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Campaign Objectives:

- Drive awareness for new sustainable product range - Drive traffic to website
- Maintain subscriber base - attract and acquire new consumers to compensate for churn
**Attract and acquire new consumers interested in sustainability and oil painters*

Connection to 3Box:

- Continuously prioritize **sustainability** with a holistic approach that integrates people, planet and profit
- Consistently innovate and deliver a **portfolio** that meets artists needs from entry through professional, enabling users to push their boundaries

Executional Pillars:

Uncapped

Just Imagine Residency

Artist Spotlight (contest winners)

Comms Timing:

Mid May - June 2023

Contest Timing:

Mid May – June 2023

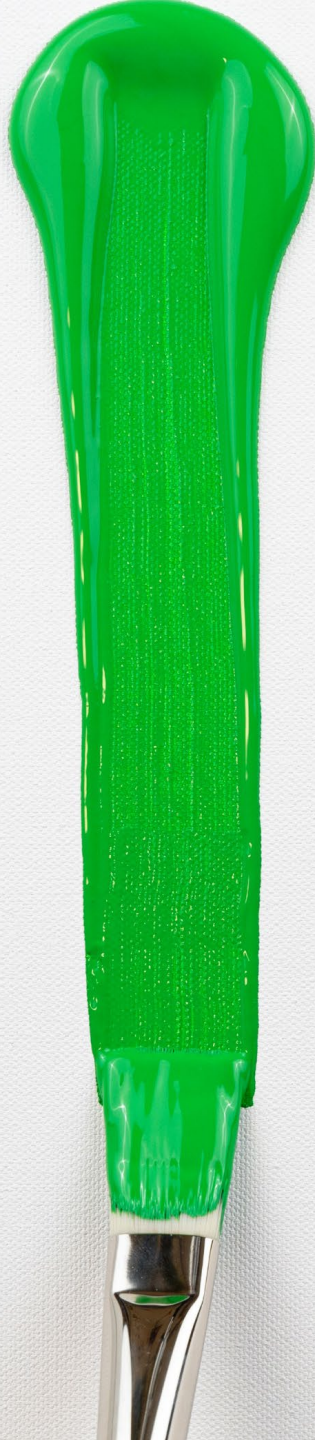


A POSITIVE MARK: LIQUITEX SUSTAINABILITY NARRATIVE



Why Sustainability?

At Liquitex, we believe in the power of artistic expression. That's why we're on a journey to create a better world where artists and communities can thrive: a world that gives back more than it takes, and that generates social and environmental value.



A Positive Mark

We know change can be a challenge, but we're taking immediate steps to make our vision a reality. By empowering our community, innovating our products and packaging, and integrating sustainability into our business practices, we can continue to offer the high-quality products our customers expect and collectively put a positive mark on our future.

A POSITIVE MARK MASTERCOPY IS AVAILABLE ON THE BANK USING THE TOOLKIT HASHTAG OR BY CLICKING THE LINKS HERE:

[The Bank from ColArt - LQX_A POSITIVE MARK_MASTERCOPY](#)

A Positive Mark on our Future

Empowering artists, employees, and communities

At Liquitex, we're supporting a world where generations of artists can create with confidence – prioritizing safe spaces for artistic expression.

Innovating to create a more positive impact on the environment

From packaging to product composition, we're committed to innovative sustainability solutions that retain product quality and performance – leaving nothing but our handprints behind.

Creating better business practices

We're making changes to our manufacturing and raw material sourcing practices to safeguard human rights and create a positive impact throughout our supply chain.

EMPOWERING ARTISTS, EMPLOYEES, AND COMMUNITIES



At Liquitex, we're supporting a world where generations of artists can create with confidence – prioritizing safe spaces for artistic expression. We are:

- **Prioritizing diversity, equity, and inclusion (DEI)**
- **Partnering with other forward-thinking organizations**
- **Supporting emerging artists**
- **Improving employee benefits and wellbeing**
- **Providing safe art materials**



From packaging to product composition, we're committed to innovative sustainability solutions that retain product quality and performance – leaving nothing but our handprints behind. We are:

- Sourcing responsibly harvested wood
- Reducing our total waste
- Removing plastic wherever possible
- Minimizing our carbon footprint
- Removing substances of high concern
- Engineering sustainable art materials

CREATING BETTER BUSINESS PRACTICES



We're making changes to our manufacturing and raw material sourcing practices to safeguard human rights and create a positive impact throughout our supply chain. We are:

- **Being accountable to the business community**
- **Meeting standards of environmental management**
- **End-to-end value chain evaluation of all environmental elements**



RECYCLED CANVAS

This canvas cloth is made with 100% recycled plastic bottles fastened to FSC certified wood. Suitable for both acrylic and oil paints, this high-quality surface has been tested by professional artists and within our lab so you can create with confidence while reducing your impact on the environment.

