

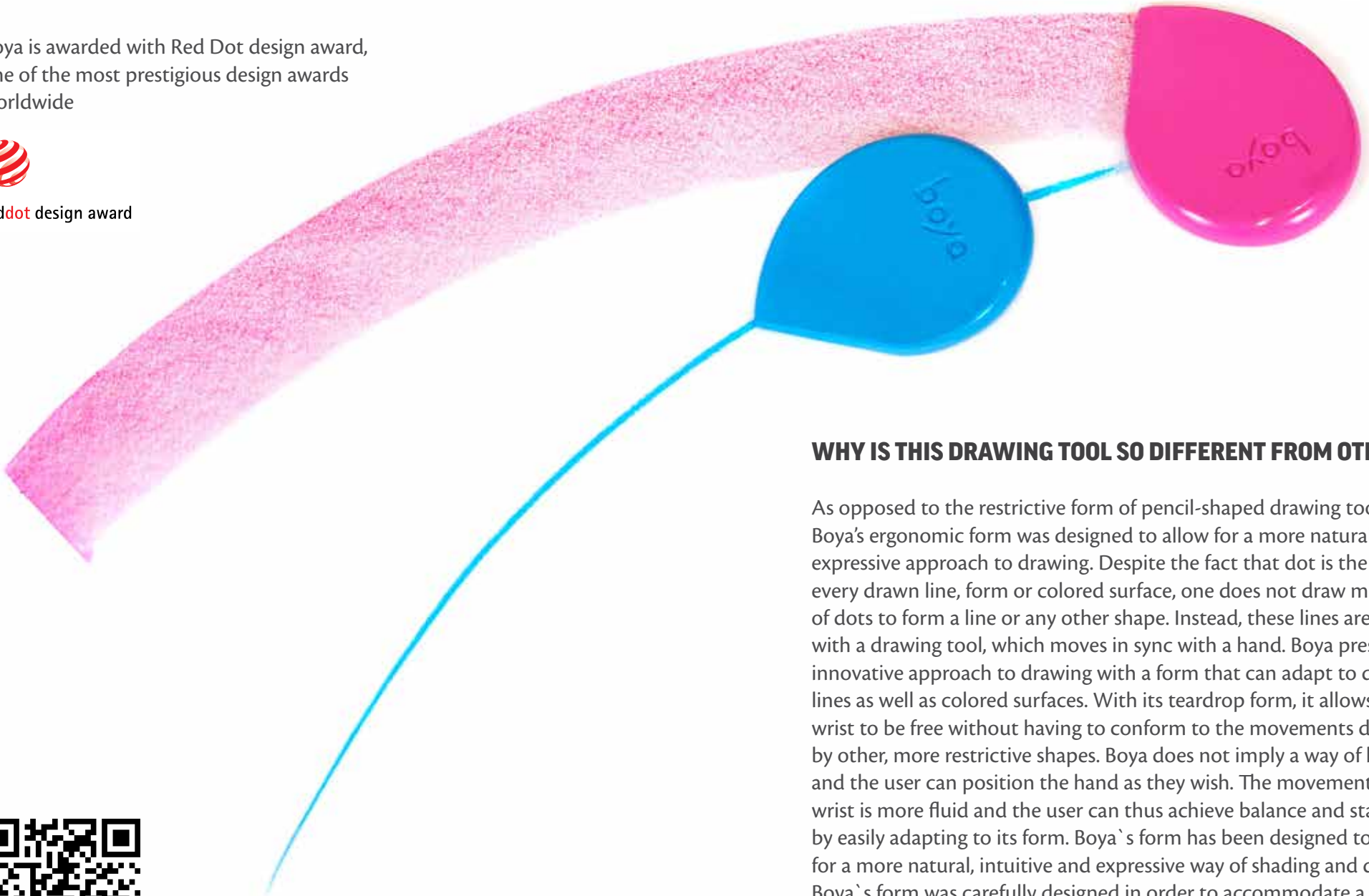
Catalogue '21

AWARD

Boya is awarded with Red Dot design award, one of the most prestigious design awards worldwide



reddot design award



WHY IS THIS DRAWING TOOL SO DIFFERENT FROM OTHERS?!

