

DANIEL SMITH

Manufacturer of the World's Finest Artists' Paints

MADE IN THE USA SINCE 1976



Artwork by Ashley Hawkes

Meet the Owner of DANIEL SMITH



John Cogley

John Cogley, the owner of **DANIEL SMITH** Artists' Materials, joined the company in the Information Technology Department in 1988.

With almost three decades of leading the company as President, CEO and Owner, John has been the driving force behind making **DANIEL SMITH** Watercolors and other products recognized as the world's best.

Because of John's commitment to innovation and in manufacturing the highest quality paints and other products, artists worldwide can rely on the performance and continuity of **DANIEL SMITH** products year after year.

DANIEL SMITH is the Innovative Manufacturer of Beautiful Watercolors and Gouache for Artists Worldwide.

From being the first manufacturer to make the high-performance Quinacridone pigments into artists' paints, to the development of the exciting PrimaTek and Luminescent Watercolors and Gouache, Watercolor

Grounds, Watercolor Sticks and inspiring Hand Poured Half Pan sets **DANIEL SMITH** has been the leader in developing creative tools for Artists.

Making beautiful, innovative, and high quality artists paints, which perform consistently from tube to tube, year after year, makes **DANIEL SMITH** products the choice for artists worldwide.

Stay connected with DANIEL SMITH online!



INSTAGRAM

@danielsmithartistsmaterials

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YOUTUBE

Channel - DANIEL SMITH

DANIEL SMITH



Thank You for 50 Wonderful Years! Celebrating Our Shared Journey in the Art Community

Dear Retail and Distribution Partners,

As we celebrate our 50th anniversary, I want to take a moment to express my deepest gratitude for the relationships that have made this milestone possible. Five decades ago, our founder, Dan Smith, began with a simple but powerful vision: to create superior artist materials at a reasonable price. That commitment to quality and integrity became the foundation of our company and remains the cornerstone of everything we do today.

Over the years, our journey has evolved from local manufacturing and retail to a global network of partnerships that connect artists everywhere with the materials they trust. Through your dedication and support, DANIEL SMITH products now reach creative communities in every corner of the world. You have helped us fulfill our mission—to inspire and empower artists by providing exceptional materials that bring their visions to life.

Our shared success is built on collaboration. Your expertise, enthusiasm, and commitment to representing our brand have allowed us to grow far beyond what we could have imagined. Whether through product education, artist events, or simply helping a customer choose their first tube of watercolor, your efforts make a lasting impact.

As we look ahead, we remain steadfast in our commitment to innovation, consistency, and partnership. We are proud to continue producing our artist materials in Seattle, Washington, and to work closely with you to deliver the same quality and authenticity that have defined DANIEL SMITH for 50 years.

Thank you for being an essential part of our story. Your trust, professionalism, and shared passion for the arts are deeply valued. Together, we will continue to serve artists worldwide and carry forward the creative spirit that has guided us since the beginning.

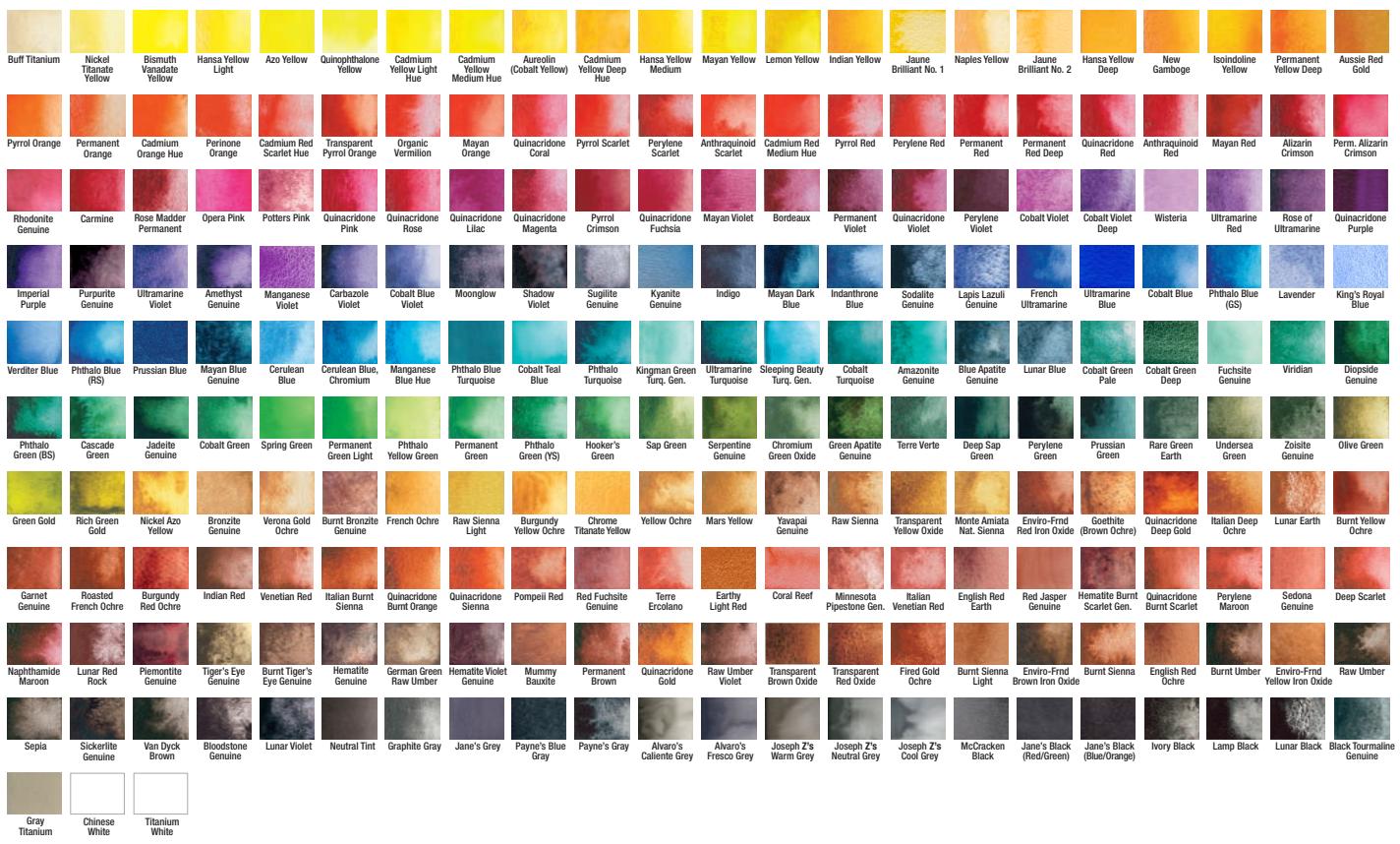
With sincere appreciation and warm regards,

John Cogley

Owner, DANIEL SMITH, Inc.



