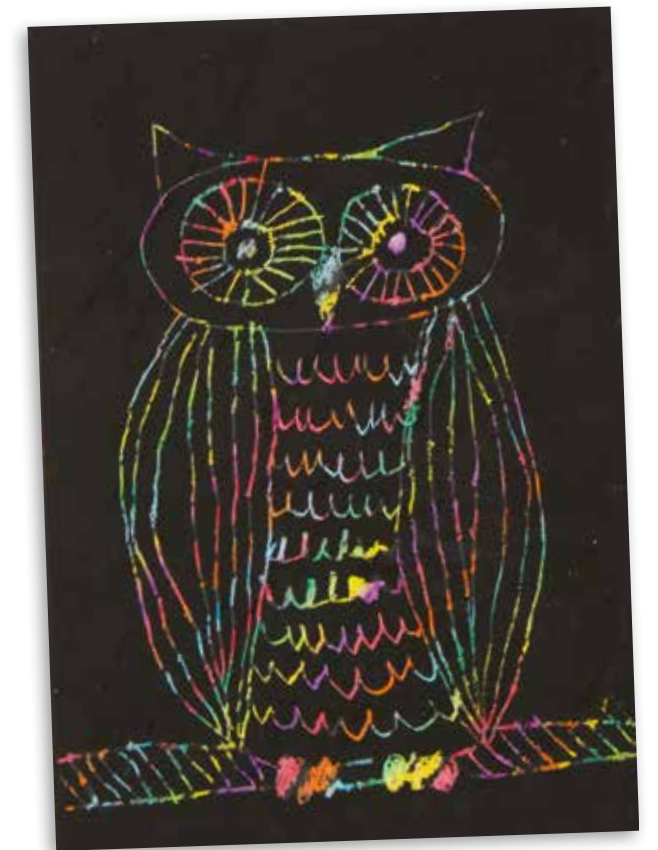
# Scratch art paint



- Wide target group: magical and fun for children and great for hobbyists looking to experiment with new techniques and products
- Great addition to a product range that includes drawing materials, such as wax crayons or oil pastels

## Product characteristics

- Deep black water-based paint with excellent coverage
- Use over drawing made with wax crayons or oil pastels
- Start scratching when dry to reveal the colourful, underlying layer



## Popular colour options



or choose your own colour

## Packaging options



for more options see page 10

your own packaging suggestion



# Sneaker paint



- Surprising addition to your product range
- Customising sneakers is trending
- Available in trendy colours, such as fluor and metallics

## Product characteristics

- Sneaker paint with excellent flow for canvas sneakers
- Make your sneakers truly unique
- Apply with a brush or sponge
- Powerful colours and lightfastness
- Excellent opacity
- Satin gloss and high water-resistance when dry



## Popular colour options



### Fluor colours



### Metallic colours



## Packaging options



for more options see page 10

your own packaging suggestion

# Sticker paint



- Extraordinary addition to your range that will surprise your customers
- Available in handy bottle with spout cap or refill packaging for repurchases
- Sets and smaller bottles are great as a gift as well

## Product characteristics

- Ready-made paint that forms a sticker when dry
- Sticks well to smooth surfaces: windows, wind lights, vases, jam jars etc.
- No brushes needed
- Flows evenly
- Transparent and glossy when dry
- lightfast, retains bright colours in sunlight



## Popular colour options



### Contour colours



## Packaging options



for more options see page 10

your own packaging suggestion



# Street chalk paint



- Offers a new way of making street art for hobbyists and children
- Particularly popular during spring and summer
- Perfect for cross-selling (foam) brushes, stencils, sponges etc.
- Extraordinary addition to your range of creative or kids' products

## Product characteristics

- Fluid, water-based street chalk with a matt look
- Not harmful to the environment
- Does not make the pavement slippery
- Can easily be removed with water and a brush



## Popular colour options



## Packaging options



for more options see page 10

# Structure paint



- Surprising addition to your creative range
- Responds to the upcycling trend: gives existing items a trendy, new look
- Easy to use for both beginners and more experienced hobbyists

