

Proceed[®]

PROFESSIONAL DECORATIVE PAINTING SYSTEM

MANUFACTURED BY
GOLDEN
ARTIST COLORS[®]

“FINALLY - A COMPLETE DESIGNER PALETTE
FOR THE PROFESSIONAL!”

PROCEED[®] Professional Decorative Painting System

A concise, but complete “designer palette” of high-performance paints, glazes, pigment dispersions, textures, crackle effects and ancillary products that work together seamlessly to offer an unprecedented range of control over color, sheen and texture.



Sophistication. Simplification.

Rich, luscious textures that play with light and beguile the eye need not be complicated or difficult to achieve. The Proceed® Professional Decorative Painting System textures, slow-drying colors, glazes and color dispersions provide a versatile toolbox for creating traditional finishes and for exploring unique new effects. Work straight from the container, combine products, or add whatever aggregates and materials you desire.

Proceed can help you achieve the look you want in fewer passes and fewer products, and since the products are water-borne, clean up is fast and easy. Proceed is manufactured by Golden Artist Colors, so you can count on its durability, consistency, and unparalleled color intensity.



GLAZING MEDIUMS

Proceed® Painting & Glazing Mediums are designed for interior decorative applications such as glazing, wood graining, and trompe l'oeil murals. They are intended to be used in conjunction with other Proceed decorative products, including Proceed Slow-Drying Fluid Acrylics and Proceed Pigment Dispersions. The three glazing mediums can be blended together at any ratio to adjust the consistency and working time.



FULL-BODIED PAINTING & GLAZING MEDIUM

Sets up to a thicker consistency when left undisturbed, and is less likely to drip and run from application tools when working on broad wall and ceiling applications.

Item: D001-7, 1 quart, Retail \$20.90

Item: D001-8, 1 gallon, Retail \$68.50

Trial Size: D001-5, 8 oz., Retail \$8.79

LOW VISCOSITY PAINTING & GLAZING MEDIUM

Formulated at a thinner consistency and is more “oil-like.”

Item: D002-7, 1 quart, Retail \$20.90

Trial Size: D002-5, 8 oz., Retail \$8.79



SMOOTH TRANSPARENT GLAZING GEL

Creates the look of traditional waxed finishes as well as smooth, hard, transparent layers of color if tinted.

Item: D155-D, 115 oz., Retail \$72.40

Trial Size: D155-6, 16 oz., Retail \$14.98

LOW ABSORBENCY BASE COAT

Proceed® Low Absorbency Base Coat is a priming and sealing acrylic architectural coating used to maximize the working time of glazes and other decorative finishing products.



LOW ABSORBENCY BASE COAT

This paint is designed to function as a primer and a low absorbency base paint all in one. The Base Coat comes in two tint bases, a pastel and a deep tone for achieving dark colors. It dries to an eggshell sheen.

PASTEL BASE

Item: D200-D, 115 oz., Retail \$53.55

Item: D200-F, 576 oz., Retail \$242.55

DEEP TONE BASE

Item: D201-D, 115 oz., Retail \$49.35

Item: D201-F, 576 oz., Retail \$220.50

TEXTURES



ROUGH IRREGULAR TEXTURE

Exhibits both smooth and rough characteristics, takes glazes well and makes an ideal painting ground for murals and ornamentation work.

Item: D150-D, 115 oz., Retail \$64.70

Item: D150-F, 576 oz., Retail \$299.50

Trial size: D150-6, 16 oz., Retail \$12.95



ROUGH REGULAR TEXTURE

Creates a coarse surface and can resemble cut stone block and stucco. Takes glazes well and makes an ideal painting ground for murals and ornamentation work.

Item: D152-D, 115 oz., Retail \$58.80

Item: D152-F, 576 oz., Retail \$266.20

Trial size: D152-6, 16 oz., Retail \$12.95



SMOOTH ABSORBENT TEXTURE

Produces a smooth, absorbent surface with a fine, uniform relief that readily accepts paints and glazes while retaining a “dry” matte finish.

Item: D154-D, 115 oz., Retail \$59.30

Item: D154-F, 576 oz., Retail \$268.80

Trial size: D154-6, 16 oz., Retail \$12.95



SMOOTH TRANSLUCENT TEXTURE

Creates the look of “Veneziano” Venetian plasters when burnished as well as other old world and contemporary looks that rely on layering of translucent color.

Item: D156-D, 115 oz., Retail \$63.60

Item: D156-F, 576 oz., Retail \$295.70

Trial size: D156-6, 16 oz., Retail \$12.95



SMOOTH LIGHT-BODIED TEXTURE

Creates a soft fabric-like finish. It is a fluffy and warm texture that provides a durable coating.

Item: D157-D, 115 oz., Retail \$64.90

Item: D157-F, 576 oz., Retail \$299.20

Trial size: D157-6, 16 oz., Retail \$12.95

TEXTURES



CRACKING SIZE

A clear cracking size that augments the cracking effects of Proceed Cracking Textures and Cracking Glaze. Cracking effects are not time dependent and the Cracking Textures may be applied over the size coat at any time up to several weeks.

