The UK marketing concept 2014
Welcome to the New World of Bob Ross!

Previously, American-made Bob Ross products have been distributed in the UK by Artraders Company. Today, we proudly announce the manufacturing and improved distribution system of BOB ROSS Products by global industry leader Daler Rowney Ltd. and its dedicated subsidiary Lukas Nerchau GmbH.

They have worked tirelessly to achieve the same superior designs and formulations that BOB ROSS himself developed over 30 years ago, making his Bob Ross Wet-on-Wet Technique® the most recognized method of painting by millions throughout the world.

Daler Rowney Ltd., Lukas Nerchau GmbH, and Bob Ross Incorporated are all committed to bringing The Joy of Painting and Bob Ross to millions more.
History

The products for:
- Landscape painting
- Flower painting
- Wildlife painting

Planogram and distribution concept

Promotional support
Who is Bob Ross?

Bob Ross is an American artist who developed a unique system which enables painters in any level – especially beginners – to create a realistic work of art within a few hours (even after 2 hours a real beginner can achieve a picture like the one below). 

Bob Ross wet-on-wet technique® introduces the artist, step by step, into the world of art. Painting with oil colours becomes easy and the artist is immediately amazed with the fulfilment of his artistic work.
Bob Ross success story

- A native of Orlando, Florida, Bob Ross began painting at the age of 18 when he joined the Air Force and was stationed in Alaska. He took various art courses at universities and colleges, and after seeing Bill Alexander on television, he developed and personalized his very own quick and unique *Bob Ross Wet-on-Wet Technique*.

- In 1981, Bob began touring the U.S. to teach his painting style. He met Annette Kowalski and formed together a business partnership— the Bob Ross Company.

- The first of his „Joy of Painting“ programs aired in 1982. It is the beginning of the success story:
  - Carried by more than 450 public television stations
  - Accessing more the 100 million households
  - More than 400 shows
  - More than 5 million books sold
  - For over 30 years now
  - Broadcasted all over the world: in Japan, Mexico, The Philippines, South Korea, Taiwan, Hong Kong, Turkey, The Netherlands, the United Kingdom, Germany, Switzerland, Belgium, Austria, Costa Rica, Iran and Canada...
  - 1,1 million “Likes” on facebook
What is the Bob Ross wet-on-wet technique?
And why is it so unique?

„Wet-on-wet“ means that the artist continues adding paint on top of still-wet paint. The method consists of applying wet paint on top of wet paint, omitting the traditional wait for each layer to dry. Using special firm oil paints and starting with a wet-based canvas, paints are glided across the canvas with a large brush or palette knife – making clouds, mountains and trees appear in seconds.

This is possible thanks to the products developed by Bob Ross especially for his wet-on-wet technique: The Bob Ross oil colours, the Bob Ross mediums... Combined with special brushes and knives, it remains very easy for the artist to „tap-tap-tap“ clouds, mountains, trees and water.

Thanks to the wet-on-wet technique, the artist can paint a complete realistic work of art in a few hours (2-3 hours).
History

The products for:
- Landscape painting
- Flower painting
- Wildlife painting
What is so special with the Bob Ross products?

The products are developed in a closed and complementary system which guarantees to achieve the same /or a very similar result as on the Bob Ross TV show:

The colours:

• The oil colours have a high pigmentation that allows gradual brightening and a unique texture, specially adapted to the technique. (Landscape paint is very stiff for easy application with a knife. Flower paint is much softer for easy mixing and smooth colour degradation.)

• The colour shades are developed in a special way to get very easy the colours of nature. So there are three specific ranges of colours: **Landscape Painting, Flower painting and Wildlife painting.**

• The oil colours are compatible with the liquid base coat. They make possible to obtain the same mix of colours as Bob Ross himself on his TV show.
What is so special with the Bob Ross products?

The products are developed in a closed and complementary system which guarantees to achieve the same /or a very similar result as on the Bob Ross TV show:

**Mediums and painting support (canvas):**

- Unique liquid oil colour for priming the canvas with the special slow drying Liquid Base Coat (in white, black, transparent and opal). This is THE secret of the wet-on-wet painting technique.

- Fast drying Gesso (in white, black and grey) are used in projects requiring a dry pre-coated canvas.

- Canvases that are stretched very firmly (to enable painting with pressure on the canvas) and covered with a grey primer, which allows the painter to see if the Liquid White is properly applied.
What is so special with the Bob Ross products?

The products are developed in a closed and complementary system which guarantees to achieve the same /or a very similar result as on the Bob Ross TV show:

The accessories

- The high quality **brushes and painting knives** have specific forms. They easily create impressive effects like clouds and realistic details for trees or mountains.

- Special **easels** with very practical features: shelf for storage of painting material, with rubber non-skid feet which protect surfaces, special hole for the thinner bucket...

- Special **brush cleaning system** for big brushes.

- The **palette** which is large enough to provide ample working space for all colours of a theme using the large brushes and knives.
History

The products for:
• Landscape painting
• Flower painting
• Wildlife painting
Discovering the Bob Ross products

The ranges are developed according to the Bob Ross themes: Landscapes, flowers and wildlife.

