



Product Catalogue 2023

[www.zieler.co.uk](http://www.zieler.co.uk)



It all started in

1982

Having left his native India and later expelled from Uganda in 1972 under the regime of Idi Amin, Virendrabhai Patel brings his wife and young son to the UK. Here, they have another two sons and save enough money to buy Clarkes Stationers a chain of 3 art and stationery shops in Sussex, England.



Zieler is born - its products are quickly established in the UK and parts of Europe. Kiren and Raj continue to develop their product offering and establish key relationships with the right manufacturers.



2018

2022

Successful launches at various exhibitions, sees Zieler gain momentum in its mission of helping retailers and distributors grow their art supplies business. From its distribution centre near London, Zieler supplies a growing number of customers worldwide.

Sadly, Virendrabhai passes away after a short illness, but the values he has instilled in his 3 sons mean Zieler is well positioned for the future.



1985

Virendrabhai's eldest son, Dipesh, joins the business to help run the shops.

1992

Virendrabhai's middle son, Kiren, joins the business full-time as the number of shops grows.



Kiren and Raj embark on mission to visit factories worldwide in pursuit of producing the best supplies for budding artists.

At the same time, they bring together a team of artists to approve only the best products.

2017

There is a realisation amongst the three brothers that retailers could benefit from the growing need for art supplies for the budding artist. They believe this can be best delivered by a company with first-hand retail experience as well the drive to build a completely new brand. A company with family-values at the forefront of everything it does and which seeks to understand the customers' needs.

2016



## OUR HISTORY



There are 19 stores selling art supplies, stationery, toys and gifts. Virendrabhai's wife sadly passes away.

2012

Virendrabhai retires and sets up home in the Indian state of Gujarat – the place of his and his wife's upbringing. He leaves the day-to-day running of the business to his three sons.

2006

Virendrabhai's youngest son, Raj, joins the business as 11 more stores are added under the name of Lorimers.

2010



# The Zieler Story

Zieler® designs, produces and supplies an exciting range of art materials for the budding artist. Our mission is simple: to enhance your business - not only through our products, but also by being a dependable partner.

As a second-generation UK family-run business, our roots go back to 1982 when we began running a small chain of stationery & art shops. Having grown to almost 20 branches, we are ideally positioned to understand and fulfil the needs of retailers and distributors today.



We work with talented artists; through their expertise and vigorous testing we have meticulously created a range of reliable art supplies which we are extremely passionate about. Our products are designed in the UK with performance and gifting in mind; we understand customers' needs for quality, well-presented merchandise at sensible prices.

The packaging used for our products is to ensure that items arrive to customers in a fit state. We are always looking at ways to improve our environmental credentials. It goes without saying that our products are safety tested and, where necessary, certified to demonstrate this.



Our glowing customer reviews epitomise everything about us – fine products backed up by a hard-working team delivering the highest levels of service.

Through our distribution centre, near London we supply a growing number of customers all over the world.

Our family values of integrity, passion and service remain our core strengths. It is no surprise that many of our customers are themselves family-run businesses with whom we enjoy an excellent rapport.

**Anonymous** ★★★★★

Easily the best service I've received in a long time. I order after the cut off for next day delivery, but minutes later I had a despatch confirmation email, and early the next morning there everything was...

**Susan L** ★★★★★

Very quick delivery even though I only paid for standard ... item as described and packaged perfectly my son will love his item excellent value for money

**Sarran B** ★★★★★

Excellent quality at an affordable price. Highly recommend. Customer service is also the best I have ever experienced. Thank you kindly.

**Georgina C** ★★★★★

As usual... A quality product and worth the money paid. Delivery prompt and safe.

4.90 Average 791 Reviews

★REVIEWS.io



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## **Samuel Thomas**

*Zieler Professional Artist Ambassador*

My work is influenced by pop-art, art deco, psychedelia and dreamscape. This fusion of styles gives my artwork a contemporary feel, yet simultaneously a sense of timelessness prevails.

I enjoy the vibrancy and consistency of Zieler acrylic paints. I see them as the ideal paints for those starting out on their artist journeys as well as for those who are more accomplished.



## 24 Premium Acrylic Paints (22ml Tubes)



- 24 Assorted colours in 22ml tubes
- Medium body
- For beginners and accomplished artists
- EN71-1-2-3
- Conforms to ASTM D4236
- Highly Recommended by Samuel Thomas (Professional Artist)

SKU: 07290014



## 10 Premium Acrylic Paints (38ml Tubes)

- 10 Assorted colours in 38ml tubes
- Medium body
- For beginners and accomplished artists
- EN71-1-2-3
- Conforms to ASTM D4236
- Highly Recommended by Samuel Thomas (Professional Artist)

SKU: 09299265





# Paints

## 8 Premium Acrylic Paints (75ml Tubes)

- 8 Assorted colours in 75ml tubes
- Medium body
- For beginners and accomplished artists
- EN71-1-2-3
- Conforms to ASTM D4236
- Highly Recommended by Samuel Thomas  
(Professional Artist)

SKU: 09299302



## 5 Premium Acrylic Paints (250ml Tubes)

- 5 Assorted colours in 250ml tubes
- Medium body
- For beginners and accomplished artists
- EN71-1-2-3
- Conforms to ASTM D4236
- Highly Recommended by Samuel  
Thomas (Professional Artist)

SKU: 09299303





## Premium Acrylic Paint (120ml Tubes)

- Single 120ml tubes – can be placed on a euro hook fitting
- Available in 20 colours
- Medium body
- For beginners and accomplished artists
- EN71-1-2-3
- Conforms to ASTM D4236
- Highly Recommended by Samuel Thomas (Professional Artist)

Available in the following colours:

SKU: 09299398  
Titanium White



SKU: 09299399  
Lamp Black



SKU: 09299400  
Flesh Tint



SKU: 09299401  
Grey



SKU: 09299402  
Burnt Umber



SKU: 09299403  
Burnt Sienna



SKU: 09299404  
Yellow Ochre



SKU: 09299405  
Sap Green



SKU: 09299406  
Hookers Green



SKU: 09299407  
Emerald Green



SKU: 09299408  
Cerulean Blue



SKU: 09299409  
Cobalt Blue



SKU: 09299410  
Ultramarine Blue



SKU: 09299411  
Violet



SKU: 09299412  
Magenta



SKU: 09299413  
Crimson



SKU: 09299414  
Vermilion



SKU: 09299415  
Orange



SKU: 09299416  
Medium Yellow



SKU: 09299417  
Lemon Yellow





# Paints

## Premium Acrylic Paints (250ml Tubes)

- 250ml tubes – can be placed on a euro hook fitting
- Available in Titanium White and Lamp Black
- Medium body
- For beginners and accomplished artists
- EN71-1-2-3
- Conforms to ASTM D4236
- Highly Recommended by Samuel Thomas (Professional Artist)

1 SKU: 09290057 Titanium White



2 SKU: 09290059 Lamp Black



## 24 Premium Half Pan Watercolour Set

- 24 Half pan watercolour paints
- 5-well mixing palette
- 2 Refillable water brushes
- 2 Sponges
- Presented in a portable travel box
- Product dimensions (approx):  
L19 x W11.5 x D3cm
- EN71-1-2-3
- Conforms to ASTM D4236

SKU: 09292261



# Pencils & Pastels

## Artist Sketching & Colouring Pencils Set - 36 Piece Wooden Box Set

- 12 Watercolour pencils (assorted colours)
- 12 Colouring pencils (assorted colours)
- 6 Sketching / Graphite pencils – Grades: 6B, 3B, B, HB, H & 2H
- 1 Watercolour paintbrush, 1 Metal sharpener, 1 Artists eraser
- 1 Drawing Pad (A5 size, 10 sheets)
- Presented in a sleek, wooden box
- Product dimensions (approx): H23 x W33 x D4cm

SKU: 09299283



## 10 Artists Pencil Sketching Set

- 10 Graded sketching pencils 6H, 4H, 2H, H, HB, B, 2B, 3B, 6B & 8B
- 1 Metal sharpener
- 1 Eraser

SKU: 09299368





# Pencils & Pastels

## 24 Artists Watercolour Pencils

- 24 Watercolour pencils (assorted colours)
- Made with break-resistant lead
- Suitable for wet and dry work
- Hexagonal-shaped barrels
- Presented in a gift tin for easy access and safe storage

SKU: 09299250



0 604565 679864



for dry work



for wet work

## 36 Premium Water-Soluble Oil Pastels

- 36 Water-soluble oil pastels (assorted colours)
- High pigment & buttery texture
- Suitable for wet and dry work
- Pastel size (approx):  
length 78mm x diameter 7mm
- EN71-1-2-3
- Conforms to ASTM D4236

SKU: 09299382



0 604565 288080



## Fineliner Drawing Pens (Set of 12)

- 8 Black pens – Nib sizes: 0.05mm, 0.1mm, 0.2mm, 0.3mm, 0.4mm, 0.5mm, 0.8mm & 1 Broad pen.
- 2 Grey pens – Nib sizes: 0.5mm & 0.8mm
- 2 Sepia pens – Nib sizes: 0.5mm & 0.8mm
- High intensity • Waterproof and Fade-proof
- Metal-encased nibs
- EN71-1-2-3 • Conforms to ASTM D4236

SKU: 09299288



## Fineliner Drawing Pens Stand (168 pens)

- Contains 14 of each of the following 12 pens:
- Black - 0.05mm, 0.1mm, 0.2mm, 0.3mm, 0.4mm, 0.5mm, 0.8mm & Broad
- Sepia - 0.5mm & 0.8mm
- Grey - 0.5mm & 0.8mm
- Stand size: L300 x W115 x H300mm

SKU: 09299528



## Fineliner Drawing Pens Singles



SKU: 09299421  
Black 0.05mm



SKU: 09299424  
Black 0.3mm



SKU: 09299427  
Black 0.8mm



SKU: 09299430  
Grey 0.8mm



SKU: 09299422  
Black 0.1mm



SKU: 09299425  
Black 0.4mm



SKU: 09299432  
Black Broad



SKU: 09299429  
Sepia 0.5mm



SKU: 09299423  
Black 0.2mm



SKU: 09299426  
Black 0.5mm



SKU: 09299431  
Grey 0.5mm



SKU: 09299428  
Sepia 0.8mm





**Make Your Mark on Anything!**

Wood, metal, plastic, glass, fabric, rock, leather, ceramic & more!