As opposed to the restrictive form of pencil-shaped drawing tools, Boya's ergonomic form was designed to allow for a more natural and expressive approach to drawing. Despite the fact that dot is the basis of every drawn line, form or colored surface, one does not draw millions of dots to form a line or any other shape. Instead, these lines are created with a drawing tool, which moves in sync with a hand. Boya presents an innovative approach to drawing with a form that can adapt to drawing lines as well as colored surfaces. With its teardrop form, it allows the wrist to be free without having to conform to the movements dictated by other, more restrictive shapes. Boya does not imply a way of holding and the user can position the hand as they wish. The movement of the wrist is more fluid and the user can thus achieve balance and stability by easily adapting to its form. Boya's form has been designed to allow for a more natural, intuitive and expressive way of shading and drawing. Boya's form was carefully designed in order to accommodate a full range of creative users, from children and amateurs to professionals.



SCAN FOR VIDEO

boya  Just draw!



DIFFERENT SIDES OF BOYA ALLOW DIFFERENT POSSIBILITIES

Boya is a perfect tool which corresponds with your hand movement and pressure, because of its functional shape, same material allows you different possibilities when using different sides of Boya's form.

USING ROUND PART OF BOYA TO DRAW WITH PRESSURE

Round, thicker part of Boya's form can be used for harder pressure, energetic movements and when a more intensive color is necessary to achieve. As it is easier to make a more intensive hand pressure with round part as it gets more firm into a paper texture. Moreover, Boya does not break while drawing with harder pressure because of the manufacturing process we use Boya is very solid and also the way it is shaped.



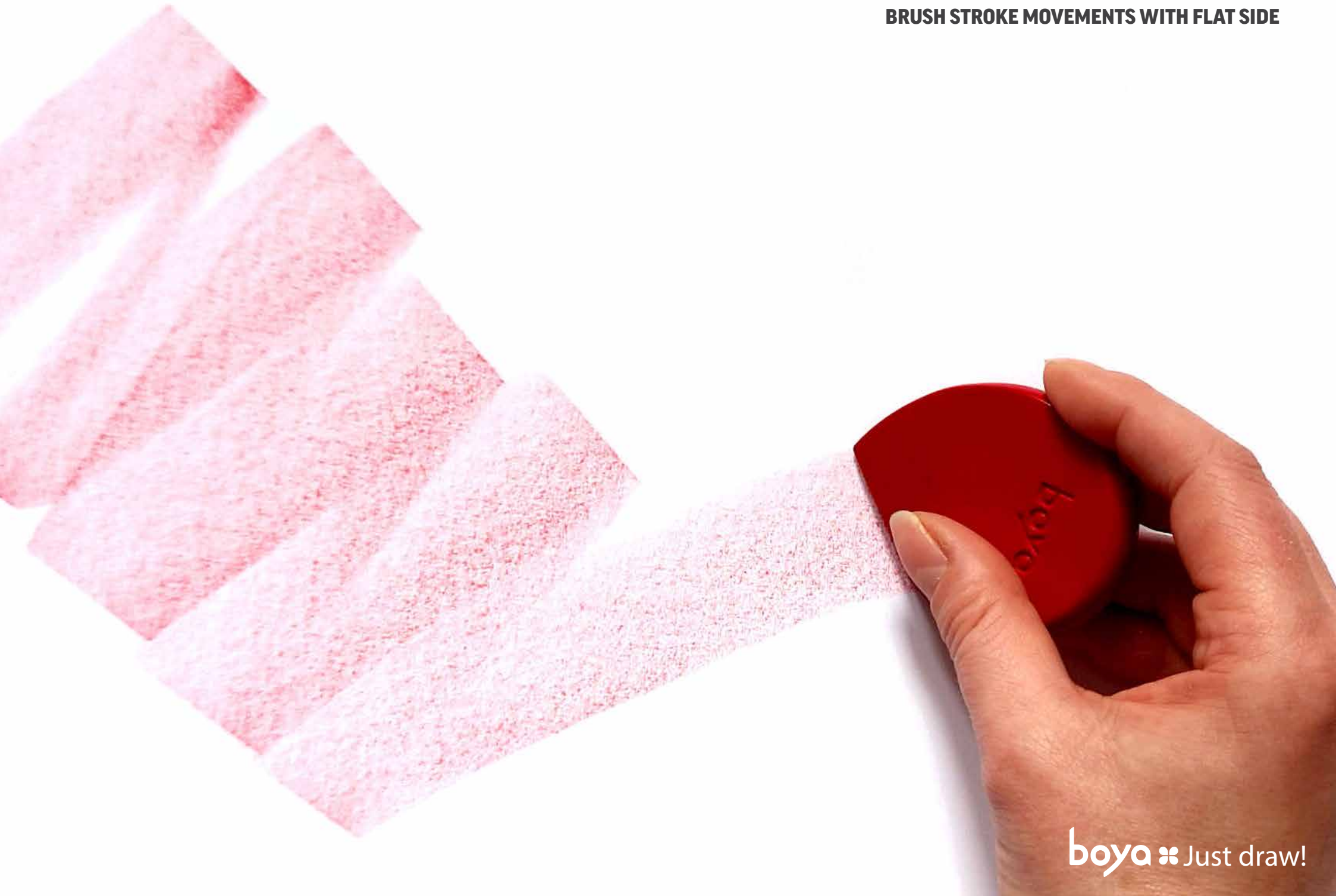
GRADUAL SHADING WITH BOYA

Flat edge side also allows you to use it in a brush stroke manner gradually mixing and adding color.