We want to do whatever we can to create a world that's full of possibilities for future generations of artists to thrive. That's why we've partnered with Waste2Wear – pioneers in solutions for innovative plastic recycling, using blockchain technology to deliver 100% traceable and sustainable textiles.

As a part of our sustainability program, A Positive Mark, we're committed to innovative sustainability solutions that retain product quality and performance. Carrying a SUSTAIN label, Recycled Canvas is the first in a new Liquitex category. We plan to launch other SUSTAIN products and continue integrating sustainability practices across our business.

FULL PRODUCT MASTERCOPY IS AVAILABLE ON THE BANK USING THE TOOLKIT HASHTAG OR BY CLICKING THE LINKS HERE:

[The Bank from ColArt - LQX SUSTAIN RECYCLED CANVAS MASTERCOPY](#)



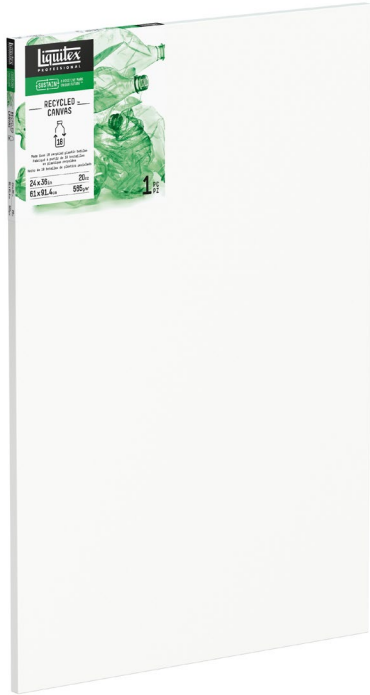
SUSTAIN

While Liquitex continues to integrate sustainability throughout all of our business practices and products, SUSTAIN products include extra consideration for all facets of the product life cycle, from the manufacturing process and materials to packaging composition.

For a product to include the SUSTAIN logo, the Liquitex Environmental Social Governance Committee must determine that it contains the following elements:

- Recycled and recyclable packaging and product materials to reduce environmental impact via a life cycle analysis (LCA);
- Forest Stewardship Council (FSC) certification where relevant;
- Added supply chain transparency;
- Active removal of any raw materials considered to be Substances of Very High Concern (SVHC)
- Cruelty free certification
- Support for organizations that align with our values.

STRETCHED CANVAS



Traditional

A traditional depth for a mounted canvas is 0.75 inch. Traditional Recycled Plastic Canvas is good for all types of work, easy to frame and perfect for your next piece. There's no side stapling, just clean sharp angles. Available in a choice of 10 sizes.



Deep Edge

Looking to extend your piece even further? Deep Edge Recycled Plastic Canvas is mounted on an extra thick wooden frame. Ideal for when you want to take your work onto the sides, for pours and 3D, or if you want a more contemporary look. There's no side stapling, just clean sharp angles. Available in a choice of 10 sizes.



Canvas Roll

Looking for something unmounted and a little more custom? The Recycled Plastic Canvas Roll is the same canvas woven from thread made from 100% recycled plastic bottles. Unprimed and ready to stretch. This 13.58 oz weight canvas is yours to use as you want.



DIGITAL LAUNCH ASSETS

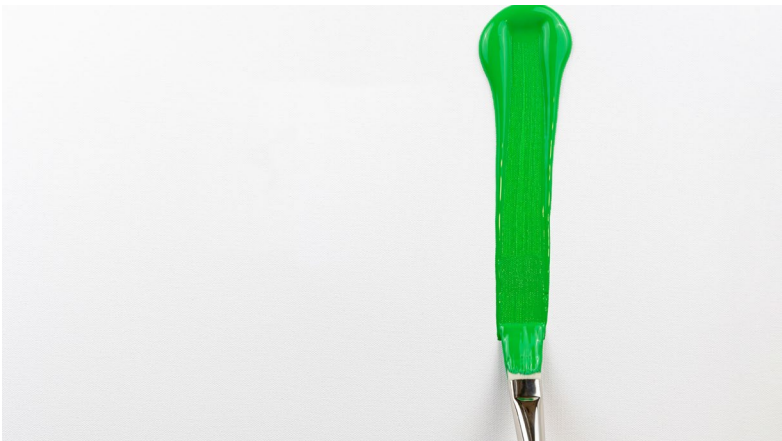
DIGITAL LAUNCH ASSETS

Below you will find an overview of the digital launch assets created for Recycled Canvas.