**Landscape painting (the range):**
- Oil colours in 14 shades – 37ml and 200ml.
  High pigmented colour formulation, shades adapted to colours specifications of realistic landscape painting.
- Mediums: Gesso (Black, White, Grey) and Liquid Base Coats (White, Black, Clear).
  THE secret of the wet-on-wet technique
- Odourless Thinner in 3 sizes (125ml, 1L, 5L).
  Specially adapted to clean the Bob Ross brushes
  “Never wash an expensive oil colour brush with water and soap” (BOB ROSS)
- 10 special brushes
- 2 painting knives
- A big Bob Ross palette
- 4 collector’s album, 1 Workshop DVD (3 hours), 5 Project DVD’s
- 3 Sets
Discovering the Bob Ross products

**Landscapes:** Oil colours in 14 shades in 37ml

- **Old design**
  - Plastic tube

- **NEW design**
  - Aluminium tube
Discovering the Bob Ross products

**Landscapes:** Oil colours in 14 shades in 200ml

- **Old design**
  - Plastic tube
  - 150 ml

- **NEW design**
  - Aluminium tube
  - 200 ml
Discovering the Bob Ross products

Landscapes: Gesso in 3 colours

Old design
16oz (473 ml)

NEW design
500 ml
Discovering the Bob Ross products

**Landscapes:** Liquid base coats in 3 colours

THE secret of the wet-on-wet technique

Old design
Clear, black and white in **8oz (236,60 ml)**
White in **16oz (473 ml)**

NEW design
Clear, black and white in **250 ml**
White in **500 ml**
Discovering the Bob Ross products

**L**andscapes: Odourless Thinner in 3 sizes

- **Old design**
  - ½ gallon (1,89L)

- **NEW design**
  - 125 ml, 1L, 5L
Discovering the Bob Ross products

Landscapes: 10 special brushes
Discovering the Bob Ross products

**Landscapes:** 2 painting knives

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The Bob Ross knives are very different from traditional painting knives: they are larger and firmer. They have straight edges, so loading is very easy and simple.
Discovering the Bob Ross products

**Landscapes:** 1 Workshop DVD (3 hours),
5 Project DVD’s

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Discovering the Bob Ross products

Landscapes: Basic set (European version)

Content:
- 5x37ml tubes
- 100ml Liquid White
- 125 ml Odourless thinner
  (additional item)
- 1 painting knife n°5
- 1 brush landscape
- Instruction leaflet

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Discovering the Bob Ross products

Landsapes: Master set

Content:
- 8x37ml tubes
- 100ml Liquid White
- 1 painting knife n°10
- 4 brushes for landscape painting
- Instruction leaflet
- 1 DVD

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Discovering the Bob Ross products

**Landscapes:** Master set DELUXE

**Content:**
- 12x37ml tubes
- 200 ml titanium white
- 100 ml Liquid White
- 2 painting knives n°5 and n°10
- 6 brushes landscape
- 1 canvas Bob Ross 30x40 cm

**Instructions**
- Book „Discover The Joy of Painting“
- 1 DVD 3 hours workshop

**Art. N°:** 5000 6515
History

The products for:
- Landscape painting
- **Flower painting**
- Wildlife painting
Discovering the Bob Ross products

The ranges are developed according to the Bob Ross themes: Landscapes, flowers and wildlife.

**Flower painting (the range):**
- Oil colours in 15 shades in 37ml and Titanium white in 200ml
  Different softer formulation than landscapes colours. To improve soft colour blending for painting flowers.
- Special adapted colour shades for painting flowers.
- Opal liquid base coat - THE secret of the wet-on-wet technique (additional colour for flower painting)
- Floral oil paint medium in 125 ml
  To improve colour flow on the canvas.
- 5 special brushes for the shapes in flower painting.
- Floral Paper Palette.
- 2 books, 1 Workshop DVD (3 hours).
- 2 Sets.
Discovering the Bob Ross products

**Flowers:** Oil colours in 15 shades in 37ml

Old design

**Plastic tube**

NEW design

**Aluminium tube**
Discovering the Bob Ross products

**Flowers:** Oil colour in 200ml - Titanium white

- **Old design**
  - Plastic tube
  - 150 ml
  - Art. N° R6730

- **NEW design**
  - Aluminium tube
  - 200 ml
  - Art. N° 5000 6810
Discovering the Bob Ross products

**Flowers:** Opal liquid base coat

THE secret of the wet-on-wet technique

- **Old design**
  - Aluminium tin
  - 250 ml
  - Art. N°R6239

- **NEW design**
  - Plastic pot
  - 250 ml
  - Art. N°5000 6239
Discovering the Bob Ross products

**Flowers:** Floral oil paint medium in 125 ml

- **Old design**
  - Plastic bottle
  - 125 ml
  - Art. N°R6740

- **NEW design**
  - Glass bottle
  - 125 ml
  - Art. N°5000 6740
Discovering the Bob Ross products