Find YOUR Creative Inspiration with the Widest Range of Watercolors in the World



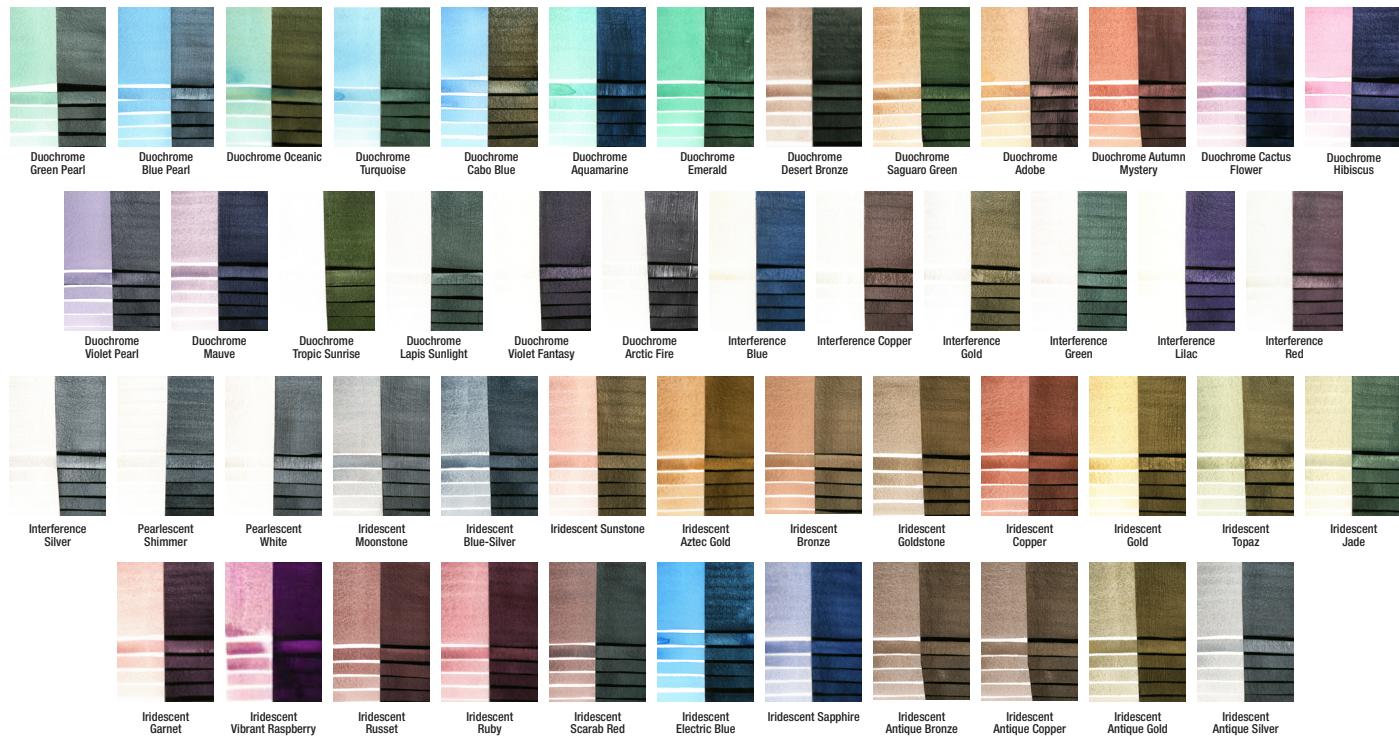


Scan for more info

DANIEL SMITH 
Luminescent™ Watercolors

Capture Shimmer, Shine, and Light

DANIEL SMITH Luminescent Watercolors are specialty colors with optical effects, found in nature, that regular colors cannot replicate. These colors have an iridescent sheen, shimmer, sparkle or color shift often seen in birds' feathers, insects, fish, flowers, metals and water. The luminous quality of these special watercolors give artists a wider range of color options.