**WATER-BASED & ODOURLESS**  
**PERMANENT** On non-porous surfaces  
**HIGH OPACITY**

## 12 Acrylic Colour Paint Marker Pens

- 12 Vibrant colours – including metallic gold and silver
- Water-based acrylic paint – quick drying
- Low odour – user friendly
- High opacity
- Ideal for use on a wide range of surfaces - Permanent on porous surfaces
- Bullet tip nibs - available in 1.5 and 2.5mm nib sizes
- EN71-1-2-3
- Conforms to ASTM D4236

1.5mm - SKU: 09299289



2.5mm - SKU: 09299290



2.5mm

1.5mm





## 12 Acrylic Pastel Paint Marker Pens

- 12 Pastel colours – including white
- Water-based acrylic paint – quick drying
- Low odour – user friendly
- High opacity
- Ideal for use on a wide range of surfaces - Permanent on porous surfaces
- Bullet tip nibs - available in 1.5 and 2.5mm nib sizes
- EN71-1-2-3

2.5mm 1.5mm



- Conforms to ASTM D4236

1.5mm - SKU: 09299513



2.5mm - SKU: 09299514



## 2 Acrylic Paint Marker Pens

- Water-based acrylic paint – quick drying
- Low odour – user friendly
- High opacity
- Ideal for use on a wide range of surfaces - Permanent on porous surfaces
- Extra Fine tips (0.7mm) – suitable for writing and outlining
- EN71-1-2-3
- Conforms to ASTM D4236

White - SKU: 09299517



Black - SKU: 09299518



Silver/Gold - SKU: 09299519



0.7mm





# Pens

## Acrylic Paint Marker Pens (Fine – 1.5mm)

- Available in 23 colours
- Water-based acrylic paint – quick drying
- Low odour – user friendly
- High opacity
- Ideal for use on a wide range of surfaces
- Permanent on porous surfaces
- Bullet tip nibs - 1.5mm
- EN71-1-2-3
- Conforms to ASTM D4236



SKU: 09299463 - Black 1.5mm



0 604565 571359



SKU: 09299464 - White 1.5mm



0 604565 571366



SKU: 09299465 - Yellow 1.5mm



0 604565 571373



SKU: 09299466 - Orange 1.5mm



0 604565 571380



SKU: 09299467 - Blue 1.5mm



0 604565 571397



SKU: 09299468 - Violet 1.5mm



0 604565 571403



SKU: 09299469 - Red 1.5mm



0 604565 571410



SKU: 09299470 - Pink 1.5mm



0 604565 571427



SKU: 09299471 - Green 1.5mm



0 604565 571434



SKU: 09299472 - Brown 1.5mm



0 604565 571441



SKU: 09299473 - Gold 1.5mm



0 604565 571458



SKU: 09299474 - Silver 1.5mm



0 604565 571465



SKU: 09299487 - Light Green 1.5mm



0 604565 571595



SKU: 09299488 - Light Blue 1.5mm



0 604565 571601



SKU: 09299489 - Sky Blue 1.5mm



0 604565 571618



SKU: 09299490 - Blue Grey 1.5mm



0 604565 571625



SKU: 09299491 - Blush 1.5mm



0 604565 571632



SKU: 09299492 - Pale Rose 1.5mm



0 604565 571649



SKU: 09299493 - Light Purple 1.5mm



0 604565 571656



SKU: 09299494 - Beige 1.5mm



0 604565 571663



SKU: 09299495 - Nude Pop 1.5mm



0 604565 571670



SKU: 09299496 - Naples Yellow 1.5mm



0 604565 571687



SKU: 09299497 - Lemon Yellow 1.5mm



0 604565 571694

## Acrylic Paint Marker Pens (Medium – 2.5mm)

- Available in 23 colours
- Water-based acrylic paint – quick drying
- Low odour – user friendly
- High opacity
- Ideal for use on a wide range of surfaces - Permanent on porous surfaces
- Bullet tip nibs - 2.5mm
- EN71-1-2-3
- Conforms to ASTM D4236



SKU: 09299475 - Black 2.5mm



0 604565 571472



SKU: 09299476 - White 2.5mm



0 604565 571489



SKU: 09299477 - Yellow 2.5mm



0 604565 571496



SKU: 09299478 - Orange 2.5mm



0 604565 571502



SKU: 09299479 - Blue 2.5mm



0 604565 571519



SKU: 09299480 - Violet 2.5mm



0 604565 571526



SKU: 09299481 - Red 2.5mm



0 604565 571533



SKU: 09299482 - Pink 2.5mm



0 604565 571540



SKU: 09299483 - Green 2.5mm



0 604565 571557



SKU: 09299484 - Brown 2.5mm



0 604565 571564



SKU: 09299485 - Gold 2.5mm



0 604565 571571



SKU: 09299486 - Silver 2.5mm



0 604565 571588



SKU: 09299498 - Light Green 2.5mm



0 604565 571700



SKU: 09299499 - Light Blue 2.5mm



0 604565 571717



SKU: 09299500 - Sky Blue 2.5mm



0 604565 571724



SKU: 09299501 - Blue Grey 2.5mm



0 604565 571731



SKU: 09299502 - Blush 2.5mm



0 604565 571748



SKU: 09299503 - Pale Rose 2.5mm



0 604565 571755



SKU: 09299504 - Light Purple 2.5mm



0 604565 571762



SKU: 09299505 - Beige 2.5mm



0 604565 571779



SKU: 09299506 - Nude Pop 2.5mm



0 604565 571786



SKU: 09299507 - Naples Yellow 2.5mm



0 604565 571793



SKU: 09299508 - Lemon Yellow 2.5mm



0 604565 571809



# Pens

## Acrylic Paint Marker Pens (Extra Fine – 0.7mm)

- Available in 4 colours · Water-based acrylic paint – quick drying · Low odour – user friendly
- High opacity · Ideal for use on a wide range of surfaces - Permanent on porous surfaces
- Extra Fine tip – 0.7mm · EN71-1-2-3 · Conforms to ASTM D4236



SKU: 09299509 - White 1.5mm



0 604565 571816



SKU: 09299510 - Black 1.5mm



0 604565 571823



SKU: 09299511 - Gold 1.5mm



0 604565 571830



SKU: 09299512 - Silver 1.5mm



0 604565 571847

0.7mm



## Acrylic Paint Marker Pen Nibs

- 6 Replacement tips for Zieler Fine and Medium tip paint marker pens
- Available in Fine and Medium
- Easy to replace

SKU: 09299515 - 1.5mm



0 604565 679819

SKU: 09299516 - 2.5mm



0 604565 679826



## Acrylic Paint Marker Pen Stand

- Holds 6 of each pen (6 x 50 = 300 pens in total)
- Holds 6 packs of Fine replacement nibs
- Hold 6 packs of Medium replacement nibs
- Enhances sales
- Stand size L655 x W112 x H361mm

SKU: 09299529



## 24 Duotip Brush & Fineliner Pens

- Double-ended pens – brush tip & 0.4mm fineliner tip
- 24 Assorted colours
- Metal encased fineliner tips
- Suitable for modern calligraphy, watercolour brush pen work and comic illustrations
- Water-based ink - low odour
- EN71-1-2-3
- Conforms to ASTM D4236



SKU: 09292256





# Pads / Paper

## A4 White Activity Card

- High white & smooth · Ideal for Art & Craft
- Recyclable · Available in 160gsm and 200 gsm weight
- A4 size (210 x 297mm)

1 SKU: 09608071  
50 sheets - 160gsm



2 SKU: 09608072  
40 sheets - 200gsm



## A4 Coloured Activity Paper

- 100 sheets · 80 gsm weight · Ideal for Art & Craft
- Available in Ivory · Available in Bright and Pastel colours – 5 assorted colours in each
- Recyclable · A4 size (210 x 297mm)

1 SKU: 09299536  
Ivory



2 SKU: 04245619  
Bright



3 SKU: 04245620  
Pastel



## A4 Coloured Activity Card

- 50 sheets · 160 gsm weight · Ideal for Art & Craft
- Available in Ivory · Available in Bright and Pastel colours – 5 assorted colours in each
- Recyclable · A4 size (210 x 297mm)

1 SKU: 09299535  
Ivory



2 SKU: 04245621  
Bright



3 SKU: 04245601  
Pastel



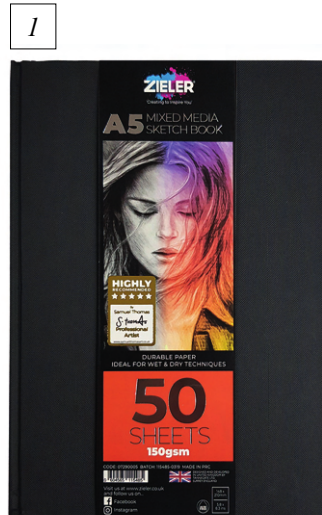
## Hardback Mixed Media Case Bound Sketchbooks

- 50 sheets
- 150gsm weight
- Smooth, soft-white coloured sheets
- Hardback black microline covers
- FSC Mix
- Available in A4 and A5 sizes

1 SKU: 07290005  
A5



2 SKU: 07290004  
A4



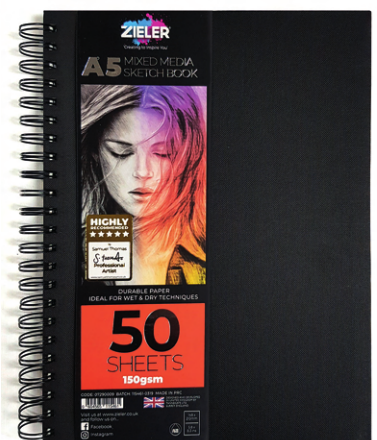
## Hardback Mixed Media Spiral Bound Sketchbooks

- 50 sheets
- 150gsm weight
- Smooth, soft-white coloured sheets
- Hardback black microline covers
- FSC Mix
- Available in A4 and A5 sizes

1 SKU: 07290008  
A4



2 SKU: 07290009  
A5





# Pads / Paper

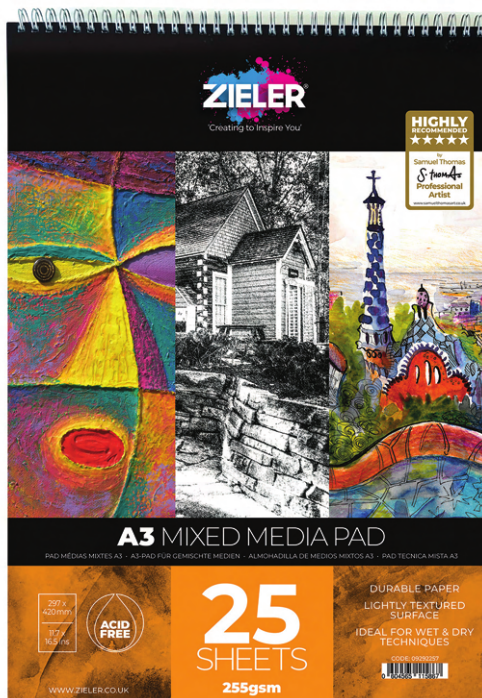
## Mixed Media Spiral Bound Pads

- 25 sheets
- 255gsm weight
- White, lightly textured sheets
- Spiral bound
- Available in A4 and A3 sizes