Item: D170-8, 128 oz., Retail \$66.20
Trial size: D170-6, 16 oz., Retail \$12.95



TRANSPARENT CRACKING GLAZE

A single - step, clear cracking glaze that generates a transparent porcelain crackle patina. It may also be used over Cracking Size to produce larger cracking patterns. Tintable with Proceed Pigment Dispersions or blend with Proceed Metallic Mediums. Use over Proceed Low Absorbency Base Coat on rigid substrates only.

Item: D171-D, 115 oz., Retail \$81.60
Trial size: D171-6, 16 oz., Retail \$14.98



SMOOTH CRACKING TEXTURE

A single - step, trowelable smooth texture that generates a geometric "mudcrack" crackle pattern. It may also be used over Cracking Size to produce larger cracking patterns. Tintable with Proceed Pigment Dispersions. Use over Proceed Low Absorbency Base Coat on rigid substrates only.

Item: D172-D, 115 oz., Retail \$75.90
Item: D172-F, 576 oz., Retail \$350.50
Trial size: D172-6, 16 oz., Retail \$14.30



ROUGH CRACKING TEXTURE

A single - step, trowelable rough texture that generates an organic irregular cracking pattern. It may also be used over Cracking Size to produce larger cracking patterns. Tintable with Proceed Pigment Dispersions. Use over Proceed Low Absorbency Base Coat on rigid substrates only.

Item: D173-D, 115 oz., Retail \$76.50
Item: D173-F, 576 oz., Retail \$352.00
Trial size: D173-6, 16 oz., Retail \$14.30



ROUGH GLASS BEAD TEXTURE

A clear acrylic medium containing glass beads that is used to create accents of jewel - like reflected light. It may be tinted with Proceed Dispersions (transparent pigments are recommended), or Proceed Slow Drying Acrylics and Proceed Metallic Mediums.

Item: D159-D, 115 oz., Retail \$80.90
Item: D159-F, 576 oz., Retail \$375.90
Trial size: D159-6, 16 oz., Retail \$14.98



EXTRA ROUGH GLASS BEAD TEXTURE

A trowelable acrylic clear medium with a larger diameter glass bead that is used to add large accents of jewel-like reflected light. This texture may be diluted with Smooth Transparent Glazing Gel if a lower loading of beads is desired.

Item: D160-D, 115 oz., Retail \$80.90
Item: D160-F, 576 oz., Retail \$375.90
Trial size: D160-6, 16 oz., Retail \$14.98

METALLIC TEXTURE



METALLIC TEXTURE Pearl Base

A translucent metallic plaster tinting base that yields a wide range of light to highly saturated colors using either Proceed Pigment Dispersions or Slow-Drying Fluid Acrylics.

Item: D153-D, 115 oz.

Retail \$79.60

Item: D153-F, 576 oz.

Retail \$370.20

Trial size: D153-6, 16 oz., Retail \$14.98



METALLIC TEXTURE Gold Base

For use as a tinting base for metallic textures when a warm undertone and reflection is desired. Tint with transparent pigments to maximize the metallic luster in the final finish.

Item: D158-D, 115 oz.

Retail \$81.60

Item: D158-F, 576 oz.

Retail \$380.60

Trial size: D158-6, 16 oz., Retail \$14.98

METALLIC MEDIUMS

METALLIC MEDIUMS

Iridescent acrylic mediums highly pigmented with mica pigments to produce strong metallic effects. Tintable with Pigment Dispersions or Slow-Drying Fluids.

COLOR	ITEM #	SIZE	RETAIL
Pearl	D097-D	115 oz.	\$78.00
	DO97-L	28.75 oz.	\$26.00
Gold	D096-D	115 oz.	\$78.00
	DO96-L	28.75 oz.	\$26.00
Copper	D095-D	115 oz.	\$78.00
	DO95-L	28.75 oz.	\$26.00
Bronze	D094-D	115 oz.	\$78.00
	DO94-L	28.75 oz.	\$26.00



SLOW-DRYING FLUID ACRYLICS

Waterborne paints with long open time and easy blending. Use to tint glazes or paint with oil painting techniques. These paints are designed to blend for 15 minutes, build at 45 minutes, still wipe off with water at an hour and a half, dry hard overnight on semi-porous substrate, and fully cure after 24-48 hrs. They are creamy and stay that way on your palette without drying. These paints will not dry hard on your brushes like traditional acrylics, allowing you to use a wider range of bristles.