For quick and easy access, all assets can be found under the hashtag [#LQX SUSTAIN RECYCLED CANVAS 2022](#)

Imagery	Product lifestyle and in use imagery	Key USP imagery				
Video	1 x New Product Teaser	1 x Hero Product Video	1 x Depth Short	1 x Comparison Short	7 x USP Shorts	1 x Canvas Roll Product Hero
Web	Web Banners	Livestream Guidelines				

All product imagery can be found on The Bank under the toolkit #



All product USP imagery can be found on The Bank under the toolkit # or by clicking the link here:
[The Bank from ColArt - LQX_RECYCLED CANVAS_USP IMAGES](#)



VIDEOS: RECYCLED CANVAS TEASER

This video visually teases the Liquitex Recycled Canvas product launch and is available as an MP4 and GIF



[The Bank from ColArt - LQX RECYCLED CANVAS TEASER MP4 16X9](#)

[The Bank from ColArt - LQX RECYCLED CANVAS TEASER MP4 1X1](#)

[The Bank from ColArt - LQX RECYCLED CANVAS TEASER MP4 9X16](#)

[The Bank from ColArt - LQX RECYCLED CANVAS TEASER GIF 16X9](#)

[The Bank from ColArt - LQX RECYCLED CANVAS TEASER GIF 1X1](#)

[The Bank from ColArt - LQX RECYCLED CANVAS TEASER GIF 9X16](#)

VIDEOS: RECYCLED CANVAS PRODUCT HERO

This video introduces the new Recycled Canvas range and shows each of the key product USPs



[The Bank from ColArt - LQX RECYCLED CANVAS HERO 16x9](#)

[The Bank from ColArt - LQX RECYCLED CANVAS HERO 1x1](#)

[The Bank from ColArt - LQX RECYCLED CANVAS HERO 9x16](#)

VIDEOS: RECYCLED CANVAS COMPARISON SHORT

This video shows the quality comparison between Liquitex Recycled Canvas and the leading Professional Cotton Canvas

Same high quality professional canvas, but with a reduced environmental impact.



LIQUITEX RECYCLED PLASTIC CANVAS



LEADING PROFESSIONAL COTTON CANVAS

[The Bank from CoArt - LQX RECYCLED CANVAS COMPARISON SHORT 16x9](#)

[The Bank from CoArt - LQX RECYCLED CANVAS COMPARISON SHORT 1x1](#)

[The Bank from CoArt - LQX RECYCLED CANVAS COMPARISON SHORT 9x16](#)

VIDEOS: RECYCLED CANVAS DEPTH COMPARISON

This video shows the different depth offerings in the Recycled Canvas range



[The Bank from ColArt - LQX RECYCLED CANVAS DEPTH SHORT 16x9](#)

[The Bank from ColArt - LQX RECYCLED CANVAS DEPTH SHORT 1x1](#)

[The Bank from ColArt - LQX RECYCLED CANVAS DEPTH SHORT 9x16](#)

Liquitex Recycled Plastic Canvas. Available in traditional or deep edge depths.

VIDEOS: RECYCLED CANVAS USP SHORTS

These videos highlight each of the key Recycled Canvas product USPs individually

High quality professional canvas



High Quality Professional Canvas

[The Bank from ColArt - LQX RECYCLED CANVAS HIGH QUALITY USP 16x9](#)

[The Bank from ColArt - LQX RECYCLED CANVAS HIGH QUALITY USP 1x1](#)

[The Bank from ColArt - LQX RECYCLED CANVAS HIGH QUALITY USP 9x16](#)



Made from 100% Recycled Plastic Bottles and FSC Certified Wood

[The Bank from ColArt - LQX RECYCLED CANVAS PLASTIC BOTTLES AND FSC WOOD USP 16x9](#)

[The Bank from ColArt - LQX RECYCLED CANVAS PLASTIC BOTTLES AND FSC WOOD USP 1x1](#)

[The Bank from ColArt - LQX RECYCLED CANVAS PLASTIC BOTTLES AND FSC WOOD USP 9x16](#)



Suitable for Acrylic and Oil Paints

[The Bank from ColArt - LQX RECYCLED CANVAS ACRYLIC AND OIL USP 16x9](#)

[The Bank from ColArt - LQX RECYCLED CANVAS ACRYLIC AND OIL USP 1x1](#)

[The Bank from ColArt - LQX RECYCLED CANVAS ACRYLIC AND OIL USP 9x16](#)