As this side is flat it is more difficult to achieve deeper color by pressing Boya on paper, but rather gradually and slowly moving your hand similarly to painting with a brush and that will create a smooth and very fine effect in color mixing on paper because a desired tone is achieved by gently applying different colors.



BRUSH STROKE MOVEMENTS WITH FLAT SIDE





FORM AND FUNCTION

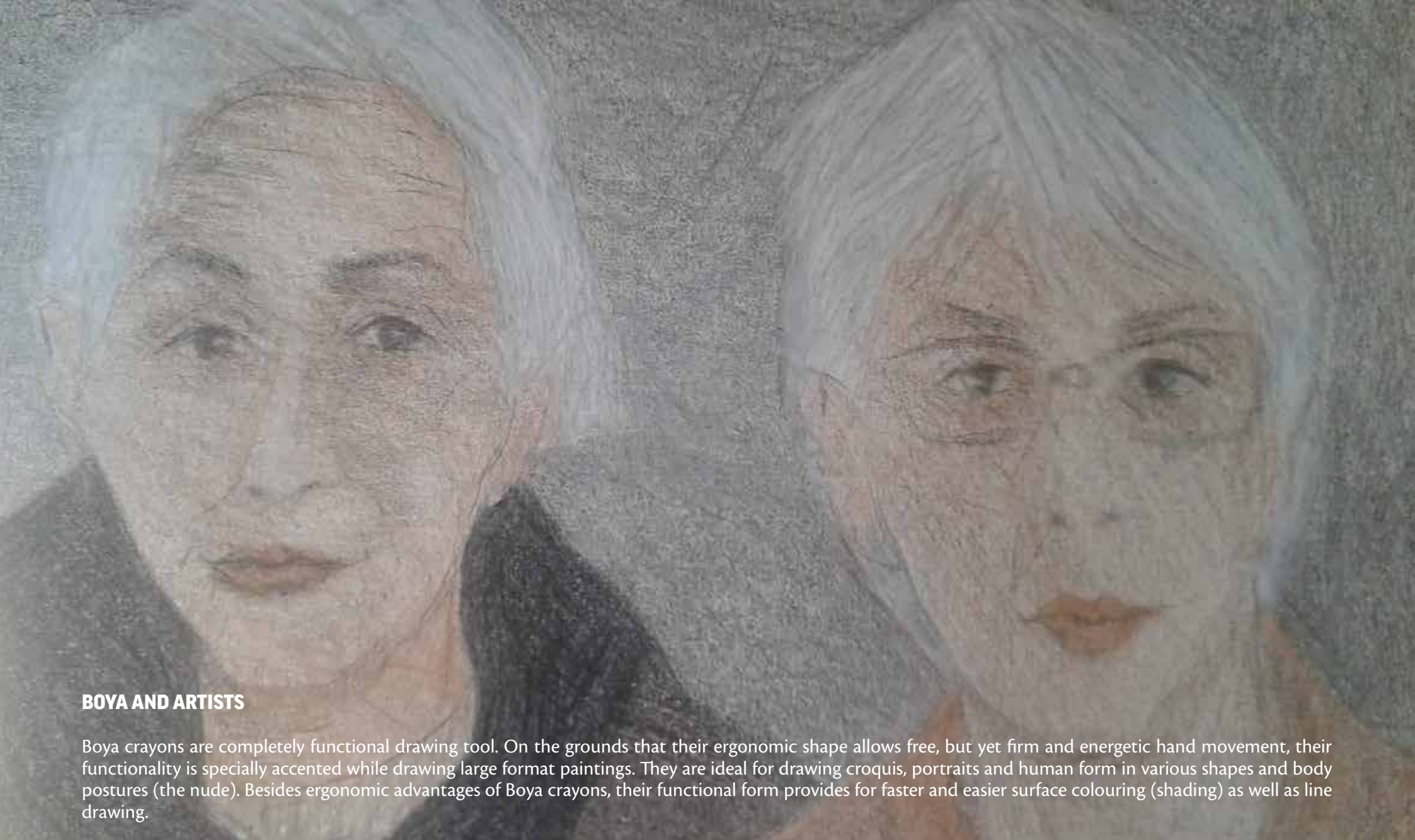
Each part of a form has a certain function:

- tips for lines
- edges for shades, surfaces
- round part for pressing



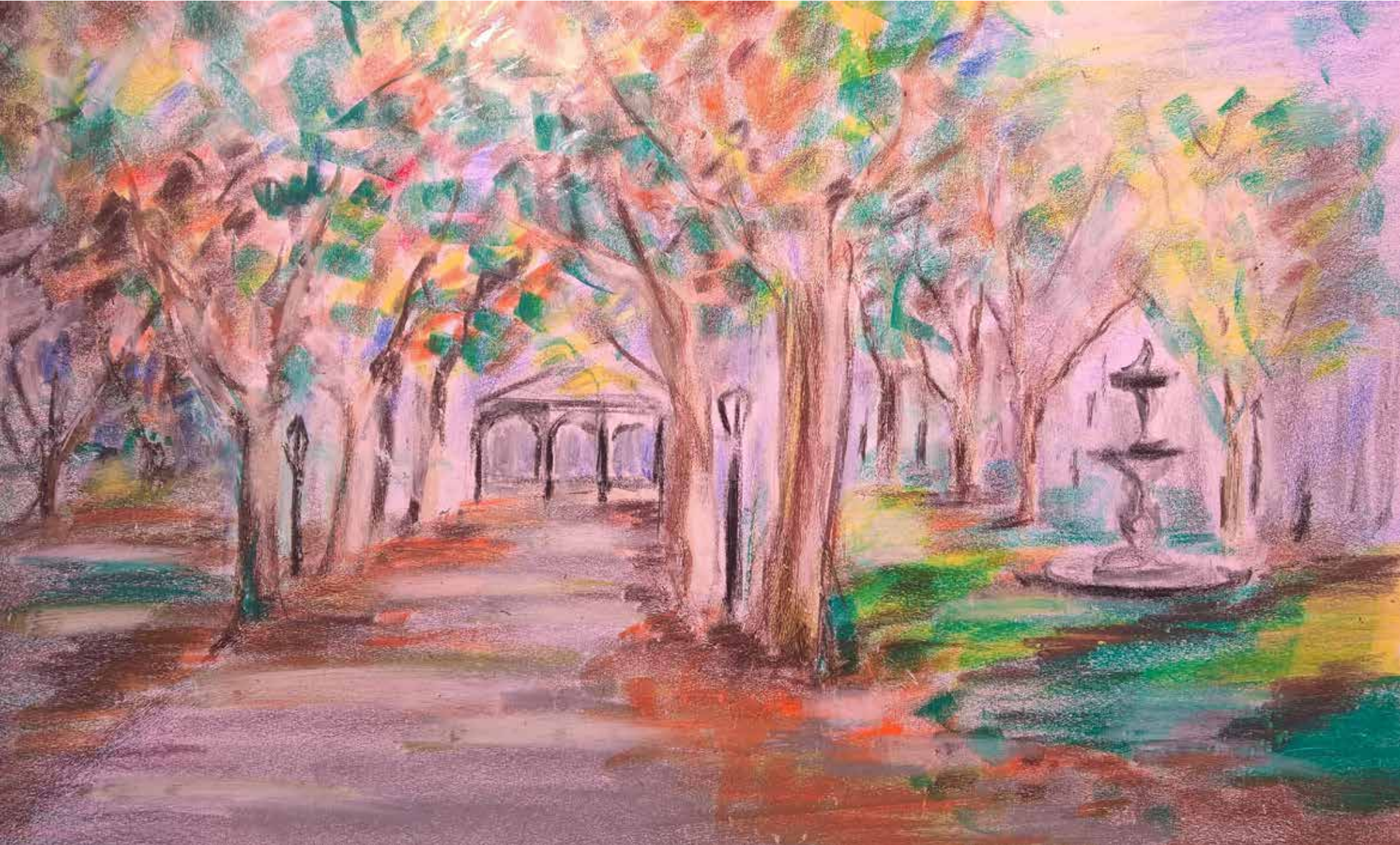
POSSIBILITIES OF COLOR MIXING WITH BOYA

Examples of soft color mixing by using flat side and edges and gradually adding color, without finger smudging as with normal soft pastels