1 SKU: 09292257  
A3

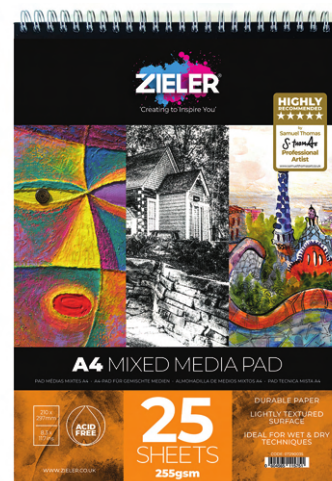


2 SKU: 07290035  
A4



1

2



## 3 Soft-Cover Sketchbooks

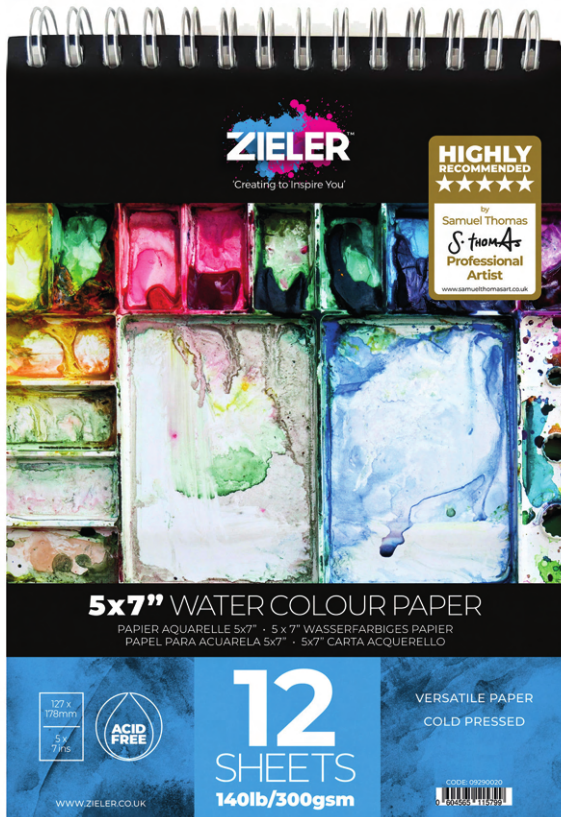
- Pack of 3 sketchbooks
- 20 sheets per sketchbook
- 140gsm weight
- Smooth, soft-white coloured sheets
- Black carded cover with stapled centre
- Available in A4 and A5 sizes

1 SKU: 09290033  
A5



2 SKU: 09290034  
A4





## Watercolour Travel Pad (Spiral Bound)

- 12 sheets
- 300gsm weight
- Cold pressed - Lightly textured, White coloured sheets
- Spiral bound
- Size: 5"x7"

SKU: 09290020  
5x7"



## Watercolour Pad

- 12 sheets
- 300gsm weight
- Cold pressed - Lightly textured, White coloured sheets
- Gum bound
- Available in A5, A4 and A3 sizes

1 SKU: 09290024  
A3



2 SKU: 09290023  
A4



3 SKU: 09299522  
A5





# Pads / Paper

## Jumbo Premium Watercolour Pad

- 50 sheets
- 300gsm weight
- Cold pressed – Premium fine-textured sheets
- Soft-white coloured sheets
- Gum bound
- FSC Mix
- Available in A3 and A4 sizes

2



1 SKU: 09299281  
A4



2 SKU: 09299282  
A3



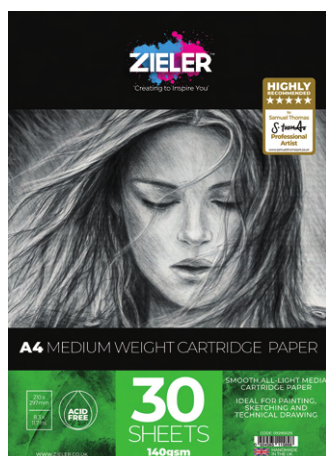
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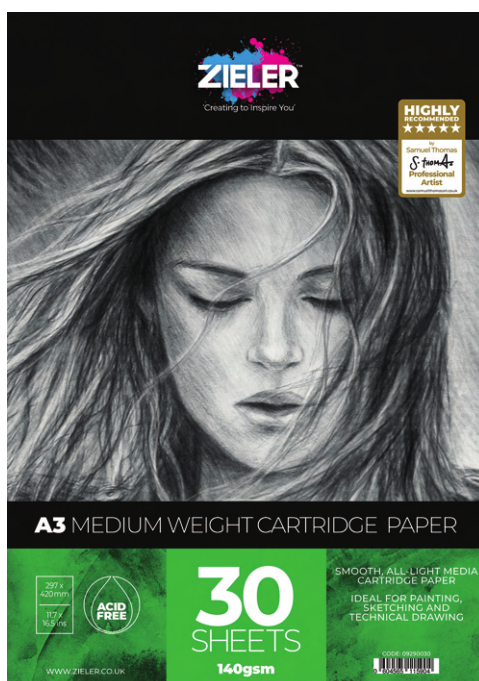
## Medium Weight Cartridge Pad

- 30 sheets
- 140gsm weight
- Smooth, soft-white coloured sheets
- Gum bound
- Available in A4 and A3 sizes

1



2



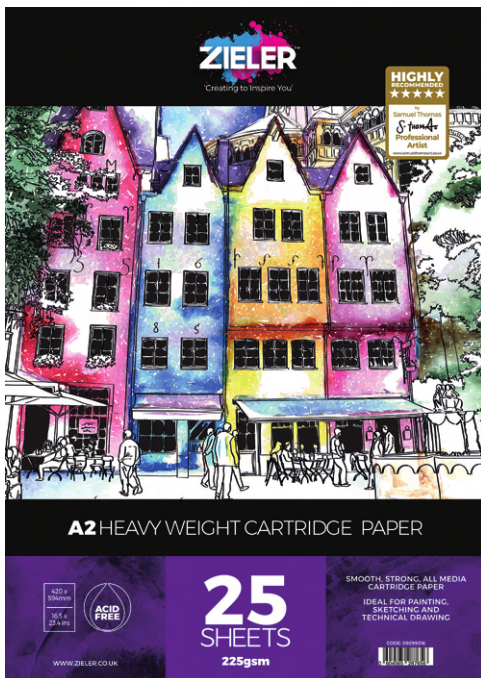
1 SKU: 09290029  
A4



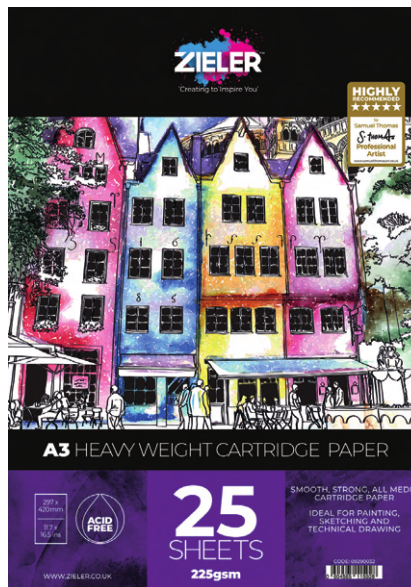
2 SKU: 09290030  
A3



1



2



## Heavy Weight Cartridge Pad

- 25 sheets
- 225gsm weight
- Smooth, soft-white coloured sheets
- Gum bound
- Available in A2, A3, A4 and A5 sizes

1

SKU: 09299316  
A2



2

SKU: 09290032  
A3



3

SKU: 09290031  
A4



4

4

SKU: 09299317  
A5



3





# Pads / Paper

## Acrylic & Oil Pad

- 15 sheets • 300gsm weight
- Fine-grain, linen-textured sheets
- Soft-white coloured sheets • Gum bound
- Available in A3, A4 and A5 sizes

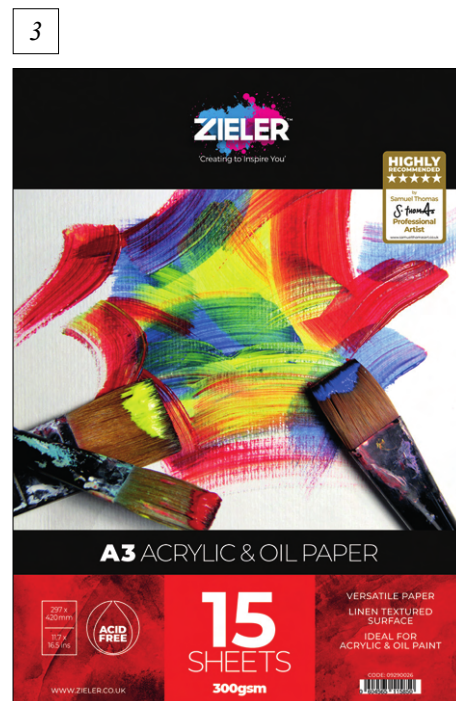
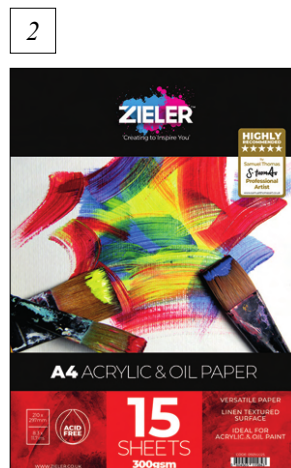
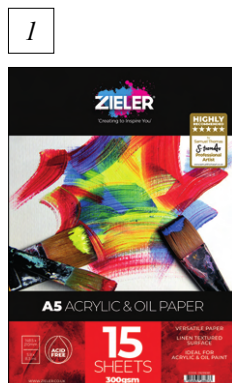
1 SKU: 09299381  
A5



2 SKU: 09290025  
A4



3 SKU: 09290026  
A3



## A4 Marker Pad

- 32 sheets, A4 size
- Bleed-proof
- 70gsm weight
- Smooth, high white sheets which offer transparency
- Gum bound
- Suitable for all leading brands of alcohol-based graphic marker pens & ink mediums
- FSC Mix
- Highly Recommended By Chameleon®

SKU: 09299262



## Black Paper Pad

- 30 sheets
- 140gsm weight
- Smooth, matt black sheets
- Gum bound
- Available in A4 and A3 sizes

1 SKU: 09299336  
A3



2 SKU: 09299337  
A4



1



2



## Medium Weight Tracing Pad

- 40 sheets
- 90gsm weight
- Smooth, strong sheets
- Gum bound
- Available in A4 and A3 sizes

