

# ULTRACRYL

POLYURETHANE ENHANCED  
PROFESSIONAL  
ACRYLIC ARTIST PAINT



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*Ultra matte*

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*Ultra pigmentation*

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TEN<sup>01</sup>

# TEN<sup>01</sup> LABS



Ten01 labs is startup company created by 3 friends that are avid tabletop players who were disappointed by the current state of paints for miniatures, models and 3D-printed objects. Together we decided to start the development of a polyurethane based acrylic paint with a high concentration of the most vivid pigments, the industry has to offer. We also have decided to use only the highest quality ingredients available which are supplied by BASF S.A. . Ten01 labs is not affiliated with any bigger paint company, and so we had to create a complete paint manufacturing plant and a testing and development lab from scratch. We hope that with the support from our backers, we will be able to start our own production of a high quality professional grade acrylic paint and build an automated mixing and filling system that we already have planned out. With this system, we can produce the same high quality of paints, every time, and with a high consistency throughout all batches. We also need to buy all the required raw materials, which are very expensive and can only be bought in bulk quantities.

Ten01 labs consists of:

**Phil:**

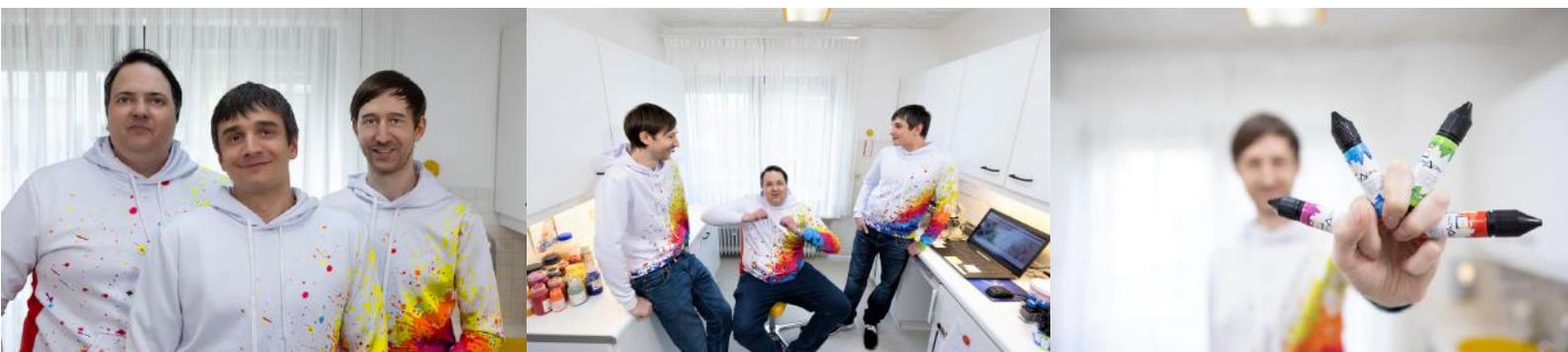
We are fortunate to have Philipp as a chemical engineer on the team who has spent many years professionally dealing with surface and coating processes. He is watching over our formula, does testing and development.

**Jonas:**

Furthermore, we have Jonas, an incredibly talented master mechatronics engineer who, with ingenuity and skill, can build all the machines needed to produce and fill the paints.

**Marcel:**

Then we have Marcel as a computer scientist who makes sure that all the processes for production, quality assurance, sales and shipping are maintained in one system.



## Maximum pigmentation

Pigments are the most expensive ingredients in a paint. Therefore, manufacturers like to save on the amount of pigment. This means that a paint with few pigments doesn't cover well and may have to be applied several times.

Scientifically, there is a limit up to which the paint base can take up pigments without adversely affecting other properties. Ultracryl moves very close to this limit to achieve maximum opacity with minimum layer thickness, which in turn allows for maximum retention of detail.

## The best base for airbrushing

Many suppliers often offer their own series of paints for use with an airbrush gun. Apart from a more fluid consistency, working with an airbrush gun does not place any special requirements on a paint. These colors are often only the diluted version of existing color series and thus again reduced in opacity.

We offer a PU acrylic base for thinning the colors. This is much cheaper than a dedicated paint series for airbrush which is not needed anymore. Due to the better pigment / binder ratio, ultra fine details of the models can be preserved much better.