VIDEOS: RECYCLED CANVAS USP SHORTS

These videos highlight each of the key Recycled Canvas product USPs individually



Triple primed with highly pigmented titanium dioxide gesso primer

Triple Primed

[The Bank from ColArt - LQX RECYCLED CANVAS TRIPLE PRIMED USP 16x9](#)

[The Bank from ColArt - LQX RECYCLED CANVAS TRIPLE PRIMED USP 1x1](#)

[The Bank from ColArt - LQX RECYCLED CANVAS TRIPLE PRIMED USP 9x16](#)



Professional grade canvas cloth with a weight of 565gsm/20oz

Weight

[The Bank from ColArt - LQX RECYCLED CANVAS WEIGHT USP 16x9](#)

[The Bank from ColArt - LQX RECYCLED CANVAS WEIGHT USP 1x1](#)

[The Bank from ColArt - LQX RECYCLED CANVAS WEIGHT USP 9x16](#)

These videos highlight each of the key Recycled Canvas product USPs individually

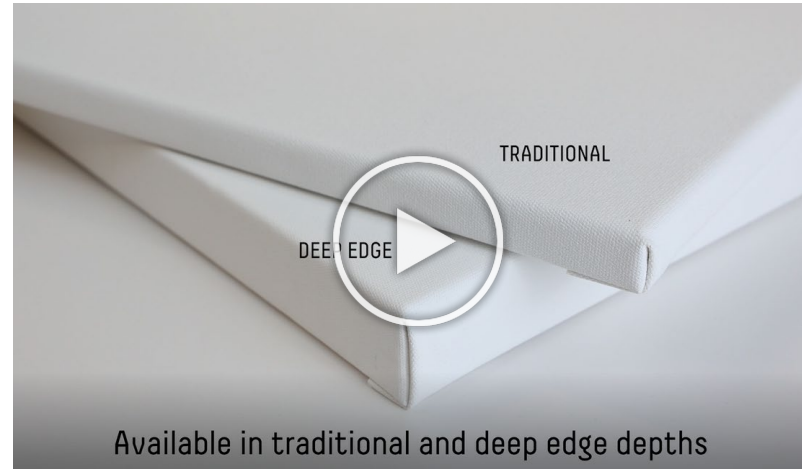


Back Stapled

[The Bank from ColArt - LQX RECYCLED CANVAS BACK STAPLED USP 16x9](#)

[The Bank from ColArt - LQX RECYCLED CANVAS BACK STAPLED USP 1x1](#)

[The Bank from ColArt - LQX RECYCLED CANVAS BACK STAPLED USP 9x16](#)



Edge Depths

[The Bank from ColArt - LQX RECYCLED CANVAS EDGE DEPTH USP 16x9](#)

[The Bank from ColArt - LQX RECYCLED CANVAS EDGE DEPTH USP 1x1](#)

[The Bank from ColArt - LQX RECYCLED CANVAS EDGE DEPTH USP 9x16](#)

VIDEOS: RECYCLED CANVAS DEPTH COMPARISON

This video shows the different depth offerings in the Recycled Canvas range



[The Bank from Co|Art - LQX RECYCLED CANVAS UNPRIMED ROLL HERO 16x9](#)

[The Bank from Co|Art - LQX RECYCLED CANVAS UNPRIMED ROLL HERO 1x1](#)

[The Bank from Co|Art - LQX RECYCLED CANVAS UNPRIMED ROLL HERO 9x16](#)

Web banners have been created in various sizes and are available through the toolkit # or by clicking on the link:
[The Bank from CoArt - LQX RECYCLED CANVAS WEB BANNERS](#)



LIVESTREAM GUIDELINES

A livestream guidelines and best practices document has been created and is available through the toolkit # or by clicking on the link:
[The Bank from ColArt - Liquitex Livestream Guidelines](#)



A POSITIVE MARK CONSUMER CONTEST

Summary: This is a Liquitex global contest, open to any participant over the age of 18 worldwide. Participants will be invited to share how they are using art to make a positive mark on their community. This could include upcycling projects, community murals and programming, projects promoting sustainability, etc.