1 SKU: 09290027  
A4



2 SKU: 09290028  
A3



1



2





# Pads / Paper

## Graph Paper Pad

- 40 sheets
- 80gsm weight
- Gum bound
- FSC Mix
- Available in A4 and A3 sizes

1 SKU: 09299532  
A4



2 SKU: 09299533  
A3



1



2



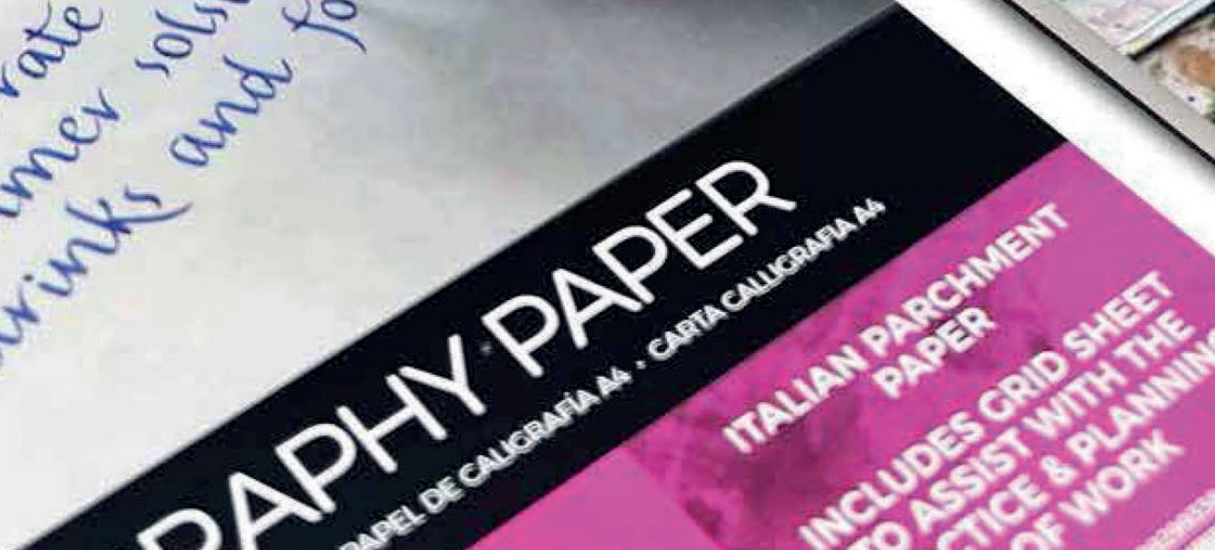
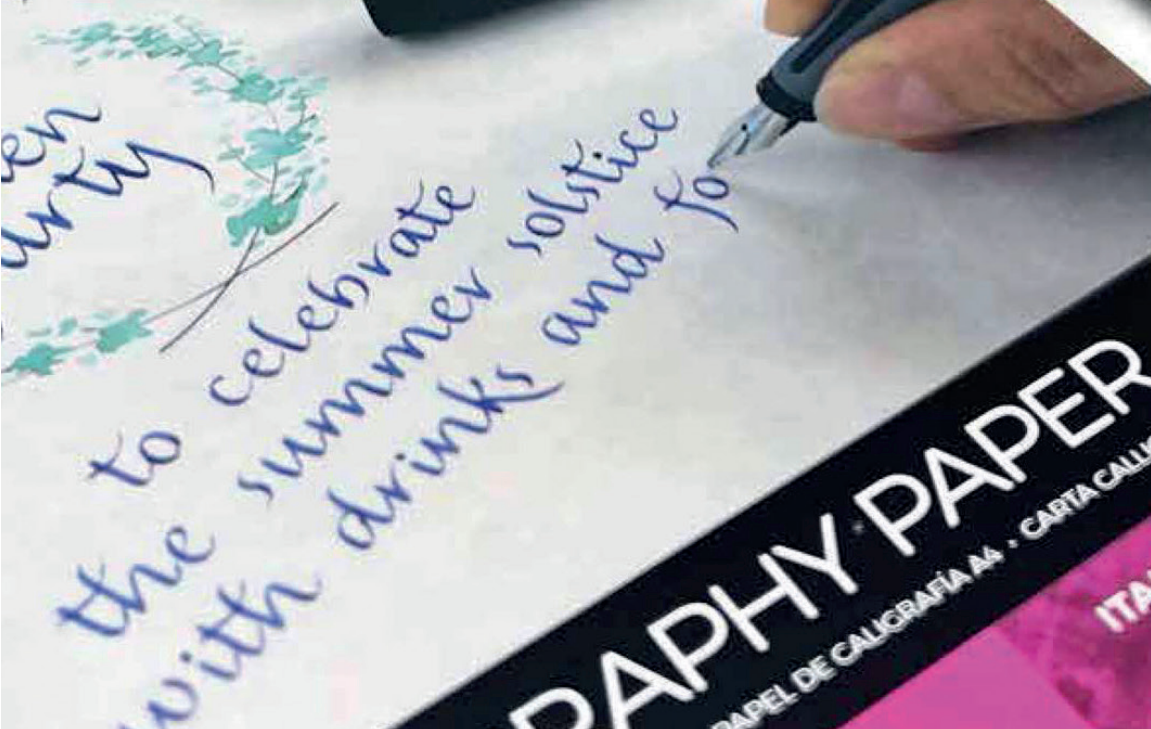
## A5 Travel Sketch Pad

- 80 sheets
- Smooth, white cartridge paper
- 110gsm weight
- Spiral bound
- A5 size
- FSC Mix

SKU: 09299534









# Boards & Canvas

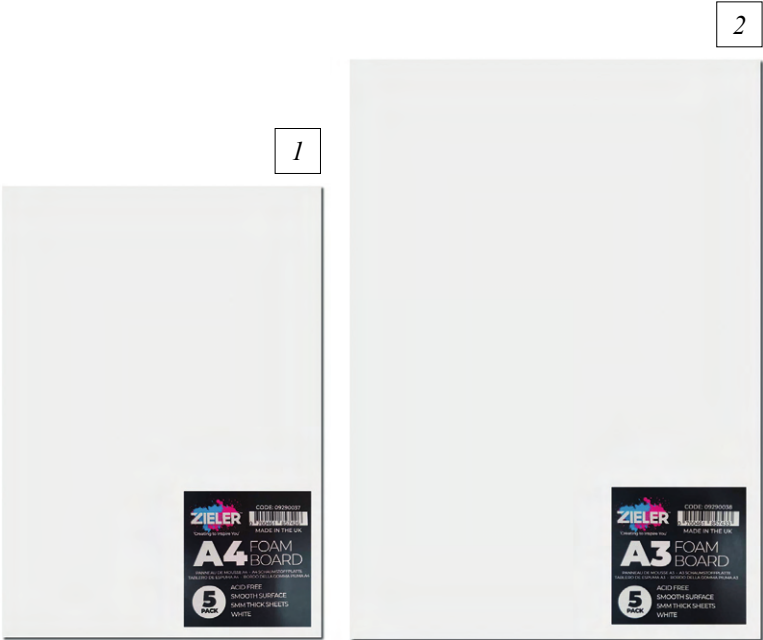
## White Foam Board

- 5mm thick
- High-white sheets
- Acid free, CFC Free
- Available in sizes: A4 (5 sheets) and A3 sizes (5 sheets)

1 SKU: 09290037  
A4

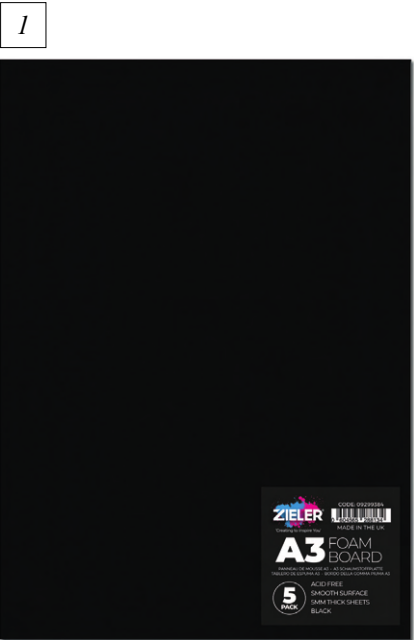


2 SKU: 09290038  
A3



## Black Foam Board

- 5mm thick
- Matt black sheets
- Acid free, CFC Free
- Available in sizes: A4 (5 sheets) and A3 sizes (5 sheets)



1 SKU: 09299384  
A3



2 SKU: 09299383  
A4



## White Mount Board

• 1400 micron (1.4mm thick)

• High-white sheets

• Acid free

• Available in sizes: A4 (4 sheets)  
and A3 sizes (4 sheets)

**1** SKU: 09290041  
A3

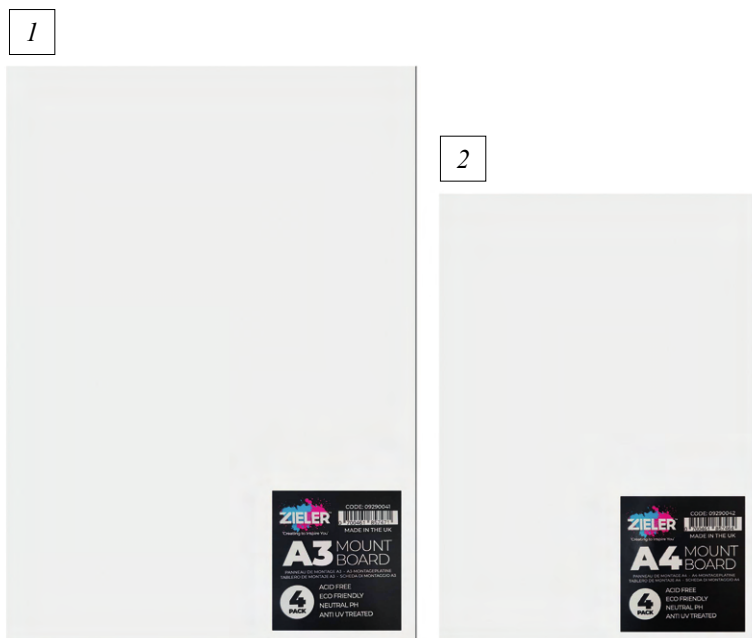


0 700461 857471

**2** SKU: 09290042  
A4



0 700461 857464



## Black Mount Board

• 1400 micron thick (1.4mm thick)

• Matt black sheets

• Acid free

• Available in sizes: A4 (4 sheets) and  
A3 sizes (4 sheets)

**1** SKU: 09290040  
A4



0 700461 857440

**2** SKU: 09290039  
A3



0 700461 857457





# Boards & Canvas

## Acrylic Art Board

- 330gsm
- 4 Sheets
- 11" x 14" (279mm x 355mm)
- Fine-grain, high-white boards
- Acid free

SKU: 09299349



## 2 Stretched White Canvas Boards



• 280gsm

• Artists Cotton

• Triple Gesso Primed

• Suitable for oil, acrylic, pastels and markers

• 3mm thick board

• Pack of 2

1 SKU: 09299389  
14 x 18"



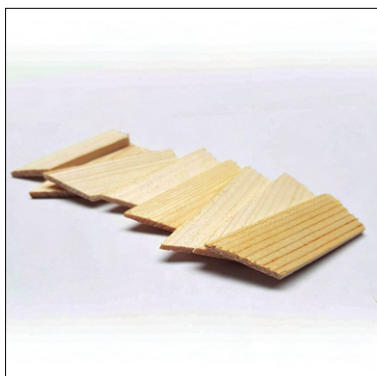
2 SKU: 09299388  
12 x 16"