## No toxic ingredients

In our view, paints used for 3D printing and model making should be as harmless as possible and easy to handle. Your artwork should not only look good, but you should neither worry to work with it, nor to touch it. This is an extremely important criterion, especially for tabletop figures.

We do not use any pigments containing cadmium, chromium (VI), or lead. Furthermore, we only use APEO and NMP free base materials. In general, we make sure to use substances that are as harmless as possible.

Ultracryl is bottled in Chubby Gorilla's „Unicorn Bottles“ which are 100% child safe, because in the end, it's always better to be safe than sorry!

## Ultra matte

Ultracryl paints are characterized by their maximum mattness. Small figurines and models always look better with matte paints than with a glossy paint. Gloss on small objects give them a „cheap“ and plastic appearance. On application, a finish with a matte clear coat is not necessary. Besides the usual mattening agent, which is fumed silica, a kind of glass, Ultracryl also uses a polyurea-based mattenig intensifier.

## Perfect adhesion and durability

Instead of a pure acrylic base, we use a high-quality polyurethane-acrylic combination. This combination provides better adhesion to plastics, and has a very high flexibility. This makes the paint more resistant and thus guarantees a very high durability. Ultracryl paints do not become brittle and withstand very high mechanical loads. Flaking of Ultracryl paints is therefore unlikely.

## Most brilliant pigments

There is great potential not only in the quantity of pigments but also in their selection. A less brilliant pigment is sometimes cheaper by a factor of 10 than a highly brilliant high-performance pigment. By tinting, the color tone of a less brilliant pigment can be achieved from a highly brilliant pigment every time, but conversely it is not possible to produce colors in the same brilliance or color saturation from less brilliant pigments. In other words, a color made from a highly brilliant red pigment achieves such a bright red shade that it cannot be achieved with a less brilliant pigment.



Three different organic pigments with approx. the same hue but with vastly different brilliance. Ultracryl uses only P.O.73 and similarly brilliant pigments for other colors like P.R.254, P.G.36, P.Y.184 etc... But P.O.73 is more costly by a factor of 2 compared to P.O. 36.

# Ultracryl Color Palette

## Basics

Water White	Yellow Highlight	Lemonic Yellow	Sulfur Yellow	Reddish Yellow	Sunflower Yellow	Orange Highlight	Bright Orange	Bloody Orange	Bright Red
Nukem Red	Ruby Laser	Erythro Red	Pinky and Brain	Magenta	Magenta Shade	Rose	Smelly Rose	Violet Highlight	Ultra Violet(n)
Gummi Bears	Blueberry Muffin	Broken Violet	Lila	Deep Blue Sea	Night blue	Blue Steel	Petroleum	Submarine blue	Bright Sky
Ultramarine Blue	Crystal Blue	Iceberg Blue	Azores Blue	Northern Lights	Turquoise Lite	Cyanide	Jade Green	Smaragd Green	Black Forest
Hunter Green	Apocalypse Green	Leaf Green	Mint	Braid Green	Krypton Green	Ganja Green	Elmer Fudd Green	Grass Green	Hood Green
Olivia Oil	Skulls and Bones	Peanuts	Xenon Green	Sand Storm	Ochre	Brown Sugar	Uranium Ore	Caramel Syrup	Pest Green
Nerd Skin	Hot Chocolate	Caucasian Skin	Pale Horse Brown	Brown Eyed Girl	Easy Brown	Outback	Grapefruit	Titanium Grey	Mud In Your Eye
Trash Green	Pirates Rum	Sienna Brown	Charlie Brown	Isa Brown Chicken	Chocolate Cake	Oxide Red	Burnt Umber	Death Star Grey	Concrete Grey
Gauss Grey	Frost Grey	Dooms Grey	Lorem ipsum Grey	Cold Shark Grey	Alone In The Grey	Black Hole			

## Flourescent

Fluo Yellow
Fluo Orange
Fluo Red
Fluo Blue
Fluo Green

## Metal

Bright Gold
Pure Gold
Aztec Gold
Brass
Bronze
Copper
Chrome
Gunmetal Black
Gunmetal Blue





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Im Lämmergraben 3

D-66606 St.Wendel

info@ten01.org

<http://www.ten01.org>

made in Germany