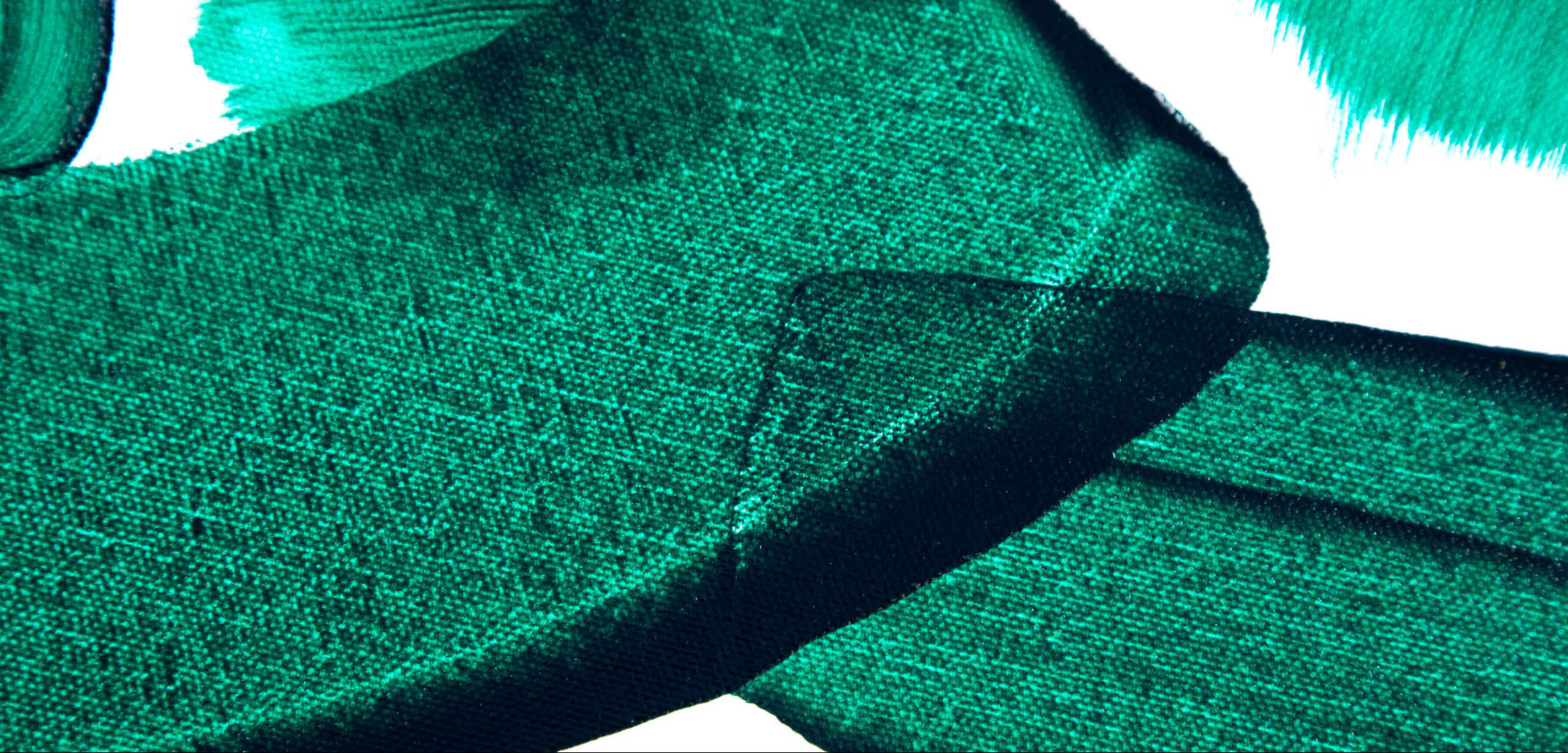
Objective: Increase awareness of 'A Positive Mark' and Liquitex's commitment to sustainability

Contest Timing: Submissions will be open from **mid-May** through **June**. Our audience will cast their votes to select the winners, and they will be announced beginning of June. Communication featuring winners will be pulsed throughout 2023 as part of the Artist Spotlight program.

Prizes: All winning submissions will be featured in Liquitex global communications across all channels.

- **Grand Prize – Product prize including Recycled Canvas stipend**
- **Second and Third Prize – Recycled Canvas product stipend**





RETAIL ASSETS

Below you will find an overview of the retail launch assets created for Recycled Canvas.

For quick and easy access, all assets can be found under the hashtag [#LQX SUSTAIN RECYCLED CANVAS 2022](#)

POS

Blades

Wobbler

Poster

Video

Staff Training

POS has been created and is available on The Bank under the toolkit # or by clicking the links below:



[The Bank from ColArt - LQX RECYCLED CANVAS WOBBLER ENG 887452058823](#)



[The Bank from ColArt - LQX RECYCLED CANVAS POSTER A2 ENG SS 887452058878](#)



[The Bank from ColArt - LQX RECYCLED CANVAS MINI BLADE ENG 887452058779 \[GLOBAL\]](#)

STAFF TRAINING VIDEO

A Staff Training Video has been created and is available through the toolkit # or by clicking on the link:
[The Bank from ColArt - LQX Staff Training Video Recycled Canvas](#)