## Product characteristics

- Water-based textured paint
- Trendy matt finish
- Apply two layers for optimal results
- Adheres well to all surfaces, such as wood, glass and ceramic



## Popular colour options



## Packaging options



for more options see page 10



# Textile paint



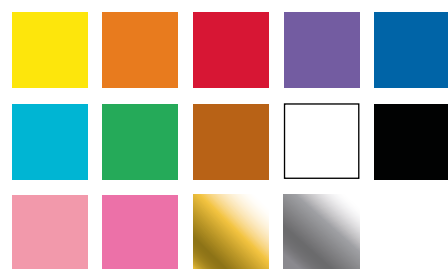
- Your response to the upcycling trend: giving fabrics a fresh look
- Customising your own clothing is in
- Fits well with your range of creative materials, clothing and other fabrics (e.g. kitchen towels, guest towels, pillow cases)

## Product characteristics

- Textile paint with an acrylic base
- Can be used on almost all natural and synthetical fabrics
- Fix the paint by ironing after drying (2h)
- Lightfast and can be washed at 30°C when dry



## Popular colour options



## Packaging options



for more options see page 10

# Textile paint blocker



- Your response to the upcycling trend: giving fabrics a fresh look
- Customising your own clothing is in
- Fits well with your range of creative materials, clothing and other fabrics (e.g. kitchen towels, guest towels, pillow cases)
- Great in combination with a textile paint
- Available in bottle with spout cap: clean hands and easy to use

## Product characteristics

- Water-based textile paint blocker
- Prevents textile paint from sticking to fabrics
- Create colour and shape effects



## Popular colour options



## Packaging options



for more options see page 10



# Transparent paint



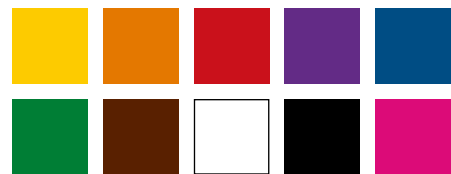
- Remarkable paint for your range: creates interesting effects in art and crafts projects
- Versatility: can be used on many surfaces, even glass and plastics

## Product characteristics

- Water-based transparent paint in bright colours
- No dripping on vertical surfaces, such as windows
- Suitable for folding or stamping technique
- Create leaf vein effect by stamping with a balloon
- Satin sheen when dry



## Popular colour options



## Packaging options



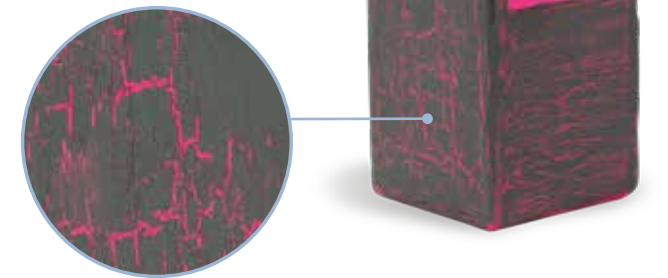
# Crackle medium



- Fits in well with the vintage-look trend in home décor
- Your answer to the upcycling trend: gives old items a fresh and trendy appearance
- Cross-selling opportunity: gives your customers a new way to use your acrylic, poster or chalk paints

## Product characteristics

- Water-based, 1-step medium for a craquelure effect
- Gives your items a trendy, vintage look
- Apply thicker layer for coarser and thinner layer for finer craquelure
- Apply criss-cross over a painted layer, let it dry and paint a contrasting colour over it
- Craquelure effect appear within 15 minutes
- For optimal protection, finish with a varnish
- Solvent free



## Packaging options





# Gel medium



- Cross-selling opportunity: gives your customers a new way to use your paint range
- Complements a range of creative materials including paint, canvases, palette knives and brushes well