DANIEL SMITH

PrimaTek™ Watercolors



Paint with Earth's
Natural Texture

Made in
the USA

Easily
add Depth
to Your
Paintings

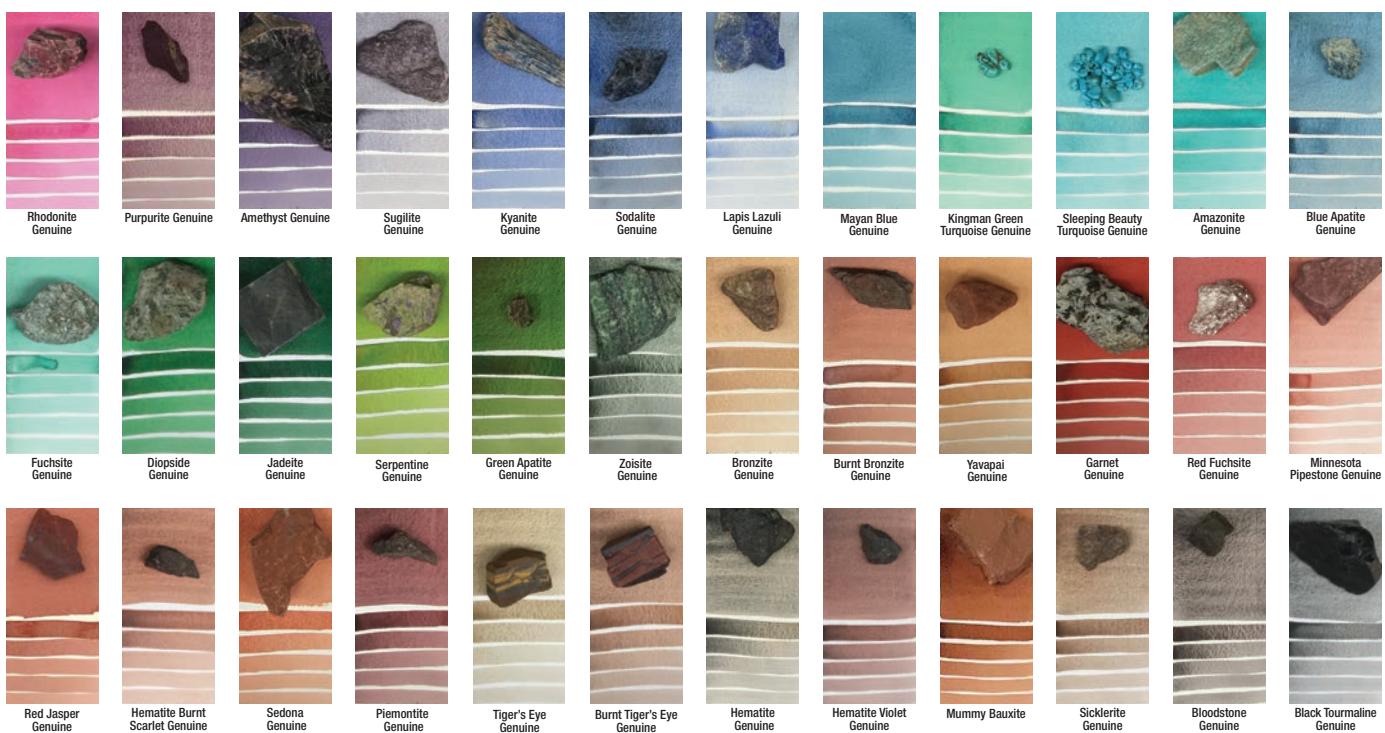
Ground
Yourself
in Nature



Scan for more info



DANIEL SMITH created the PrimaTek line of paints made from minerals, some semi-precious, beginning in 1998 with a cache of Lapis Lazuli. **DANIEL SMITH** has a mineralogist who sources minerals which **DANIEL SMITH** processes into pigment, then mills it into watercolor. PrimaTeks express themselves with gorgeous granulation giving a sense of movement and depth that some artists have described as "magical".



DANIEL SMITH
Extra Fine™ 5ml Watercolors



117 Colors in a Convenient 5ml Size





Artwork by Rajat Bandopadhyay



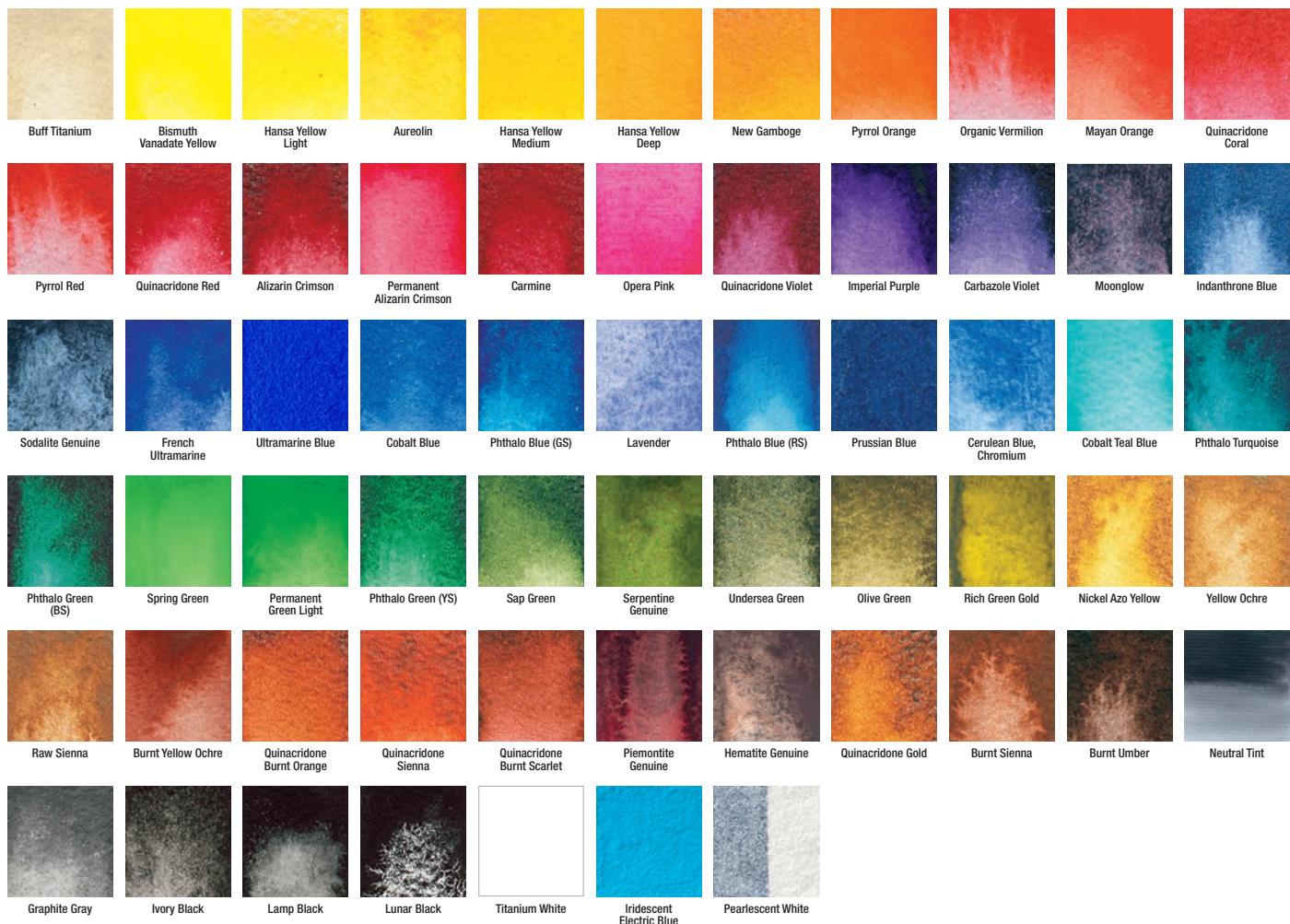
It's Like a Pan in Your Hand!