**Flowers:** 5 special brushes
Discovering the Bob Ross products

**Flowers:** 2 books

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Discovering the Bob Ross products

**Flowers: Set**

**Content:**
- 8x37ml tubes
- 100ml Liquid White
- 125 ml floral oil medium
- 4 brushes flowers and landscape

**Instructions**

**Artraders Article No** | **Bob Ross Article No** | **Description** | **Barcode**
---|---|---|---
R6470UK | 50006470 | B.ROSS FLOWER PAINT SET | 4001128157399
Discovering the Bob Ross products

**Flowers: set DELUXE**

Content:
- 12x37ml tubes
- 200 ml titanium white
- 100 ml Liquid White
- 5 brushes landscape and flowers
- 1 canvas Bob Ross 30x40 cm

Instructions
- Book „Joy of Painting Flowers“
- 1 DVD 3 hours workshop

Art. N°: 5000 6475
History

The products for:

- Landscape painting
- Flower painting
- Wildlife painting
Discovering the Bob Ross products

The ranges are developed according to the Bob Ross themes: Landscapes, flowers and wildlife.

**Wildlife:**
- Oil colours in 7 shades in 37ml
  Different softer formulation than landscapes colours. To improve soft colour blending for painting wildlife.
- Special adapted colour shades for painting animals.
- Acrylic liquid in 2 shades in 100 ml
- 7 special brushes for the shapes in wildlife painting
- 7 instruction pack, 1 Workshop DVD (70 min), 2 DVD
- 2 Sets
Discovering the Bob Ross products

**Wildlife:** Oil colours in 7 shades in 37ml

Old design
Plastic tube

NEW design
Aluminium tube
Discovering the Bob Ross products

*Wildlife:* Acrylic liquid in 2 shades in 100 ml

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Discovering the Bob Ross products

Wildlife: 7 special brushes
Discovering the Bob Ross products

**Wildlife:** set PANDA

**Content:**
- 8x37ml tubes
- 100ml acrylic liquid black
- 125 ml floral oil medium
- 125 ml odourless thinner
- 4 brushes

**Instructions**

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Discovering the Bob Ross products

**Wildlife:** set JAGUAR

Content:
- 8x37ml tubes
- 100ml acrylic liquid black
- 125 ml floral oil medium
- 125 ml odourless thinner
- 4 brushes

Instructions

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History

The products for:
- Landscape painting
- Flower painting
- Wildlife painting
Discovering the Bob Ross products

Accessories: canvas

Medium smooth, pre-stretched, double-primed canvases.

Features:
Covered with a grey primer, which allows the painter to see if the Liquid White is properly applied.

Stretched much tighter than other brands, permits the painter to achieve desired results when tapping with big brushes and using painting knives. This is one of the other SECRETS of the Bob Ross technique.

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Discovering the Bob Ross products

Accessories: Bob Ross palette

Clear acrylic plastic palette

Advantages:
- It will not distort the colour (compared to a wooden palette)
- It is extremely smooth for easy brush or knife loading
- The plastic will not absorb oil
- Easy to clean

Features:
**Large** enough to provide ample working space for the large brushes and knives

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Discovering the Bob Ross products

**Accessories:** brush cleaning system

**How to use:**
Inside the bucket, the screen stands about 1“ high and the Bob Ross Odourless Thinner is approximately ¾“ above that.

- Scrub the bristles firmly against the mesh screen to remove the paint.
- Shake out the excess thinner.
- Then beat the bristles firmly against the beater rack to dry the brush.

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Discovering the Bob Ross products

Accessories: easels

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How are the Bob Ross concept sales encouraged?

**BOB ROSS painting classes**

With more than 200 Bob Ross Teachers in the UK holding local workshops almost every week, people can learn to paint just like Bob Ross does on TV - in a few hours! Classes are specially suited for beginners; you need no previous experience to attend. (Only Certified Ross Instructors (CRI®, CRFI®, CRWI® and CRPI®) are allowed to hold classes and trained to provide reliable guidance you can count on.

- Everybody will take home his own completed painting after just one class.
- Everybody will receive a special attendance certificate
- Everybody spend the day experiencing the true joy of painting and change your life
How are the Bob Ross concept sales encouraged?

BOB ROSS certified instructor program

In order to ensure a quality education if somebody wants to teach the BOB ROSS technique there are special training programs in the various techniques (CRI® for landscape painting, CRFI® for floral painting, CRWI® for wildlife painting). In the classes you’ll learn to paint, teach and promote yourself in the spirit of TV’s Number One Art Show The Joy of Painting®. Anyone can enter this program, you need only the desire to paint. Add to it an eagerness to teach others and you’re ready to begin the wonderful adventure to becoming part of this world-famous Bob Ross phenomenon.

- A class consists of 3 modules (1 week each module, 3 weeks in total).
- Currently there are 3 classes (total of 9 weeks) available per year that will be centrally organized in the UK. The next class will start in autumn.
- Classes are held by specialized Teacher Trainer coming from the US.
“There are no mistakes, just happy accidents”