## Product characteristics

- Adds high gloss and transparency to paints
- Colourless, glossy finish when dry
- Can be mixed with acrylic paints
- Can be painted over after drying
- Suitable for glueing items as well, e.g. for mixed media art



## Packaging options



# Gesso



- Complements a range of office supplies and creative materials: combine gesso with canvasses, (drawing) paper, Styrofoam, wooden figures etc.
- Versatile: can be used on virtually any grease free surface

## Product characteristics

- Primer: improves adhesion of paint to surfaces
- Reduces absorption of paint by the surface
- Matt when dry and does not turn yellow
- Suitable for oil-, water- and acrylic-based paints
- Can be mixed with paints to create a coloured base for your artwork



## Colour options



## Packaging options





# Glitter varnish



- Surprising, new varnish for your creative product range
- Plays into upcycling trend: turn something old into something fun and trendy
- Particularly popular during the holiday season

## Product characteristics

- Water-based, decorative varnish
- Adds a glossy finish with glitters to your projects
- Easily applied with a brush
- Water-resistant when dry



## Popular colour options



## Packaging options



for more options see page 10



# Ice frost varnish



- Fits in with the upcycling trend: turns glass jars, tea lights, vases etc. into stylish items
- Surprising and interesting addition to your product range

## Product characteristics

- Water-based, decorative varnish
- Adds a super matt, semi-transparent effect to glass
- Use masking tape to create shapes, words or patterns
- Easily applied with a brush
- Water-resistant when dry



## Packaging options



for more options see page 10



- Unique, Japanese art form that has gained popularity recently
- Promotes repair and reuse: perfect for customers with an interest in sustainability
- Surprising and inspiring addition to your product range

## Product characteristics

- Ready to use medium for repairing broken items, such as tea cups, flower pots etc.
- Purely for decorative restoration
- Thanks to the gold medium, a fraction becomes something beautiful
- Easy to apply thanks to the handy spout cap
- Drying time: 12 hours



## Popular colour options



## Packaging options



for more options see page 10



- Offers your clients a new and easy way to use watercolours and drawing inks
- Perfect for popular activities such as journaling, scrap booking, card making, hand lettering etc.
- Complements a base range of creative products and office supplies (paper, watercolours, journals, hand lettering pens)

## Product characteristics

- Ready-made masking liquid for watercolours and drawing inks
- Prevents adhesion of watercolours and drawing inks
- Easy to use; in handy bottle with spout cap
- Apply on dry paper
- Extremely elastic
- Easy to remove after drying



## Packaging options



for more options see page 10

# Modelling paste



- Cross-selling opportunity: gives your customers a new way to use your paint range
- Complements a range of creative materials including paint, canvases, palette knives and brushes well

## Product characteristics

- Acrylic based modelling paste: white, opaque and does not turn yellow
- Creates smooth textures
- Waterproof when dry
- Can be mixed with acrylic paints
- Can be painted over after drying
- Suitable for glueing items as well, e.g. for mixed media art



## Packaging options



for more options see page 10

# Pearl medium



- Cross-selling opportunity: gives your customers a new way to use your paint range
- Fun for both children and hobbyists: experiencing a new dimension of shimmer and colour
- Versatile: easy to use on a large range of surfaces

## Product characteristics

- Transforms paint into a magical pearlescent paint
- Gives projects a beautiful, subtle shimmer
- Mix 1 part paint with 3 parts pearl medium
- Can be used directly as a pearlescent paint
- Cool effects on round objects and dark backgrounds
- For optimal protection, finish with a varnish



## Packaging options



for more options see page 10



# Plaster art



- Trend widely picked up in 2022 and still very popular
- Inspires hobbyists to create their own stylish, minimalist art
- Fits well in a range including acrylic paint, palette knives or adhesive or garnish combs

## Product characteristics

- Ready-made mix for plaster art
- Make beautifully textured, minimalist art
- Mix with acrylic paint for amazing colour effects or paint when dry
- Longer handling time
- Easy to clean
- Robust look, but lightweight; will not fall off or add enormous weight to artwork
- Free from solvents and other harmful substances