- They are pure pigments in a stick.
- Affordable, portable and versatile!
- A creative tool! Make marks and color mixes.

Stay inspired,
scan for more
creative ideas!



The Power of Pure Pigment at Your Fingertips





12-COLOR HALF PAN SET IN A METAL BOX

285650107

- Buff Titanium
- Hansa Yellow Light
- Hansa Yellow Medium
- Hansa Yellow Deep
- Pyrrol Scarlet
- Permanent Alizarin Crimson
- Quinacridone Rose
- Cerulean Blue, Chromium
- Ultramarine Blue
- Sap Green
- Yellow Ochre
- Burnt Sienna
- Raw Umber

COLORS OF INSPIRATION 12-COLOR HALF PAN SET IN A METAL BOX

285650103

- Cadmium Yellow Medium Hue
- Quinacridone Rose
- Wisteria
- Rose of Ultramarine
- Moonglow
- Shadow Violet
- Phthalo Blue (GS)
- Lavender
- Cascade Green
- Serpentine Genuine
- Green Apatite Genuine
- Quinacridone Gold

24-COLOR HALF PAN SET IN A METAL BOX

285650120

- Buff Titanium
- Hansa Yellow light
- Quinacridone Gold
- Hansa Yellow Deep
- Pyrrol Scarlet
- Permanent Alizarin Crimson
- Quinacridone Rose
- Ultramarine Blue
- Cerulean Blue, Chromium
- Phthalo Blue (GS)
- Cobalt Turquoise
- Phthalo Green (BS)
- Sap Green
- Perylene Green
- Undersea Green
- Raw Sienna Light
- Yellow Ochre
- Goethite (Brown Ochre)
- Indian Red
- Quinacridone Burnt Orange
- Burnt Sienna
- Burnt Umber
- Raw Umber
- Jane's Grey

SKETCHER 6-COLOR HALF PAN SET IN A PLASTIC BOX

285650005

- Hansa Yellow Medium
- Quinacridone Rose
- Ultramarine Blue
- Cerulean Blue, Chromium
- Monte Amiata Natural Sienna
- Transparent Red Oxide

ULTIMATE MIXING 15-COLOR HALF PAN SET IN A PLASTIC BOX

285650009

- Buff Titanium
- Hansa Yellow Medium
- Quinacridone Gold
- Pyrrol Scarlet
- Permanent Alizarin Crimson
- Quinacridone Rose
- Ultramarine Blue
- Cerulean Blue, Chromium
- Phthalo Blue (GS)
- Phthalo Green (BS)
- Goethite (Brown Ochre)
- Burnt Sienna
- Indian Red
- Quinacridone Burnt Orange
- Burnt Umber
- Raw Umber
- Jane's Grey

COLORS OF INSPIRATION 6-COLOR HALF PAN SET IN A PLASTIC BOX

285650003

- Wisteria
- Lavender
- Rose of Ultramarine
- Moonglow
- Shadow Violet
- Serpentine Genuine

BLUES: SERENE TO DRAMATIC 6-COLOR HALF PAN SET IN A PLASTIC BOX

285650004

- Sleeping Beauty Turquoise Genuine
- Cerulean Blue
- Lunar Blue
- Indigo
- Sodalite Genuine
- Payne's Blue Gray

EARTH: DESERT TO MOUNTAINS 6-COLOR HALF PAN SET IN A PLASTIC BOX

285650002

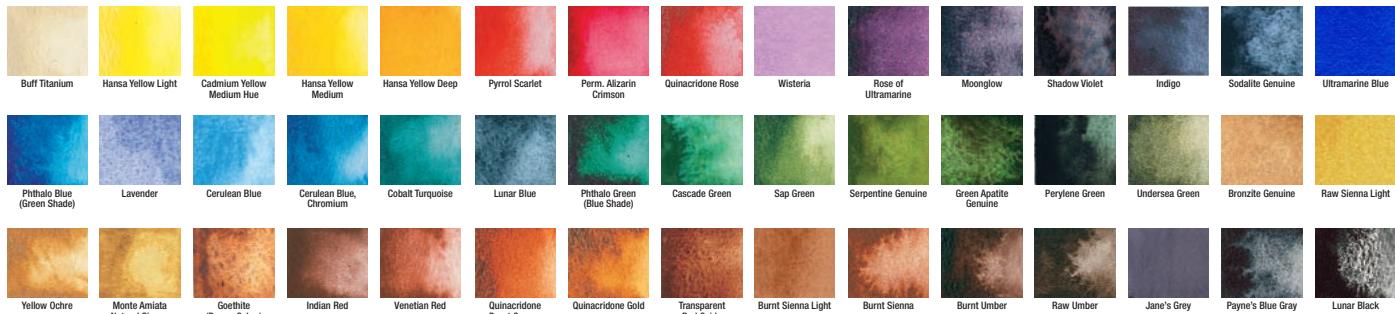
- Buff Titanium
- Raw Sienna Light
- Bronzite Genuine
- Venetian Red
- Burnt Sienna Light
- Lunar Black

FLORAL: COTTAGE GARDENS TO BOTANICALS 6-COLOR HALF PAN SET IN A PLASTIC BOX

285650001

- Cadmium Yellow Medium Hue
- Quinacridone Gold
- Quinacridone Rose
- Phthalo Blue (GS)
- Cascade Green
- Green Apatite Genuine

45 Colors Available As Individual Open Stock Half Pans



DANIEL SMITH 

Hand Poured Watercolor Half Pan Sets

Following in the **DANIEL SMITH** Tradition of manufacturing the finest handcrafted paints and products, our pans are **HAND POURED**.