## Stretched White Canvas Deep Edge



Protectively packed with  
online sellers in mind



- 280gsm
- Artists Cotton
- Deep Edge – 36mm
- Sturdy wooden frame
- Triple Gesso Primed
- Suitable for oil, acrylic, pastels and markers
- Stretching wedges included
- Protectively packed with online sellers in mind

Available in the following sizes:

SKU: 09299346  
25x25cm - 10x10"



SKU: 07290023  
30x30cm - 12x12"



SKU: 07290022  
30x40cm - 12x16"



SKU: 07290024  
50x50cm - 20x20"



SKU: 07290025  
60x60cm - 24x24"



SKU: 09292421  
80x80cm - 32x32"





# Boards & Canvas

## Stretched White Canvas Thin Edge

- 280gsm • Artists Cotton
- Thin Edge – 19mm
- Sturdy wooden frame
- Triple Gesso Primed
- Suitable for oil, acrylic, pastels and markers
- Stretching wedges included
- Protectively packed with online sellers in mind



Protectively packed with  
online sellers in mind

Available in the following sizes:

SKU: 07290015  
20x20cm - 8x8"



SKU: 07290016  
30x30cm - 12x12"



SKU: 09292254  
A4 - 21x29.7cm



SKU: 09292255  
A3 - 29.7x42cm



SKU: 07290017  
30x40cm - 12x16"



SKU: 07290018  
40x50cm - 16x20"



SKU: 07290019  
50x70cm - 20x28"



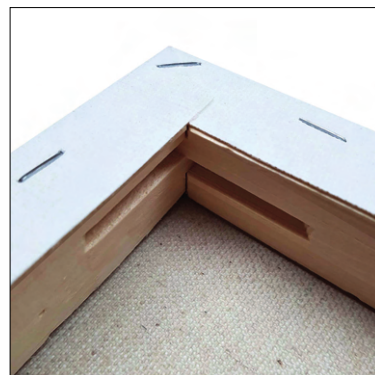
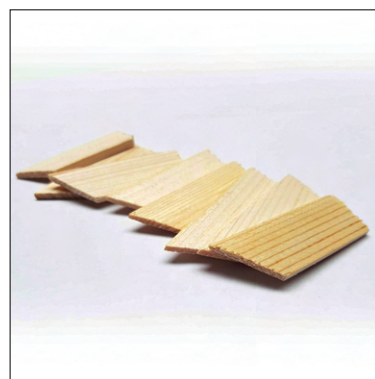
SKU: 07290020  
60x80cm - 24x32"



SKU: 09299343  
A2 - 42x59.4cm



SKU: 09299345  
100x100cm - 39x39"



## Premium Brushes (pack of 5)

- 5 Nylon brushes
- Anti-shedding, fine taklon hairs
- Durable brush handles with metal ferrules



3



2



1

1 SKU: 09299268  
Acrylic & Oil



2 SKU: 09299266  
Mixed Media



3 SKU: 09299267  
Watercolour



## 10 Premium Mixed Media Brushes

- 10 Nylon brushes
- Anti-shedding, fine taklon hairs
- Brush contents- Round Brush Sizes: 10, 4 & 1;  
Fan brush size: 4";  
Filbert Brush sizes: 6 & 2;  
Flat Wash brush sizes: 1" & 1.5";  
Flat Shader brush size: 8;  
Spotter Brush size: 10/0
- Durable brush handles with metal ferrules
- Suitable for acrylic, oil, watercolour and gouache painting
- Presented in a durable, fold-over nylon zip case

SKU: 09299269





## Accessories

### Premium Low Odour Protective Varnish Spray

- Water-based acrylic varnish spray
- 90% solvent free – low odour • Acid free
- For indoor and outdoor use
- Protects artwork against water, light and dust
- Ideal protection for acrylic and oil paintings
- Ideal on surfaces such as canvas, wood and stone
- Dries completely clear – no 'yellowing'
- Clear instructions on how to use the product on the can
- 400ml
- 'Vapour Face Valve' technology ensures the nozzle will not clog
- Available in clear matt and clear gloss finishes

**1** SKU: 09299387  
Matt Finish



0 604565 288165

**2** SKU: 09299386  
Gloss Finish



0 604565 288158

**1**



**2**



### Repositional Adhesive Spray

- For mounting paper, card and photos
- Work remains in position for years to come, but can be easily removed and repositioned if desired.
- Dries completely clear – no 'yellowing'
- Leaves no residue
- Clear instructions on how to use the product on the can
- 400ml
- 'Vapour Face Valve' technology ensures the nozzle will not clog

SKU: 09299392



0 604565 288172



## Premium White Acrylic Gesso (500ml)

- Intense-white, high-opacity primer
- Quick-drying and can be used undiluted
- Results in a lightly-textured, matt surface providing good 'tooth'
- Perfect for acrylic and oil paintings
- Suitable for a wide range of surfaces including canvas, wood & board
- 9cm jar diameter provides easy use with wider brushes
- 500ml jar
- Highly Recommended by Samuel Thomas (Professional Artist)



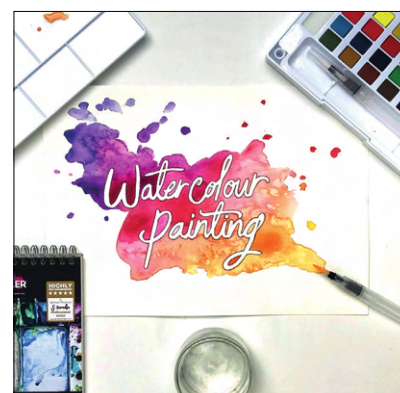
SKU: 09299418



## Artists' Blue Masking Fluid

- Pigmented liquid composed of rubber latex and pigment
- For masking areas of work needing protection when colour is applied in broad washes
- Light blue in colour so easier to see when using on white paper
- 60ml

SKU: 09299339





# Accessories

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## 11-Well Round Paint Palette

- 10 wells plus 1 larger central well
- Made from sturdy plastic
- Suitable for use with acrylic, oil and watercolour paint
- Round (8cm diameter)

SKU: 09299352



## 17-Well Oval Paint Palette

- 17 wells (various sizes)
- Made from sturdy plastic
- Ring hole to facilitate carrying
- Suitable for use with acrylic, oil and watercolour paint
- Oval shaped - approximate measurements: 34cm x 22cm x 1.4cm

SKU: 09299351



## 23-Well Rectangular Paint Palette

- 23 wells (various sizes)
- Made from sturdy plastic
- Ring hole to facilitate carrying
- Suitable for use with acrylic, oil and watercolour paint
- Rectangular shaped - approximate measurements: 34cm x 23.4cm x 1.4cm

SKU: 09299350



## 33-Well Folding Paint Palette

- 33 wells (various sizes)
- Made from sturdy plastic
- Folds close for easy transportation
- Ring hole to facilitate carrying
- Suitable for use with acrylic, oil and watercolour paint
- Open measurements: approximately 26.5cm x 26cm x 0.9cm
- Closed measurements: approximately 26cm x 13cm x 1.7cm



SKU: 09299353



## Acrylic Paint Wet Palette Refill Pack

- For use with the Zieler acrylic paint wet palette
- Contains: 3 sheets of reservoir paper and 12 sheets of membrane paper

SKU: 09299335



## Acrylic Paint Wet Palette

- Prolongs the life of acrylic paint
- Contains: 1 palette with separate lid, 3 sheets of reservoir paper and 12 sheets of membrane paper
- Large palette size: Internal measurements 296mm x 75mm
- Refills available



SKU: 09299334





come and join us for

our  
garden  
party

to celebrate  
the summer  
with drinks





## Calligraphy

Our nibs are high-precision and provide free-flowing writing. With a variety of different nib sizes, our pens are perfect for all types of creative writing such as Italic, Roman Round Hand, Uncial and others.



# Calligraphy

## Ultimate Calligraphy Set

- 32-Piece gift set presented in a tin box
- Contents:
  - (4) right-handed calligraphy pens with their own caps;
  - (5) Calligraphy nib sections;
  - (20) Standard size ink cartridges;
  - (1) Ink converter cartridge;
  - (1) Calligraphy starter guide &
  - (1) Gift Tin box
- Free-flowing pens for high-precision writing – nib sizes: 0.7mm, 1.0mm, 1.5mm, 2.0mm & 2.5mm
- Soft rubberised pen grip for extra writing comfort
- Includes a variety of standard sized ink cartridges: 4 black, 4 washable blue, 2 red, 2 green, 2 sepia, 2 purple, 2 pink & 2 turquoise
- Includes ink cartridge converter - for use with bottled ink (not supplied)
- Step-by-step calligraphy manual included

SKU: 09299264



### Enter into the wonderful world of calligraphy and creative lettering!

This complete calligraphy set makes an ideal gift for beginners as well as more accomplished users. Perfect for wedding invites, letter writing, post cards or just doodling! With these pens you can master the popular writing styles of italic, Roman Round Hand, Uncial and others.



## Complete Calligraphy Set

• 17-Piece calligraphy set



- Contents: (3) right-handed calligraphy pens with their own caps; (3) Calligraphy nib sections; (12) Standard size ink cartridges; (1) Ink converter cartridge & (1) Calligraphy starter guide
- Free-flowing pens for high-precision writing – nib sizes: 1.5mm, 2.0mm & 2.5mm
- Soft rubberised pen grip for extra writing comfort
- Includes a variety of standard sized ink cartridges: 4 black, 4 washable blue, 2 red & 2 green
- Includes ink cartridge converter - for use with bottled ink (not supplied)
- Step-by-step calligraphy manual included

SKU: 07290013



## Introductory Calligraphy Set

- Contents: (1) right-handed calligraphy pen with cap; (3) Calligraphy nib sections; (3) Standard size ink cartridges; (1) Ink converter cartridge & (1) Calligraphy starter guide
- Free-flowing pens for high-precision writing – nib sizes: 1.0mm, 1.5mm & 2.0mm
- Soft rubberised pen grip for extra writing comfort
- Includes 3 standard size washable blue ink cartridges

SKU: 09299263



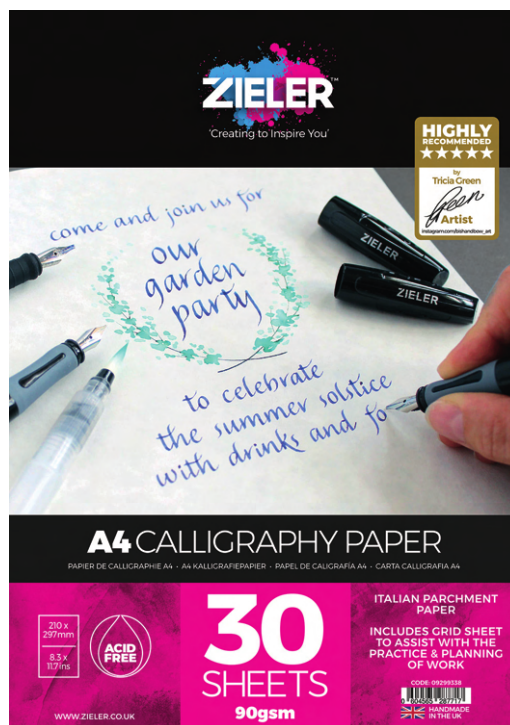


# Calligraphy

## A4 Calligraphy Pad

- 30 sheets
- 90gsm weight
- Ivory coloured parchment-style paper
- Includes grid sheet to lay under the sheet for practice & guidance
- A4 size sheets (210 x 297mm)

SKU: 09299338



## Artists' Storage Caddy Box

- High quality build and design, tough moulded body and trays
- Two folding trays and a deep space at the bottom
- Ideal storage for artists paintbrushes, pencils, paints, pastels and more
- Secure-fit closing latch
- Outer size: Approximately L32 x H15 x D20cm



SKU: 07290002



## Display Presentation Book (Refillable)

- Available in A3 size 20 clear sleeves (40 pages to view)
- Available in A2 size 10 clear sleeves (20 pages to view)
- Sheets can be removed or more sheets added
- Durable yet light polypropylene outer finish

1



2

1 SKU: 09290036  
A2



2 SKU: 09290035  
A3





# Art Storage

Imagine an art case that can double up as a portfolio case. One where you decide whether to use rings (and portfolio sleeves) or easily remove them and use the case as an art folder. Imagine not needing to carry around two cases, but having one case that does everything.