## Popular colour options



## Packaging options



for more options see page 10

# Pouring medium



- Pouring art is still hot, thanks to new pouring techniques
- Cross-selling opportunity: gives your customers a new way to use your paint range
- Wide target audience: easy to use, even for beginners

## Product characteristics

- Medium for pouring techniques
- Based on acrylate
- Mix 1 part paint with 1 part medium
- Add gradually until the right fluidity is reached
- Satin lustre and waterproof when dry
- Shake well before use



## Packaging options



for more options see page 10

# Sticker medium



- Surprising and inspiring addition to your product range
- Cross-selling opportunity: gives your customers a new way to use your paint range
- Complement this product with empty bottles with a spout cap or paint brushes for application

## Product characteristics

- Unique sticker medium: forms a sticker when dry
- Mix with different paints
- Mix 1 part paint with 2 parts sticker medium
- Adheres well to smooth surfaces
- Waterproof when dry



## Packaging options



for more options see page 10

# Structure paste



- Cross-selling opportunity: gives your customers a new way to use your paint range
- Complements a range of creative materials including paint, canvases, palette knives and brushes well

## Product characteristics

- Water-based structure paste
- Adds structure to artwork
- Available in fine and coarse
- Waterproof and elastic when dry
- Max. 1 cm layer thickness, prevents cracking during drying
- Can be mixed with acrylic paints
- Can be painted over after drying



coarse



fine

## Packaging options



for more options see page 10



# Textile hardener



- Plays into upcycling trend: reuse old fabrics to create something new
- Unique and remarkable addition to your product range: surprises your customers
- Fits well with your range of creative materials, clothing and other fabrics (e.g. kitchen towels, guest towels, pillow cases)

## Product characteristics

- Water-based textile hardener
- Can be used to harden, drape and model fabrics
- Transparent and waterproof when dry
- Apply with a brush, soak the fabric in hardener and model it in the right shape
- Can be used for the paper mâché technique
- Can be painted when dry
- Speed up drying time by applying heat (e.g. with hair dryer)



## Packaging options



for more options see page 10

# Textile medium



- Your response to the upcycling trend: giving fabrics a fresh look
- Customising your own clothing is in
- Cross-selling opportunity: gives your customers a new way to use your paint range
- Fits well with your range of creative materials, clothing and other fabrics (e.g. kitchen towels, guest towels, pillow cases)

## Product characteristics

- Acrylic based textile medium
- Turns paint into textile paint
- Colour and quality properties of the paint remain after mixing
- Mix 1 part paint with 1 part textile medium
- Can be used on almost all natural and synthetic fabrics
- Fix the colours by ironing after drying (2h)
- Can be washed at 30°C after fixation



## Packaging options



for more options see page 10

# Thickening medium



- Cross-selling opportunity: gives your customers a new way to use your paint range
- Complements a range of creative materials including paint, canvases, palette knives and brushes well

## Product characteristics

- Thickens paint for beautiful texture effects
- Mix with other ingredients for special effects, e.g. sand, saw dust, grit
- Can be mixed with paint or painted over after drying
- Mix 1 part thickening medium to 1 part paint
- Mix with palette knife until colour and structure are smooth
- For optimal protection, finish with a varnish