- Available in a variety of 9 different sets; 3 Metal Boxed sets & 6 Plastic Boxed sets
- Professional Artist Quality
- Hand Crafted & proudly made in Seattle, WA USA
- DANIEL SMITH uses the exact same formula for both tube and hand poured pan colors
- Re-wets quickly and easily
- Portable and easy to use
- Perfect for travel, plein air, urban sketching and exploring unique color combinations

Scan for more info

DANIEL SMITH EXTRA FINE™ GOUACHE

DANIEL SMITH Extra Fine™ **GOUACHE** is a professional artist grade water media that produces an opaque matte finish. Made with the same high-quality pigments and gum arabic as **DANIEL SMITH** Extra Fine™ Watercolors, **DANIEL SMITH** Extra Fine™ **GOUACHE** is uniquely formulated with higher pigment loads to achieve density and opacity without adding whites or other fillers.

Whether your painting style is abstract, representational, illustrative or figurative, you'll enjoy the creative versatility of **GOUACHE**. Apply it as mass tone straight from the tube to get rich, full-bodied solids with single brush strokes. Temper colors smoothly with water to create softer lines and hazy layers. Mix and blend new shades to customize your palette. You can even scrape into it or build up light texture with mark-making tools.

Use **DANIEL SMITH** Extra Fine™ **GOUACHE** alone or to accent your watercolor paintings with velvety shadows or bold pops of color. Try it with a wider variety of brushes on either light or dark surfaces – explore a whole new world of artistic expression!



Scan for more info

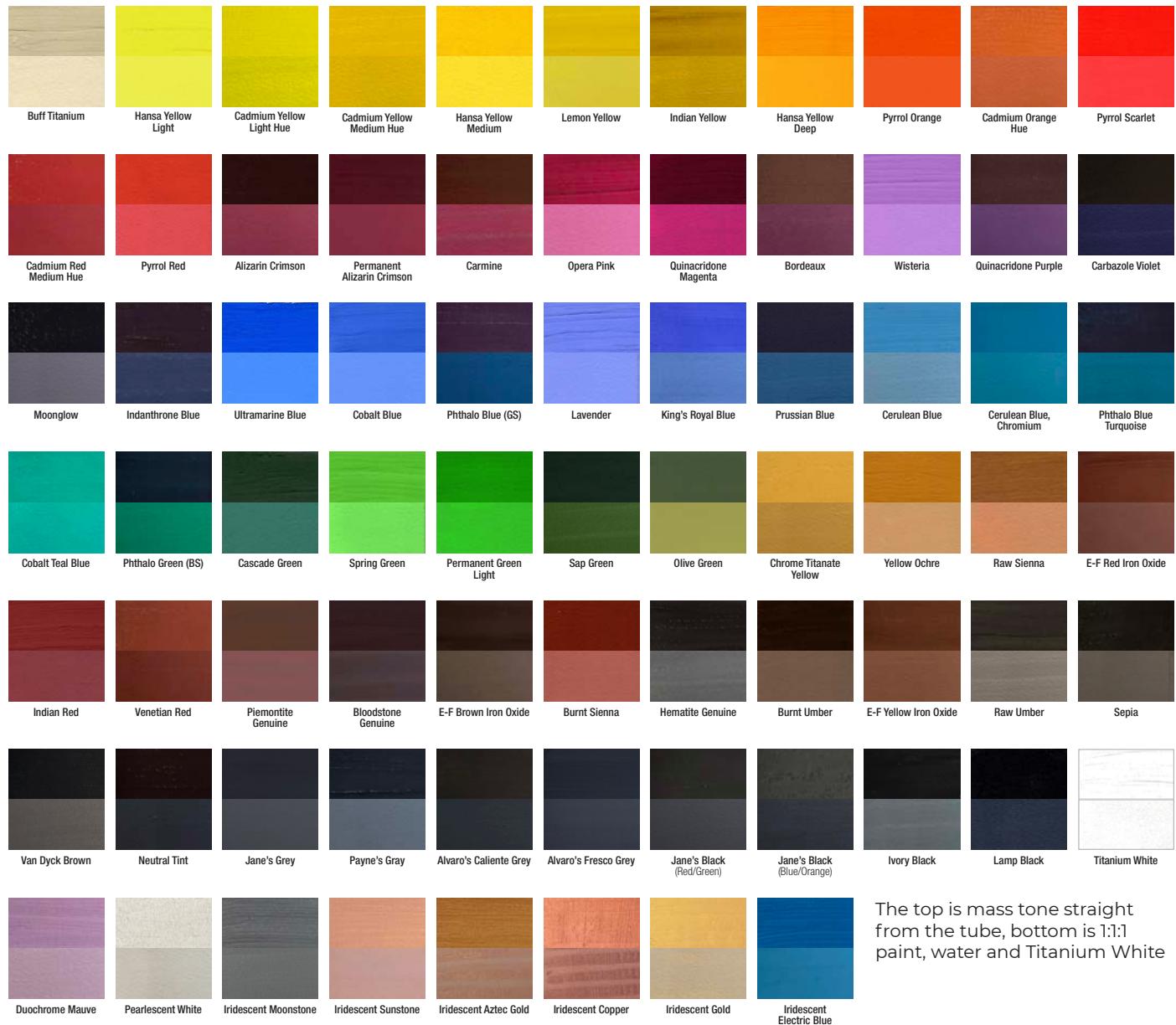
■ **74 richly saturated colors**

■ **Exceptional lightfastness and pure, natural opacity**

■ **Full range of staining and lifting qualities**

■ **Rewets, dilutes and cleans up easily with water**

■ **Available in 15ml tubes; add colors to empty half-pans for portability**



The top is mass tone straight from the tube, bottom is 1:1 paint, water and Titanium White

Watercolor Ground



- Paint on almost any surface
- Make any surface archival
- Correct mistakes

Stay inspired,
scan for more
creative ideas!



You can paint our Watercolor Grounds onto metal, wood, plastic, glass, stone, fabric and more, then paint over with watercolor!

The **DANIEL SMITH** Watercolor Grounds create a soft, absorbent, watercolor friendly surface with a slightly cottony texture that is similar to cold press paper.

With this breakthrough ground, artists can paint with their watercolors onto nearly any 2 and 3-dimensional surface!

Color	Size	SKU
Titanium White	4 oz	284055002
	16 oz	284055001
Buff Titanium	4 oz	284055005
	16 oz	284055003
Mars Black	4 oz	284055007
	16 oz	284055006
Transparent	4 oz	284055011
Pearlescent White	4 oz	284055013
Iridescent Gold	4 oz	284055012

DANIEL SMITH 

Create a Paintable Surface with Watercolor Grounds, available in 6 colors!