Zieler's multi-purpose portfolio presentation case works with an easily removable ring board allowing you to transform it quickly into **(1) a portfolio case (2) a presentation case or (3) an art folder!**  
Available in A3 and A2 sizes.

**3-in-1**  
ART  
CASE

A Portfolio Case



A Presentation Case



An Art Folder



## Multi-Purpose Portfolio Presentation Case

- Removable ring board
- 2 Internal pockets for additional storage
- Shower resistant
- Includes 5 Archive-quality, acid free portfolio sleeves
- Available in sizes: A3 (3 rings) and A2 (6 rings)

SKU: 09299275  
A2



0 604565 115942

SKU: 09299276  
A3



0 604565 115959



Grooved, Easy-carry  
handles provide grip & comfort

High Quality Nylon Finish

Includes 5 Archivable  
Portfolio Sleeves

Comfortable Shoulder Strap  
Provided



## Polypropylene Art Carry Folder

- Made from tough, yet lightweight, polypropylene
- Opaque finish
- Durable carry handle
- Two Velcro open-close fasteners for quick and easy access to artwork
- Water-resistant
- 1cm / 0.4" depth - capacity for approximately 100 sheets
- Available in A1, A2 and A3 sizes
- Please note that this carry case does not contain rings

1 SKU: 09290043  
A1



3 SKU: 09290045  
A3



2 SKU: 09290044  
A2



## A3 Moulded Protective Art Carry Case

- Tough nylon, moulded and ribbed outer provides the ultimate protection for artwork
- Lightweight
- Grooved carry handles for more comfort
- Includes shoulder strap for hand-free carrying
- Two internal pockets provide useful additional storage
- Dual zip function ensures contents can be accessed & put away quickly
- Shower Resistant
- Internal measurements: 475mm X 335mm x 55mm (A3+)
- External measurements: 540mm x 390mm x 65mm (excluding handles)

SKU: 09299362





# Art Storage

## A3 Wooden Table Top Easel in Protective Carry Case

*Contains our:*

- A3 Premium Adjustable Wooden Table-Top Easel
- A3 Moulded Protective Art Carry Case

SKU: 09299364



## A3 Premium Adjustable Wooden Table Top Easel

- Board area 450 x 317mm - comfortably fits A3 size work provides extra space for masking the perimeter of A3 work
- Made from smooth hard-wearing beech wood (unvarnished so masking tape is more effective on it).
- Adjustable to 5 different positions (one of which also acts as the closing position)
- Durable, hard, rubber feet stop the board from slipping when in use

SKU: 07290000



## A2 Premium Adjustable Wooden Table Top Easel

- Board area 623 x 436mm - comfortably fits A2 size work provides extra space for masking the perimeter of A2 work
- Made from smooth hard-wearing beech wood (unvarnished so masking tape is more effective on it).
- Adjustable to 5 different positions (one of which also acts as the closing position)
- Durable, hard, rubber feet stop the board from slipping when in use

SKU: 07290027







# **Enter into the wonderful world of lino printing!**

This complete lino set is ideal for beginners and accomplished users alike.

Perfect for projects such as greeting cards, postcards, stamps & much more. Perfect for school or home.

This complete lino set is ideal for beginners and accomplished users alike.

Perfect for projects such as greeting cards, postcards, stamps & much more. Perfect for school or home.



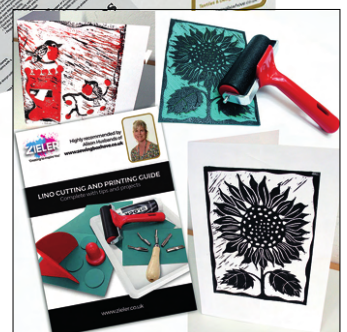
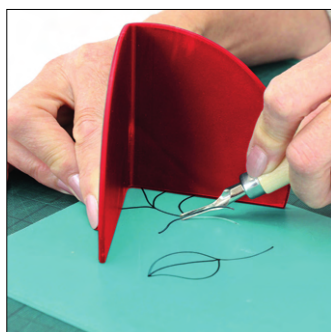
# Lino Cutting & Printing Kit

- Comprehensive 30-piece set
  - Contents: 5 Lino cutters (styles 1-5); 3 Lino block sheets (200x150mm); 3 Lino block sheets (150x100mm); 10 x Printing stamps (43mm diameter); 1 x Ink roller (100mm width); 1 x 100ml Black printing Ink; 1 x Lino cutter safety box; 1 x Lino cutter handle; 1 x Hand guard; 1 x Ink tray; 1 x Printing stamp holder
  - Easy-fit blades – can be stored in the safety tub provided when not in use.
  - Comfortable wooden handle
  - Generous amount of lino
  - Hand guard for safety when cutting
  - Starter guide included
  - Highly Recommended by Alison Husbands (Lino Cutting & Printing Instructor).
- 

SKU: 09299292



Includes tutorial  
guide book



# Lino Cutting & Printing



1

## Lino Block Sheets

- 3mm thick
- Double-sided
- Made from soft polymers for easy carving
- Light green colour allows pencil or ink tracings to be visible
- Available in sizes: A6 (10 sheets)  
A5 (5 sheets) and A4 (3 sheets)

1 SKU: 09299527

A4 - 210 x 297 x 3mm  
(Pack of 3 sheets)



2 SKU: 09299354

A5 - 148 x 210 x 3mm  
(Pack of 5 sheets)



3 SKU: 09299287

A6 - 100 x 150 x 3mm  
(Pack of 10 sheets)



2

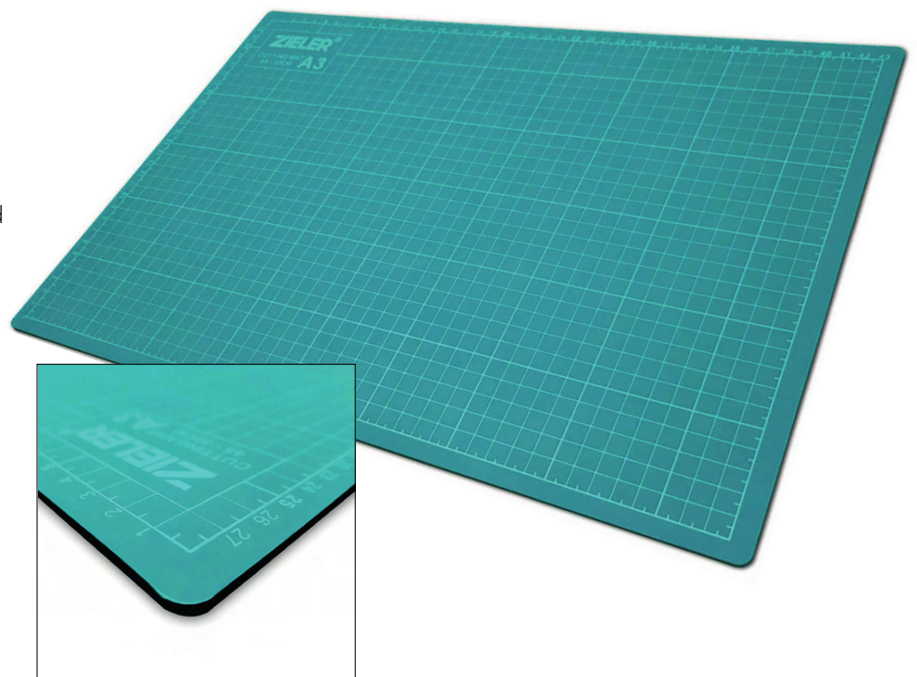


3

## A3 Cutting Mat

- 3mm thick
- Can be used on both sides
- Gridlines on both sides - metric gridded pattern of 10mm squares one side and 25mm squares on the other side. Plus other helpful measurement aids printed on the mat
- Mat size: 450 x 300mm x 3mm

SKU: 09299355





**ZIELER™**

'Creating to Inspire You'

**HIGHLY  
RECOMMENDED**  
★★★★★

by  
Samuel Thomas

*S. Thomas*  
Professional  
Artist

[www.samuelthomasart.co.uk](http://www.samuelthomasart.co.uk)



## A3 WATER COLOUR PAPER

297 x  
420mm

11.7 x  
16.5 ins



[WWW.ZIELER.CO.UK](http://WWW.ZIELER.CO.UK)

**12**  
SHEETS  
**140lb/300gsm**

VERSATILE PAPER  
COLD PRESSED

CODE: 09290024





## Gift Sets

Our Gift Sets are always popular whatever the season or occasion. There's something for everyone!

We can put together bespoke product bundles. Many of our Partners have used these to run special promotions or events.