## Packaging options



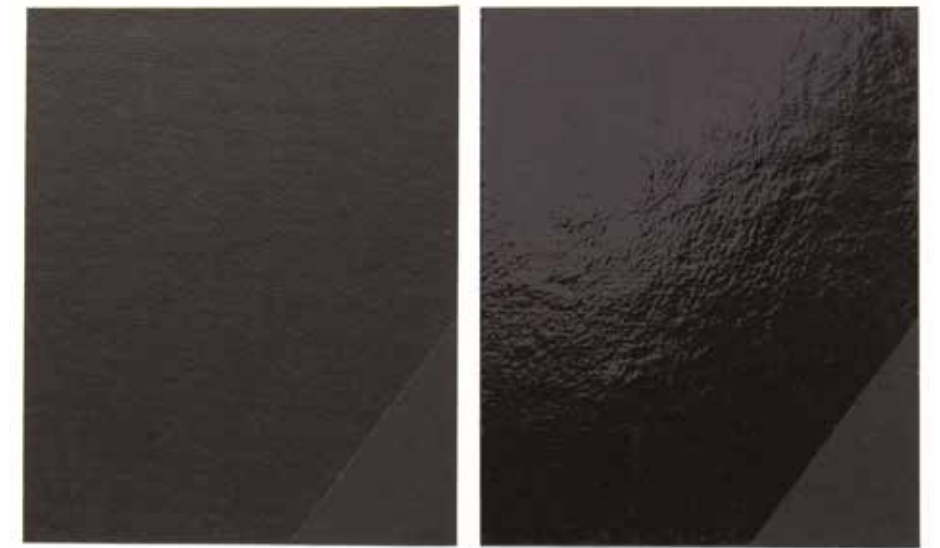
# Varnish



- Essential to a basic range of creative products
- Versatile: can be used on virtually any art project to protect against dirt, dust, sunlight and water

## Product characteristics

- Safe, water-based varnish
- Transparent when dry
- Protects work and renders it more waterproof
- Makes colours even more lively
- Available in gloss and matt



matt

gloss

## Packaging options





## Versatile medium



- Cross-selling opportunity: can be combined with virtually any creative materials that are already in your product range
- Versatility encourages your customers to try new uses, making repurchases likely
- Wide target audience: fun for both children and hobbyists

### Product characteristics

- Multifunctional medium on base of 100% acrylate
- Forms a transparent, flexible and waterproof film when dry
- Perfect for glazing, varnishing, modelling and mixing
- Strong adhesion on porous surfaces
- Can be mixed with paints without loss of gloss



### Packaging options



## Acrylic glue



- Perfect for popular activities such as journaling, scrap booking, card making, arts and crafts with kids etc.
- Cross-selling opportunity: fits well into your assortment of (coloured) paper, scissors, pompoms, pipe cleaners and other arts and crafts materials

### Product characteristics

- Transparent, water-based hobby glue
- Non-flammable and odourless
- Dries quickly and adheres well
- Can easily be washed out of fabrics (max. 40°C)
- Easily washed off the skin