Transparent



Iridescent Gold



Pearlescent White



Buff Titanium



Titanium White



Mars Black

Masking Fluid

Preserve your whites

Easy Application
Apply straight from the bottle

Includes 5
bonus tips

Stay inspired,
scan for more
creative ideas!



Artwork by David Daniels

Walnut Ink

Artwork by
Laurin McCracken

Sketch, draw and
add warmth
to your artwork.

Stay inspired, scan for more creative ideas!



DANIEL SMITH



Acrylic Gesso



DANIEL SMITH Acrylic Gesso

Our gesso is the best in the world. All are archival, have excellent lightfast ratings, and are made with a high-grade acrylic emulsion that provides optimal flexibility and durability. Cleans up with soap and water. Use our gesso as the perfect base for your oil, alkyd, acrylic, or gouache artwork.



Scan for more info

Iridescent Gold Gesso

Its opaque, lustrous, metallic sheen comes from mica and iron oxides. Hints of radiant gold peek through your brushstrokes for a vibrant, luminous glow.

- 16 oz (Pint) | SKU 284040003

Titanium White Gesso

Thick and heavily pigmented for excellent opaque coverage.

- 16 oz (Pint) | SKU 284040015
- 32 oz (Quart) | SKU 284060006

Transparent Gesso

Let the pattern of your substrate shine through. Highlight the grain of wood panels or the textures of canvas and other surfaces through your artwork.

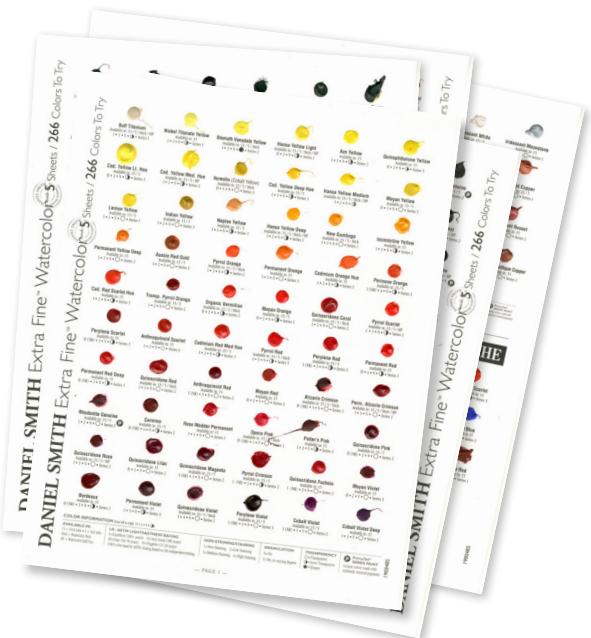
- 4 oz | SKU 284060016



DANIEL SMITH 266 Watercolor + Gouache Dot Card

An opportunity to try all 272 DANIEL SMITH Watercolors (that includes PrimaTek and Luminescent) plus a selection of 17 Gouache colors! Experience our beautiful colors and learn about their properties. A wonderful tool that can be used to build personal color palettes and as a color resource. A hand dotted sample of each color has been applied to 5 sheets of paper for your ultimate color journey.

- SKU 1900485



DANIEL SMITH Watercolor 66 Dot Card

Wet a brush and try some of the most popular DANIEL SMITH Watercolors! All colors are labelled with important color information for easy reference.

- SKU 1900501



Scan for more info

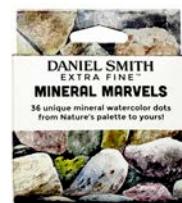
Watercolor Confetti & Mineral Marvels Dot Card Sets

Packaged in cute, convenient take-along boxes, each with 9 cards of 4 Extra Large Watercolor Dots on them for a total of 36 DANIEL SMITH colors in each box.



Watercolor Confetti Set

- SKU 285900101



Mineral Marvel Set (Primatek)

- SKU 285900105





JAYSON YEOH'S
MASTER ARTIST
SET, MIX IT UP,
6-COLOR
285610454

- French Ultramarine
- Cobalt Teal Blue
- Pyrrol Scarlet
- Cad. Yellow Medium Hue
- Cobalt Blue Violet
- Lunar Black

JAYSON YEOH'S
MASTER ARTIST
SET, WARM IT
UP, 6-COLOR
285610461

- Pyrrol Scarlet
- French Ochre
- Transparent Brown Oxide
- Transparent Red Oxide
- Raw Umber
- Sepia



RAFFAELE CICCALENI'S
MASTER ARTIST SET,
TRADITIONAL AND
MODERN, 6-COLOR
285610458

RAFFAELE CICCALENI'S
MASTER ARTIST SET,
PRIMARY AND
PRIMATEKS, 6-COLOR
285610460

- Aureolin
- Quinacridone Rose
- Verditer Blue
- Bloodstone Genuine
- Piemonite Genuine
- Green Apatite Genuine

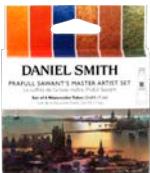


AGUS BUDIYANTO'S
MASTER ARTIST SET,
BOLD AND
EXPRESSIVE, 6-COLOR
285610456



THOMAS SCHALLER'S
MASTER ARTIST SET,
10-COLOR
285610427

- French Ochre
- Neutral Tint
- Burnt Sienna Light
- Cad. Yellow Deep Hue
- Cobalt Blue



PRAFULL SAWANT'S
MASTER ARTIST
SET I, 6-COLOR
285610389



MILIND MULICK'S
MASTER ARTIST
SET I, 6-COLOR
285610440

- Hansa Yellow Light
- Phthalo Green (YS)
- Phthalo Blue (GS)
- Ultramarine Blue
- Pyrrol Scarlet
- Alizarin Crimson



JANSEN CHOW'S
MASTER ARTIST
SET I, 6-COLOR
285610405

- Lemon Yellow
- Pyrrol Orange
- Alizarin Crimson
- Quinacridone Purple
- Ultramarine Blue
- Burnt Umber