COLOR	ITEM	SIZE	RETAIL
Titanium White	D010-6	16 oz.	\$22.05
Carbon Black	D011-6	16 oz.	\$22.05
Quinacridone Magenta	D012-6	16 oz.	\$35.18
Pyrolo Red Light	D013-6	16 oz.	\$40.43
Red Oxide	D014-6	16 oz.	\$24.15
Transparent Red Iron Oxide	D015-6	16 oz.	\$24.15
Burnt Sienna	D016-6	16 oz.	\$24.15
Raw Umber	D017-6	16 oz.	\$24.15
Burnt Umber	D018-6	16 oz.	\$24.15
Van Dyke Brown Hue	D019-6	16 oz.	\$24.15
Hansa Yellow Opaque	D021-6	16 oz.	\$24.15
Diarylide Yellow	D022-6	16 oz.	\$24.15

COLOR	ITEM	SIZE	RETAIL
Phthalo Green/YS	D023-6	16 oz.	\$29.93
Chromium Oxide Green	D024-6	16 oz.	\$24.15
Terre Verte Green Hue	D025-6	16 oz.	\$24.15
Phthalo Blue/GS	D026-6	16 oz.	\$24.15
Ultramarine Blue	D027-6	16 oz.	\$24.15
Cerulean Blue	D028-6	16 oz.	\$35.18
Dioxazine Purple	D029-6	16 oz.	\$29.93
Raw Sienna	D030-6	16 oz.	\$24.15
Yellow Oxide	D031-6	16 oz.	\$24.15
Hansa Yellow Light	D032-6	16 oz.	\$26.25
Alizarin Crimson Hue	D033-6	16 oz.	\$40.95

TRIAL SIZE

COLOR	ITEM	SIZE	RETAIL
Titanium White	D010-4	4 oz.	\$8.58
Carbon Black	D011-4	4 oz.	\$8.58
Quinacridone Magenta	D012-4	4 oz.	\$8.58
Transparent Red Iron Oxide	D015-4	4 oz.	\$8.58
Burnt Sienna	D016-4	4 oz.	\$8.58
Raw Umber	D017-4	4 oz.	\$8.58

COLOR	ITEM	SIZE	RETAIL
Burnt Umber	D018-4	4 oz.	\$8.58
Van Dyke Brown Hue	D019-4	4 oz.	\$8.58
Hansa Yellow Opaque	D021-4	4 oz.	\$8.58
Chromium Oxide Green	D024-4	4 oz.	\$8.58
Ultramarine Blue	D027-4	4 oz.	\$8.58
Raw Sienna	D030-4	4 oz.	\$8.58

PIGMENT DISPERSIONS

Concentrated, aqueous dispersions of permanent, lightfast pigments in a polymeric resin. Formulated as an additive only. Use to tint painting mediums and textures. Compatible with most waterborne systems. **DO NOT USE** with solvent-based materials.



COLOR	ITEM #	SIZE	RETAIL
Titanium White	D060-6	15 oz.	\$28.60
Carbon Black	D061-6	15 oz.	\$17.70
Quinacridone Magenta	D062-6	15 oz.	\$68.60
Red Oxide	D063-6	15 oz.	\$28.10
Trans Red Iron Oxide	D064-6	15 oz.	\$40.60
Raw Umber	D065-6	15 oz.	\$28.10
Burnt Umber	D066-6	15 oz.	\$28.10
Hansa Yellow Opaque	D068-6	15 oz.	\$28.10
Phthalo Green/YS	D069-6	15 oz.	\$46.80
Phthalo Blue/GS	D070-6	15 oz.	\$28.10
Ultramarine Blue	D071-6	15 oz.	\$37.40
Dioxazine Purple	D072-6	15 oz.	\$57.20
Yellow Oxide	D073-6	15 oz.	\$28.10

TRIAL SIZE

COLOR	ITEM #	SIZE	RETAIL
Quinacridone Magenta	D062-2	2 oz.	\$9.83
Raw Umber	D065-2	2 oz.	\$6.19
Burnt Umber	D066-2	2 oz.	\$6.19
Phthalo Green/YS	D069-2	2 oz.	\$8.79
Phthalo Blue/GS	D070-2	2 oz.	\$6.19
Yellow Oxide	D073-2	2 oz.	\$6.19

MATTING ADDITIVE



Proceed Matting Additive is a concentrated dispersion of flattening agents in an acrylic base. It creates matte finishes with high transparency. Blend with Proceed Painting & Glazing Mediums, Smooth Transparent Glazing Texture, Smooth Translucent Texture, or with Proceed Slow-Drying Fluid Acrylics to lower the gloss and sheen.

Item: D005-6, 15 oz., Retail \$27.60

Proceed® Decorative Painting System

Simplifying decorative painting materials and putting the control back into the hands of the artisan.



This product line was designed
in collaboration with:
Pierre Finkelstein
Pascal Amblard
Andre Martinez
and is supported by
faux design center inc.

www.proceedsystem.com

NOTES

Proceed[®]

PROFESSIONAL DECORATIVE PAINTING SYSTEM

Golden Artist Colors, Inc., An employee owned company
188 Bell Road, New Berlin NY 13411 · 607-847-6154



**For our FREE newsletter visit
ProceedSystem.com or call 1-800-959-6543**

**For more product information
www.proceedsystem.com/wiki**



**Like us on
facebook.**