### Packaging options



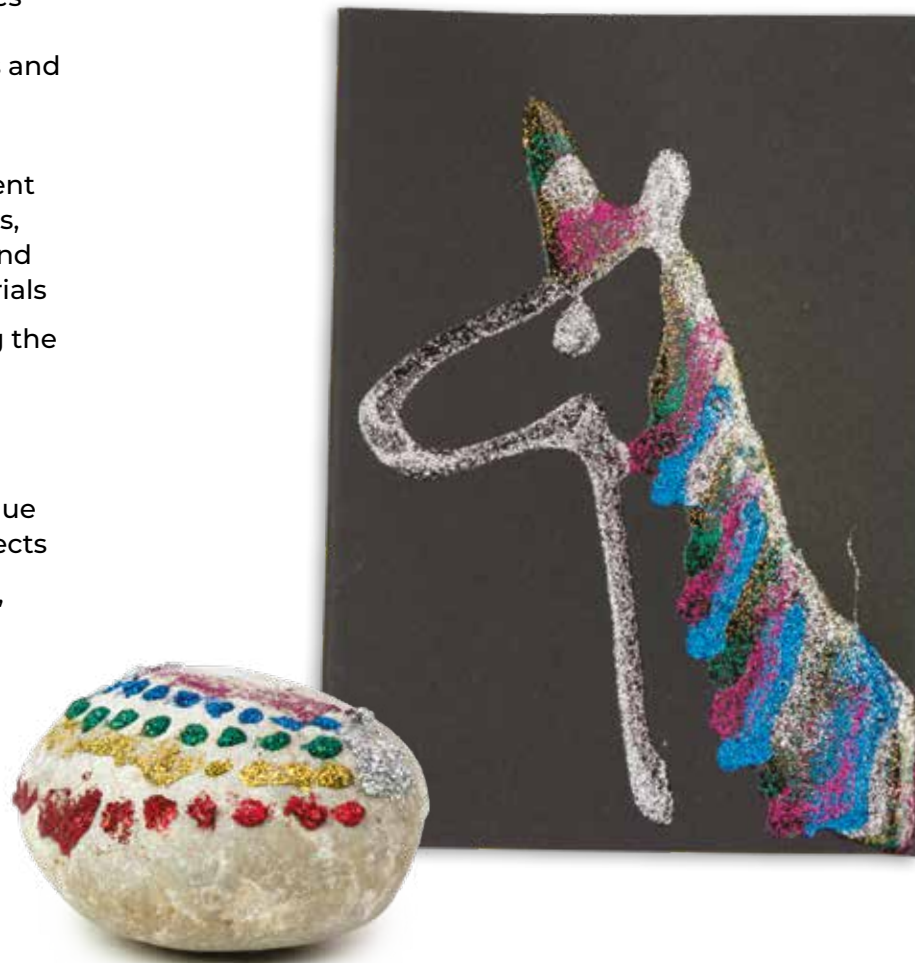
# Glitter glue



- Perfect for popular activities such as journaling, scrap booking, card making, arts and crafts with kids etc.
- Cross-selling opportunity: fits well into your assortment of (coloured) paper, scissors, pompoms, pipe cleaners and other arts and crafts materials
- Particularly popular during the holiday season

## Product characteristics

- Water-based, decorative glue to add glitters to your projects
- Suitable for many surfaces, such as paper, wood, cardboard, Styrofoam etc.



## Popular colour options



## Packaging options



for more options see page 10

# Glue paste



- Super safe glue paste for children
- Natural ingredients are popular
- Cross-selling opportunity: fits well into your assortment of (coloured) paper, scissors, pompoms, pipe cleaners and other arts and crafts materials

## Product characteristics

- Glue paste based on 98% natural ingredients
- Complies with European safety standard EN 71-7
- Added bittering agent: prevents consumption
- Easy to apply with fingers or a brush
- Can easily be washed out of fabrics (max. 40°C)
- Easily washed off the skin



## Packaging options



for more options see page 10



## Hobby glue



- Perfect for popular activities such as modelling, journaling, scrap booking, card making, arts and crafts with kids etc.
- Cross-selling opportunity: fits well into your assortment of papers, polymer clay and wooden arts and crafts materials (e.g. ice lolly sticks)

### Product characteristics

- High-quality, white hobby glue
- PVA-based with a smooth texture
- Dries quickly and becomes more transparent when dry

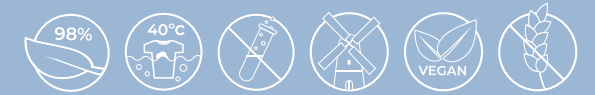


### Packaging options



for more options see page 10

## Kid's glue



- Super safe glue for children
- Also available in ergonomic bottle with a sponge cap; easy to use and hold for the youngest children
- Natural ingredients are popular
- Cross-selling opportunity: fits well into your assortment of (coloured) paper, scissors, pompoms, pipe cleaners and other arts and crafts materials

### Product characteristics

- Glue based on 99% natural ingredients
- Can easily be washed out of fabrics (max. 40°C)
- Easily washed off the skin



### Packaging options



for more options see page 10

Handwriting practice area on page 80, featuring 20 horizontal dotted lines for text entry.

Handwriting practice area on page 81, featuring 20 horizontal dotted lines for text entry.