JANSEN CHOW'S
MASTER ARTIST
SET II, 6-COLOR
285610406

- Hansa Yellow Light
- Transparent Pyrrol Orange
- Carbazole Violet
- Phthalo Blue (RS)
- Neutral Tint
- Sepia



PABLO RUBEN'S
MASTER ARTIST SET,
10-COLOR
285610401

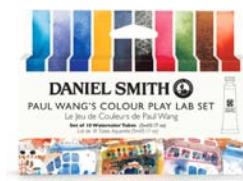
- Sepia
- Lavender
- French Ultramarine
- Transparent Red Oxide
- Pyrrol Red



ALVARO CASTAGNET'S
MASTER ARTIST SET,
10-COLOR
285610016

- Hansa Yellow Deep
- Ultramarine Blue
- Viridian
- Burnt Sienna Light
- Deep Scarlet

- Mayan Orange
- Cobalt Blue
- Hollow Ochre
- Neutral Tint
- Pyrrol Red



PAUL WANG'S
COLOUR PLAY LAB SET,
10-COLOR
285610403

- Lunar Black
- Perm. Alizarin Crimson
- Sap Green
- Transparent Brown Oxide
- Transparent Pyrrol Orange

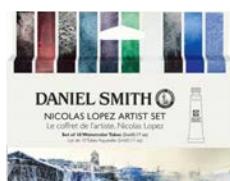


STELLA CANFIELD'S
MASTER ARTIST
SET I, 6-COLOR
285610408

- Hansa Yellow Light
- Quinacridone Burnt Orange
- Pyrrol Scarlet
- Carmine
- Cobalt Blue
- French Ultramarine

STELLA CANFIELD'S
MASTER ARTIST
SET II, 6-COLOR
285610409

- Pyrrol Orange
- Rhodamine Genuine
- Cerulean Blue, Chromium
- Cobalt Blue Violet
- Green Gold
- Moonglow



NICOLAS LOPEZ
ARTIST SET, 10-COLOR
285610443

- Cascade Green
- Chinese White
- Payne's Gray
- Ultramarine Blue
- Lavender



JEAN HAINES'
MASTER ARTIST SET,
10-COLOR
285610223

- Cascade Green
- Green Apatite Genuine
- Opera Pink
- Quinacridone Magenta
- Imperial Purple

- Nickel Azo Yellow
- Aussie Red Gold
- Moonglow
- Undersea Green
- Lunar Blue



JEAN HAINES'
GREEN WITH ENVY SET,
6-COLOR
285610346

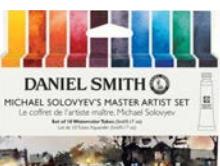
- Phthalo Green (BS)
- Undersea Green
- Cascade Green
- Serpentine Genuine
- Jadeite Genuine
- Green Apatite Genuine

JEAN HAINES'
ALL THAT SHIMMERS SET,
6-COLOR
285610375

- Iridescent Ruby
- Iridescent Aztec Gold
- Pearlescent White
- Iridescent Electric Blue
- Iridescent Topaz
- Iridescent Copper



Scan for more info



MICHAEL SOLOVYEV'S
MASTER ARTIST SET,
10-COLOR
285610422

- India Yellow
- Quinacridone Deep Gold
- Quinacridone Sienna
- Alizarin Crimson
- Perylene Violet
- Moonglow
- Cobalt Teal Blue
- Phthalo Blue (GS)
- Phthalo Green (BS)
- Indigo



ANGUS MCEWAN'S
MASTER ARTIST SET,
10-COLOR
285610434

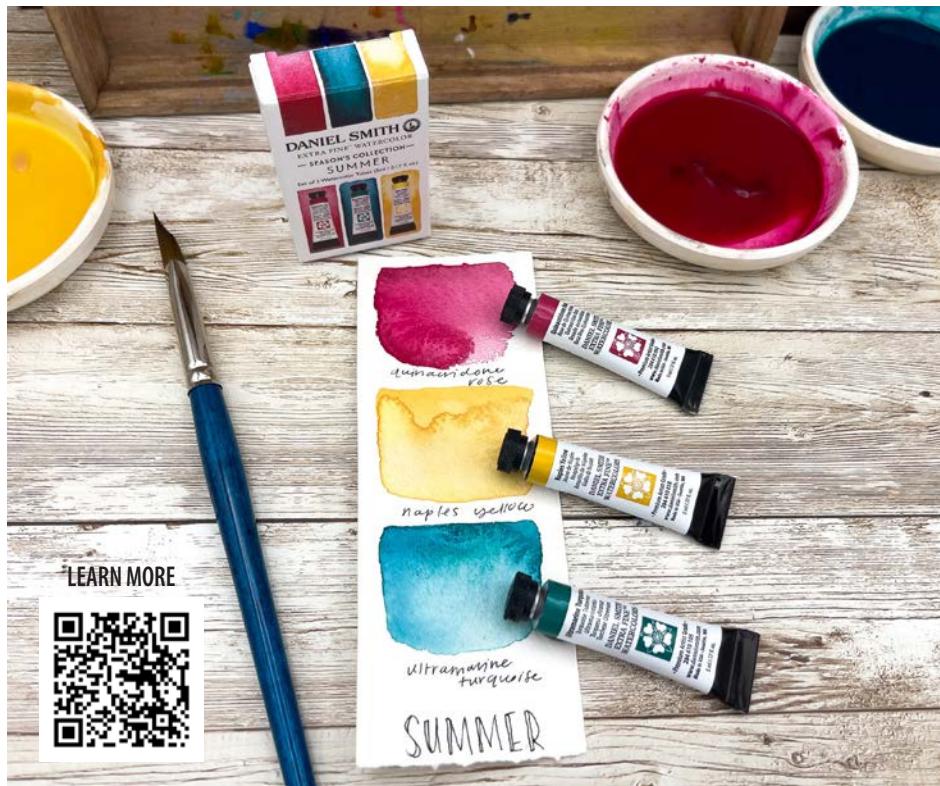
- Van Dyck Brown
- Burnt Umber
- Prussian Blue
- Cobalt Blue
- Manganese Blue Hue
- Lavender
- Cobalt Teal Blue
- India Yellow
- Organic Vermilion
- Quin. Burnt Orange

DANIEL SMITH

Extra Fine™ Watercolor

5ml Triad Box Sets

Each of these 8 thoughtfully crafted 5ml tube triad sets captures a unique mood, season, or subject, offering a fresh way to spark your creativity.