**ZIELER**



## Gift Sets

### Acrylic Starter Set (17-pieces)

Contains our:

- 10 Premium Acrylic Paints (38ml Tubes)
- A4 Acrylic Pad
- 5 Premium Acrylic Brushes
- 11-Well Round Paint Palette
- Product dimensions:  
315 x 216 x 53mm

SKU: 09299307



### Acrylic 30-Piece Art Set

Contains our:

- 24 Premium Acrylic Paints (22ml Tubes)
- A4 Acrylic Pad
- 5 Premium Mixed Media Brushes

SKU: 09299369





## Acrylic Caddy Box Gift Set

Contains our:

- 10 Premium Acrylic Paints (38ml Tubes)
- A5 Acrylic Pad
- 5 Premium Acrylic Brushes
- 33-Well Folding Paint Palette
- All items presented in our Artists' Storage Caddy Box

SKU: 09299294



## Complete Acrylic Painting Set in a Clear A3 Case (37-pieces)

Contains our:

- 24 Premium Acrylic Paints (22ml Tubes)
- A3 Acrylic Pad
- 10 Premium Mixed Media Brushes
- 17-Well Oval Paint Palette
- A3 Clear Art Project Case

SKU: 09299370





## Gift Sets

### Premium A3 Easel Acrylic Gift Set

Contains our:

- A3 Premium Adjustable Wooden Table-Top Easel
- 10 Premium Acrylic Paints (38ml Tubes)
- A3 Acrylic Pad
- 5 Premium Acrylic Brushes
- 17-Well Oval Paint Palette

SKU: 07292259



### Masterclass Acrylic Painting Set

Contains our:

- A3 Premium Adjustable Wooden Table-Top Easel
- A3 Moulded Protective Art Carry Case
- 24 Premium Acrylic Paints (22ml Tubes)
- 4 Canvas Boards (12"x 16")
- 10 Premium Mixed Media Brushes
- Acrylic Paint Wet Palette
- 5 Palette knives



SKU: 09299375



## Watercolour Starter Set (35-pieces)

Contains our:

- 24 Premium Half Pan Watercolour Set (with accessories)
- A4 Watercolour Pad
- 5 Premium Watercolour Brushes
- Product dimensions: 315 x 216 x 53mm

SKU: 09299297



## Watercolour Caddy Box Gift Set

Contains our:

- 24 Premium Half Pan Watercolour Set (with accessories)
- Watercolour Travel Pad (Spiral Bound)
- 5 Premium Watercolour Brushes
- All items presented in our Artists' Storage Caddy Box

SKU: 09299293





# Gift Sets

## Complete Watercolour Painting Set in a Clear A3 Case

Contains our:

- 24 Premium Half Pan Watercolour Set (with accessories)
- A3 Watercolour Pad
- 10 Premium Mixed Media Brushes
- A3 Clear Art Project Case

SKU: 09299372



## Premium A3 Easel Watercolour Gift Set

Contains our:

- A3 Premium Adjustable Wooden Table-Top Easel
- 24 Premium Half Pan Watercolour Set (with accessories)
- A3 Watercolour Pad
- 5 Premium Watercolour Brushes

SKU: 07292260



## Masterclass Watercolour Painting Set

Contains our:

- A3 Premium Adjustable Wooden Table-Top Easel
- A3 Moulded Protective Art Carry Case
- 24 Premium Half Pan Watercolour Set (with accessories)
- A3 Jumbo Premium Watercolour Pad
- 10 Premium Mixed Media Brushes
- Artists' Blue Masking Fluid
- Masking tape



SKU: 09299374



## Fineliner Drawing Pens Starter Set

Contains our:

- Fineliner Drawing Pens (set of 12)
- A4 Hardback Mixed Media Spiral Bound Sketchbook

SKU: 09299458





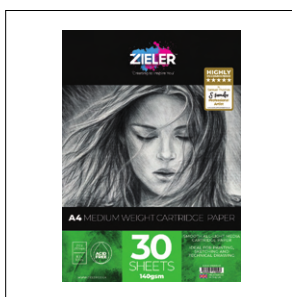
# Gift Sets

## Sketching Pencils Starter Set

Contains our:

- 10 Artists' Sketching Pencil Set
- A4 Medium Weight Cartridge Pad

SKU: 09290060



## Complete Drawing & Sketching Set in a Clear A3 Case

Contains our:

- 10 Artists' Sketching Pencil Set
- Fineliner Drawing Pens (set of 12)
- A3 Medium Weight Cartridge Pad
- A3 Clear Art Project Case

SKU: 09299459





## Colouring Starter Set

*Contains our:*

- 24 Duo Tip Brush & Fineline Pens
- A4 Heavy Weight Cartridge Pad

SKU: 09299356



## Sketching & Watercolour Pencil Starter Set

*Contains our:*

- 24 Artists Watercolour Pencils – Gift Tin Set
- 10 Artists Sketching Pencils Set
- A4 Heavy Weight Cartridge Pad
- No.4 Mixed Media Brush
- Product dimensions: 315 x 216 x 53mm

SKU: 09299521





# Gift Sets

## Coloured Paint Markers Starter Set

Contains our:

- 12 Coloured Acrylic Paint Marker Pens (Fine 1.5mm)
- A4 Black Paper Pad

SKU: 09299457



## Paint Markers Starter Set

Contains our:

- 12 Pastel Acrylic Paint Marker Pens (Fine - 1.5mm)
- A4 Black Paper Pad

SKU: 09299531



## Oil Pastels Starter Set

Contains our:

- 36 Premium Water-Soluble Oil Pastels
- A4 Mixed Media Spiral Bound Pad

SKU: 09299357



## Artists Complete Colouring Set in a Clear A3 Case

Contains our:

- 36 Premium Water-Soluble Oil Pastels
- 24 Duotip Brush & Fineliner Pens
- A3 Mixed Media Spiral Bound Pad
- A3 Clear Art Project Case

SKU: 09299460





# Gift Sets

## Introductory Calligraphy Starter Set

Contains our:

- Introductory Calligraphy Set
- A4 Calligraphy Pad

SKU: 09299373



## Complete Calligraphy Starter Set

Contains our:

- Complete Calligraphy Set
- A4 Calligraphy Pad

SKU: 09299461



Whatever your interest or taste, there's something for everyone with Zieler® Paint By Numbers. It's a canvas board that tells you how to paint a masterpiece! One that's worthy of hanging on your walls.

With our 24 vibrant paint colours there will be no need for you to mix any paints – just dip into the numbered paint and simply brush onto the same number printed on the canvas.

This easy and enjoyable hobby is the perfect way to relax and add calmness to your life.



**Primed A3 Size  
Canvas Board**

420 x 297mm approx

**24 Colours**

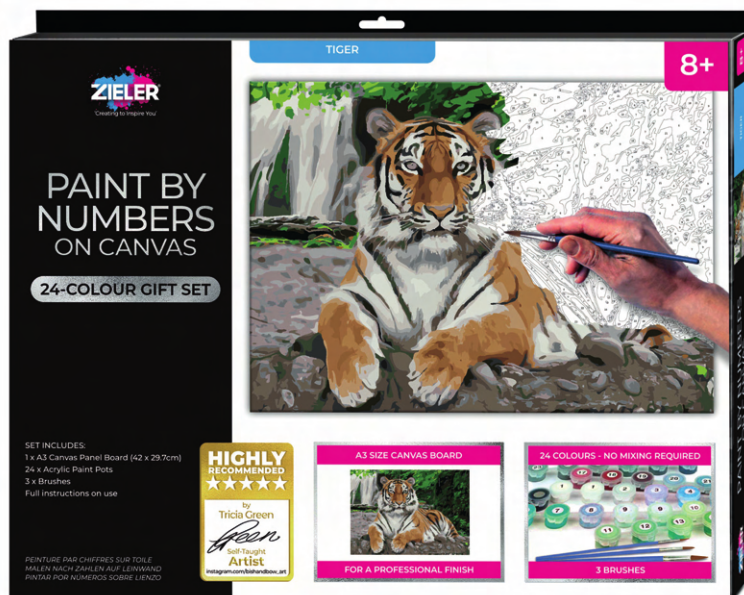
No mixing  
required!

**3 Brushes**

To cover broad  
& fine areas



# Paint by Numbers



## Tiger

- A3 sized primed canvas board (3mm board, 280gsm canvas)
- 24 Acrylic paint colours (no mixing of paints required)
- 3 Brushes (sizes: No.1, No.2 & No. 4)
- Full instructions on use

SKU: 09299433



## Big Ben

- A3 sized primed canvas board (3mm board, 280gsm canvas)
- 24 Acrylic paint colours (no mixing of paints required)
- 3 Brushes (sizes: No.1, No.2 & No. 4)
- Full instructions on use

SKU: 09299434



## Venice

- A3 sized primed canvas board (3mm board, 280gsm canvas)
- 24 Acrylic paint colours (no mixing of paints required)
- 3 Brushes (sizes: No.1, No.2 & No. 4)
- Full instructions on use

SKU: 09299435



## Horses

- A3 sized primed canvas board (3mm board, 280gsm canvas)
- 24 Acrylic paint colours (no mixing of paints required)
- 3 Brushes (sizes: No.1, No.2 & No. 4)
- Full instructions on use

SKU: 09299436



## Puppies

- A3 sized primed canvas board (3mm board, 280gsm canvas)
- 24 Acrylic paint colours (no mixing of paints required)
- 3 Brushes (sizes: No.1, No.2 & No. 4)
- Full instructions on use

SKU: 09299437



## Parrots

- A3 sized primed canvas board (3mm board, 280gsm canvas)
- 24 Acrylic paint colours (no mixing of paints required)
- 3 Brushes (sizes: No.1, No.2 & No. 4)
- Full instructions on use

SKU: 09299438





# Paint by Numbers



## Pandas

- A3 sized primed canvas board (3mm board, 280gsm canvas)
- 24 Acrylic paint colours (no mixing of paints required)
- 3 Brushes (sizes: No.1, No.2 & No. 4)
- Full instructions on use

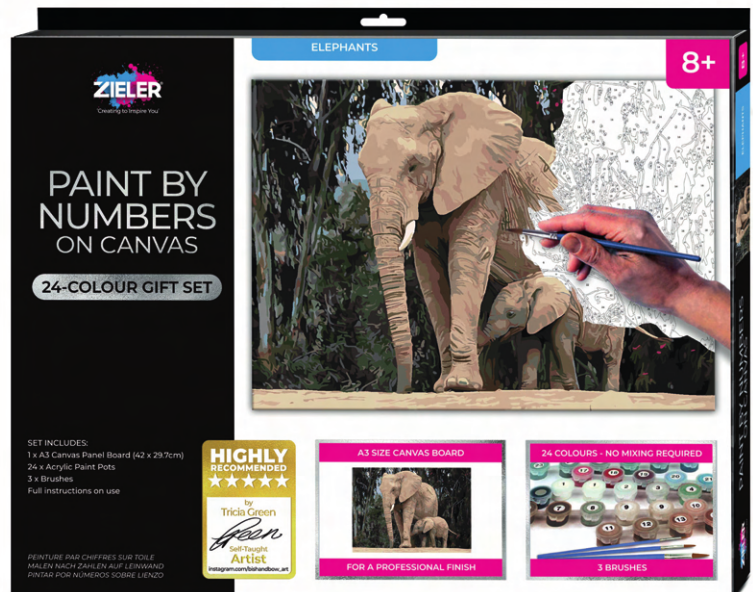
SKU: 09299439



## Elephants

- A3 sized primed canvas board (3mm board, 280gsm canvas)
- 24 Acrylic paint colours (no mixing of paints required)
- 3 Brushes (sizes: No.1, No.2 & No. 4)
- Full instructions on use