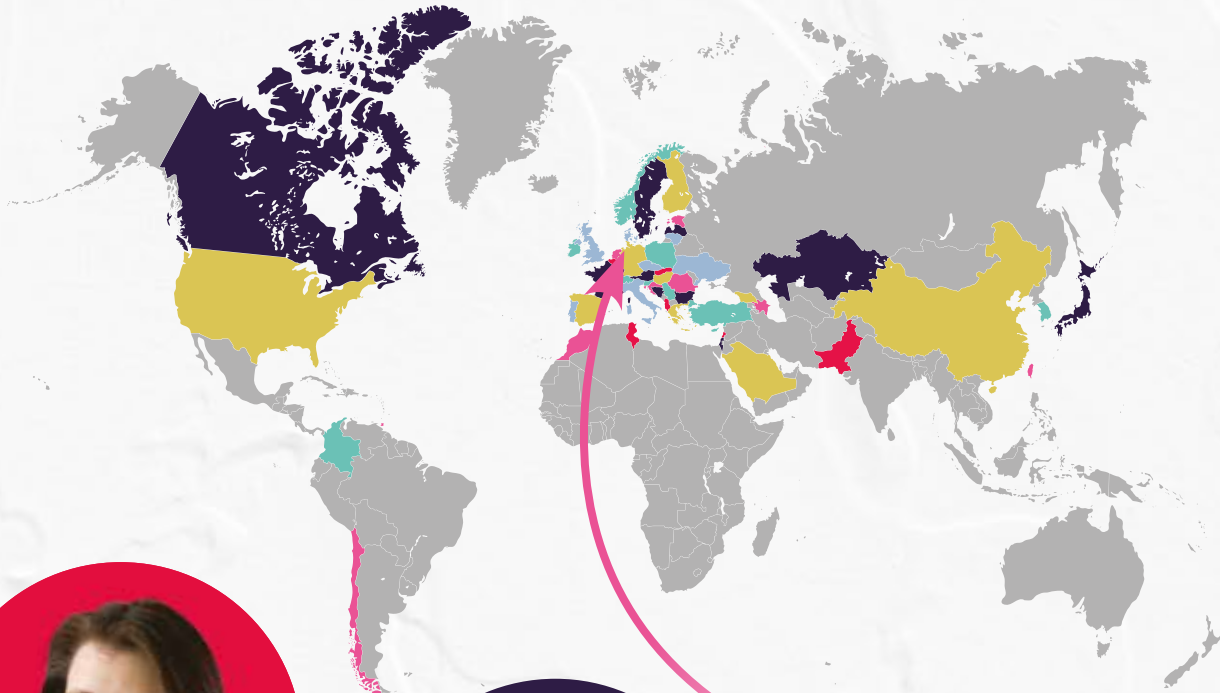
**Peter van der Haar**  
European and other markets  
*Peter speaks English,  
Dutch and Spanish*



**Jan van 't Klooster**  
European and German  
speaking markets  
*Jan speaks English,  
Dutch and German*



**Ilona Scheepmaker**  
Dutch market  
*Ilona speaks English,  
Dutch and German*



**Laura Guérin**  
Belgian and Dutch market  
*Laura speaks English,  
Dutch and French*



**Rob van Kampen**  
Asian, European, African  
and American markets  
*Rob speaks English, French,  
Dutch and German*

Handelsonderneming  
**Havo b.v.**

Lokhorstweg 6  
P.O. Box 320  
3850 AH Ermelo,  
The Netherlands

+31 (0)341 560854  
info@havo.com  
www.havo.com

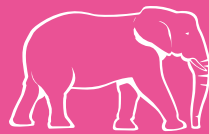




**4.900.000**  
LITRES PAINT PER YEAR



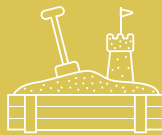
**163 LORRIES**



**384 ELEPHANTS**

**2.500.000**  
KILOS CLAY PER YEAR

**90.000**  
KILOS SAND PER YEAR



**600 SAND PITS**

**VISIT  
WEBSITE**



**WWW.HAVO.COM**

T: +31 (0)341 560 854 | E: INFO@HAVO.COM