STORMBREAKER, 3-COLOR Set

285610469

- Iridescent Electric Blue
- Prussian Blue
- Bloodstone Genuine



SPRING, 3-COLOR Set

285610480

- Hansa Yellow Light
- Opera Pink
- Cobalt Teal Blue



ARCHITECTURAL, 3-COLOR Set

285610476

- Buff Titanium
- Lavender
- Sepia



SUMMER, 3-COLOR Set

285610478

- Quinacridone Rose
- Ultramarine Turquoise
- Naples Yellow



DESERT HORIZONS, 3-COLOR Set

285610467

- Monte Amiata Natural Sienna
- Amazonite Genuine
- Burnt Sienna Light



WINTER, 3-COLOR Set

285610472

- Lunar Black
- French Ultramarine Blue
- Cascade Green



[LEARN MORE](#)





DANIEL SMITH Watercolor Stick Sets

Themed 5-color stick sets with a **BONUS** Case + **FREE** Stick

1 CORE MIXING PALETTE

285670105

- Hansa Yellow Medium
- Quinacridone Coral
- Lamp Black
- Cobalt Blue
- Phthalo Green (Yellow Shade)

3 GRANULATING POWER!

285670109

- Serpentine Genuine
- Sodalite Genuine
- Lunar Black
- Piemontite Genuine
- Hematite Genuine

2 ENHANCED SECONDARY MIXING

285670112

- Buff Titanium
- Quinacridone Burnt Orange
- Undersea Green
- Moonglow
- Carbazole Violet

4 AQUATIC LANDSCAPES

285670107

- Cobalt Teal Blue
- Phthalo Turquoise
- Carbazole Violet
- Neutral Tint
- Quinacridone Gold

DANIEL SMITH Extra Fine™ 15ml Watercolor Sets



PRIMARY MIXING WATERCOLOR SET, 3-COLOR, 15ml Tubes with BONUS
DANIEL SMITH Logo Box
285600103
 ● Carmine
 ● Hansa Yellow Medium
 ● Ultramarine Blue



SECONDARY WATERCOLOR SET, 3-COLOR, 15ml Tubes with BONUS
DANIEL SMITH Logo Box
285600107
 ● Quinacridone Sienna
 ● Sap Green
 ● Imperial Purple



PRIMARY WATERCOLOR SET, 3-COLOR, 15ml Tubes
285250066
 ● Perylene Red
 ● Hansa Yellow Medium
 ● French Ultramarine

Buy 2, Get 1 FREE Pricing



SECONDARY WATERCOLOR SET, 3-COLOR, 15ml Tubes
285250077
 ● Quinacridone Burnt Orange
 ● Undersea Green
 ● Carbazole Violet

Buy 2, Get 1 FREE Pricing

DANIEL SMITH Extra Fine™ 5ml Watercolor Sets



ESSENTIAL WATERCOLOR MIXING SET, 6-COLOR with 1oz GROUND

285610117

- Hansa Yellow Light
- Peryl Scarlet
- New Gamboge
- Phthalo Blue (GS)
- Quinacridone Rose
- French Ultramarine

BONUS FREE Case + Watercolor Ground



MINERAL WATERCOLOR MIXING SET, 6-COLOR with 1oz GROUND

285610103

- Rhodonite Genuine
- Mayan Blue Genuine
- Jadeite Genuine
- Hematite Genuine
- Amethyst Genuine
- Piemontite Genuine

BONUS FREE Case + Watercolor Ground

DANIEL SMITH



Introducing DANIEL SMITH Branded Merchandise!



1 Natural Cotton Tote Bag with ART IS LONG – LIFE IS SHORT
15" x 16" x 2.75" | SKU 400950117

2 Natural Cotton Tote Bag with CACTUS LOGO
15" x 16" x 2.75" | SKU 400950119

3 Black Cotton Apron with ART IS LONG – LIFE IS SHORT
SKU 400950121

4 Red Cotton Apron with CACTUS LOGO
SKU 400950113

DANIEL SMITH Extra Fine™ 15ml Watercolor Sets



MAYAN WATERCOLOR SET, 6-COLOR, 15ml Tubes

285600110

● Mayan Red
● Mayan Orange
● Mayan Blue Genuine
● Mayan Yellow

● Mayan Violet
● Mayan Dark Blue

QUINACRIDONE WATERCOLOR SET, 14-COLOR, 15ml Tubes

285600109

- Quinacridone Red
- Quinacridone Purple
- Quinacridone Pink
- Quinacridone Burnt Scarlet
- Quinacridone Rose
- Quinacridone Deep Gold
- Quinacridone Lilac
- Quinacridone Burnt Orange
- Quinacridone Magenta
- Quinacridone Gold
- Quinacridone Fuchsia
- Quinacridone Sienna
- Quinacridone Violet
- Quinacridone Coral



LET'S KEEP IN TOUCH



JOIN JOHN LIVE!

John loves the opportunity to connect with artists from all over the world and share tips, tricks, insights into how he makes DANIEL SMITH paints, answer questions and so much more. It's a lot of fun...hope you can join him!!! John also introduces internationally acclaimed master artists from around the world who share insights into their artistry and demonstrate techniques using their favorite DANIEL SMITH products.



**CHECK OUT OUR
LIVE DEMONSTRATIONS
PAGE FOR DETAILS & TIMES**

**LET'S STAY
CONNECTED**
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- @DanielSmithArtistsMaterials
- @DanielSmithArtSupplies
- www.danielsmith.com



**LEARN
HOW IT
ALL
STARTED**



**VISIT OUR
EVENTS
CALENDAR**

Special Guest
DAN SMITH, Founder

Live with John Cogley

Zoom with us weekly and learn something new!


danielsmith.com

DANIEL SMITH

Manufacturer of the World's Finest Artists' Paints

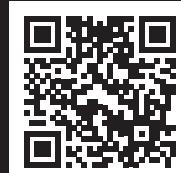
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INSPIRATION IS JUST A SCAN AWAY!

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