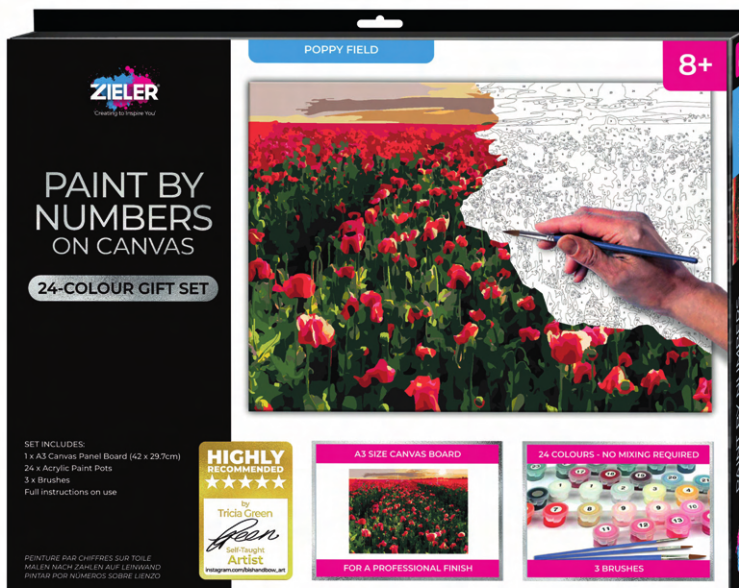
SKU: 09299440



## Poppy Field

- A3 sized primed canvas board (3mm board, 280gsm canvas)
- 24 Acrylic paint colours (no mixing of paints required)
- 3 Brushes (sizes: No.1, No.2 & No. 4)
- Full instructions on use

SKU: 09299441



## Longboat on Island

- A3 sized primed canvas board (3mm board, 280gsm canvas)
- 24 Acrylic paint colours (no mixing of paints required)
- 3 Brushes (sizes: No.1, No.2 & No. 4)
- Full instructions on use

SKU: 09299442



## Windmill

- A3 sized primed canvas board (3mm board, 280gsm canvas)
- 24 Acrylic paint colours (no mixing of paints required)
- 3 Brushes (sizes: No.1, No.2 & No. 4)
- Full instructions on use

SKU: 09299443



## Mediterranean Village

- A3 sized primed canvas board (3mm board, 280gsm canvas)
- 24 Acrylic paint colours (no mixing of paints required)
- 3 Brushes (sizes: No.1, No.2 & No. 4)
- Full instructions on use

SKU: 09299444





# Empowering local retailers with the help of Faire

2022 saw Zieler form an important collaboration with Faire - the world's largest online wholesale marketplace. Its mission is to help small businesses come together to compete on a more level playing field with large national retailers.

Our roots stem from being a small retailer so helping these same businesses to compete in their marketplace really resonates with us.



Our partnership with Faire has enabled us to offer customers a low-risk solution to ordering our products. The benefits include a low minimum order value and MOQ, free delivery, extended credit terms and money off first orders.

Customer feedback has been wonderful. Nothing gives us more pleasure than giving back to local retailers wherever they may be in the world!



**"Brilliant**

*Absolutely no fault! Brilliant company, fast delivery, products are amazing quality and still affordable. The best thing was how it was packed, that's got to be an artform, well done to the packer, you could teach alot of companies on how to send products to customers. You just get the feeling zieler care. That is very much appreciated so thank you very much".*

Pandora - UK



**"Nice products, great service**

*Super fast shipping and products were very well packed. Good quality products. Nice touch also of personal customer service. We'll be ordering again!"*

Amanda - Finland



**"Wow**

*I have no idea how this shipped so quickly!! The art supplies are wonderfully packaged and of super high quality! Very personable interactions and well cared for service!"*

John - USA

# How Van Beek is Working with Zieler to Grow its Art Supplies Business



**van beek**  
art supplies since 1895

*Van Beek Art Supplies started in 1895 with 1 shop in Amsterdam. Today, they have grown into a much larger family business with 8 shops and various web shops.*

My team and I came to Creative World, Frankfurt in search of a supplier to help us enter the market for products for art beginners and intermediates. We were seeking something that we could call our own so that direct comparisons against competitors' products would be harder to make. In Zieler, **we came back from Frankfurt not with a supplier, but a Partner.**

Having been attracted to Zieler's product design and innovation, it remained for our artists to test the performance of their products; they were suitably impressed and so we began work on quickly rolling out the range to our physical and online stores. Having ensured that all of our sales team were fully behind the brand, we regularly featured Zieler in our newsletters and email campaigns.

Feedback from customers has been excellent and the products have sold very well. All of our marketing efforts are extremely worthwhile knowing that we do not have to worry about others in our territory stocking Zieler. This gives us a **clear point of difference** against our competitors.

Zieler has quickly become an important part of our established portfolio of brands. This is testimony to the commitment of both businesses to making the Partnership work.

At Van Beek we always try to be at least one step ahead of our local competition. Recently, we have heavily invested in systems. It is these tools that will fuel further growth opportunities with Zieler - not only through Van Beek outlets, but also established 3rd party operators like Bol.com.

Regularly discussing products and general ideas with Kiren and Raj is always exciting. **Dealing with the owners means we can make decisions easily and execute them quickly.** This has helped grow the brand in a short space of time in the Netherlands and Belgium with plenty of more opportunities for future growth.



**Eric Nip**  
Owner  
Van Beek





# How Paleta Art has Built the Zieler Brand Across Poland



*Distributor Paleta Art has been operating since 1995 and is one of the first companies in Poland to distribute art supplies.*

A few years ago we were let down by a key supplier leaving us short of supplies for hobbyist artists. This presented us with a challenge as it was an area we wished to expand in due to it being the quickest growing market in Poland.

Luckily, we managed to find Zieler whose products were a perfect match for our requirements. In the space of only a few years, Zieler has become a very important brand for us. Our relationship works very well both ways. On the one hand, we are trusted to grow the brand in Poland; on the other hand, we are well-supported and given every opportunity to make the brand our own in our territory.

It is reassuring to know that **any enquiries to become a Zieler stockist in Poland are always directed to us.** The mutual understanding between Paleta and Zieler has provided a big incentive for us to increase brand awareness and grow sales as quickly as possible. This has been achieved in a number of different ways.

We use direct selling with our remote sales team who show the Zieler products to our customers so they can see, feel and try them rather than only looking at pictures in a catalogue or on a screen.

Zieler features heavily in our social media campaigns across Facebook, Instagram and YouTube. Our posts can range from the launch of a new product through to running a competition.

Our work with 'Influencers' giving a video review of Zieler products has also proved to be effective and something we often link back to our website.

Our digital marketing work has really helped prospective customers to become familiar with Zieler products and for our existing customers to be kept up-to-date with what's happening with the brand.

**It's great to know that Zieler will support us wherever possible.** For instance, when we celebrated our 25th trading anniversary recently and wanted to thank our long-standing customers with some promotions. Zieler prepared a range of special art sets for the occasion. Our customers were delighted and the sales of the sets were strong.

Working with Zieler is always a pleasure - we view the future with great excitement.



**Joanna Sadowska (Owner)**  
& the Paleta Art Team

# Art & Hobby and Zieler – 2 Brands Very Much Aligned



*With over 20 shops and a strong online presence, Art & Hobby is one of the foremost retailers in Ireland for a comprehensive range of both art & craft materials as well as a lead stockist of educational toys & games.*

At Art & Hobby we are always looking to meet the needs of our customers. In fact, one of the key reasons behind the founding of our business in 1991 was to create a friendly, creative environment for those who were looking to get started with art. We wished to be the place that brought the ability to create with art materials to everyone from novice to expert.

So when we learned about Zieler and were given the opportunity of potentially representing the brand in Ireland we saw it as a natural fit.

**The view of our loyal artistic customers reinforced the positive feedback** which Zieler's own artists provided when testing the products.

We listed the majority of the Zieler range simply knowing that our customers couldn't buy these products from anywhere else in Ireland. We were supported with product giveaways for social media competitions and this, together with our other marketing campaigns, helped create awareness very quickly.

**We've been delighted with sales performance across the board.** The art sets have proved especially popular for gifting. Equally impressive has been the high level of service we receive - nothing is ever too much trouble. For example, we were unsure of what was entailed in getting

our goods across the border immediately after Brexit. Zieler took the time to work this out and put everything in place for a swift delivery.

**Zieler's experience in retailing shows in its thinking and its products.** There is a genuine understanding of the challenge that some retailers face when stock is being supplied to so many of us in one market.

Kiren and Raj's understanding of quality, packaging and customer price-points for Zieler's products is impressive. The combination of these three essentials meets perfectly with the needs of our loyal customers.

The passion for new ideas and product improvements is always evident and makes us believe that our sales with Zieler will go from strength to strength. Further, with our shared experiences and **Zieler's own unique business model**, there is a real sense of community between two long-established family businesses.

**Richéal**  
Group Sales Manager  
Art & Hobby



# Creating to Inspire you





## Meet The Artists

At Zieler, we have the pleasure of working with many talented artists.

Here are a few of them who have helped make our products what they are.



**SAMUEL** is a Norfolk & Brighton based artist with a painting style that is truly unique. Samuel's artwork is influenced by pop-art, art deco, psychedelia and dreamscape, this fusion of styles gives the artwork a contemporary feel.



**SUE** is a craft designer and hand lettering artist. Some of her work is commission-based, blogs and magazine articles, with some logo design and digital lettering. Sue has a real passion for colour, and how it can influence the mood and represent different meanings.



**AMY** is a mixed media artist based in Brighton with a BA Honours in Art & Design. She works on large scale acrylic paintings as well as smaller scale watercolour pieces and illustrative drawings.



**CLAIRE** is a self-taught arts and crafts obsessed individual. She has a passion for colouring and loves to experiment with just about anything related to art or craft. She often uses products and materials in different ways to traditional artists.



**LORENZA'S** favourite media is watercolours or any water soluble paint. She is a very experimental artist, never afraid to try new products and always very focused on the quality.



**TRISH** is a Brighton born artist who studied Art and Design at Brighton Metropolitan College achieving a Distinction grade. Trish's great passion is drawing and colouring on a variety of surfaces. Producing art on the likes of bags, shoes and jewellery.



**JANET** grew up in London, graduating from the University of Hertfordshire with a first class degree in Cognitive Science and Psychology. For the past ten years though she has taught her passion, Art and Photography, and has found it extremely rewarding



**KEREN** is a self-taught artist with over 30 years experience of painting, creating & selling art. Keren would sketch anything that took her interest often adding her own patterns into the image.



**ALISON** is a fully qualified teacher in Textiles and Design Technology and runs a series of workshops across these areas. She used to run the well-known Liberty Sewing School in London and has a wealth of experience with lino cutting and printing.



**NATALIE** is a self-taught artist – her passion for sketching and painting started from a very young age when she was winning local art competitions. Her love for drawing pet portraits is proving to be hugely popular with her customers.





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