BOYA AND ARTISTS

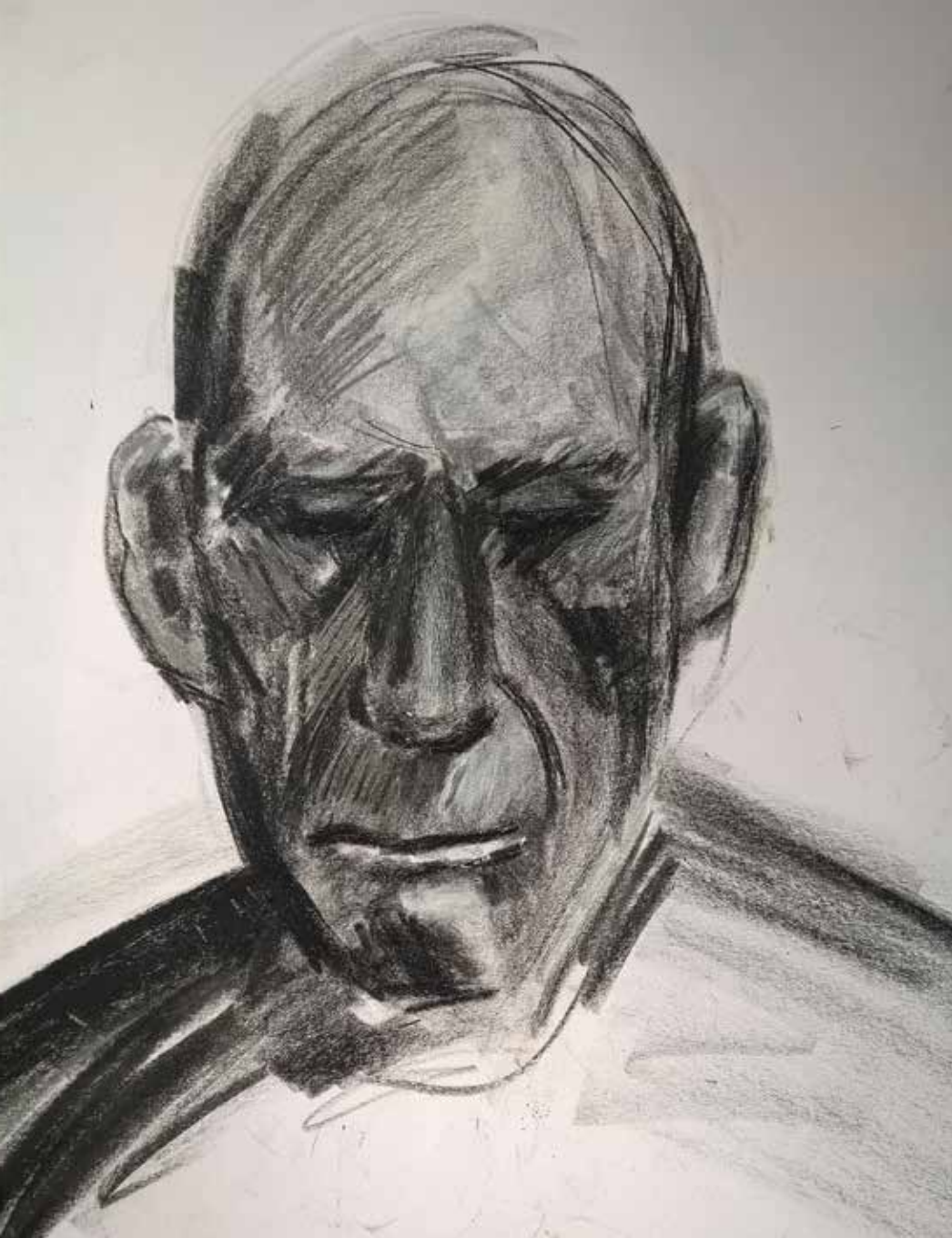
Boya crayons are completely functional drawing tool. On the grounds that their ergonomic shape allows free, but yet firm and energetic hand movement, their functionality is specially accented while drawing large format paintings. They are ideal for drawing croquis, portraits and human form in various shapes and body postures (the nude). Besides ergonomic advantages of Boya crayons, their functional form provides for faster and easier surface colouring (shading) as well as line drawing.



HARDER PRESSURE

Examples of drawing achieved with a bit more hand pressure and using round part of Boya. The effect achieved is more oily, still does not crumbles form paper and it is not necessary to fix a drawing.

boya  Just draw!



COMBINATION OF USING DIFFERENT SIDES OF BOYA, HAND MOVEMENTS AND PRESSURE

Examples of using different pressures, sides of Boya soft wax pastel and hand movements while drawing



NEW SUBSTANCE RECEPIE FOR PASTEL

Boya is not a typical crayon. To develop Boya so it perfectly fits needs of all creatives out there we designed a new material.

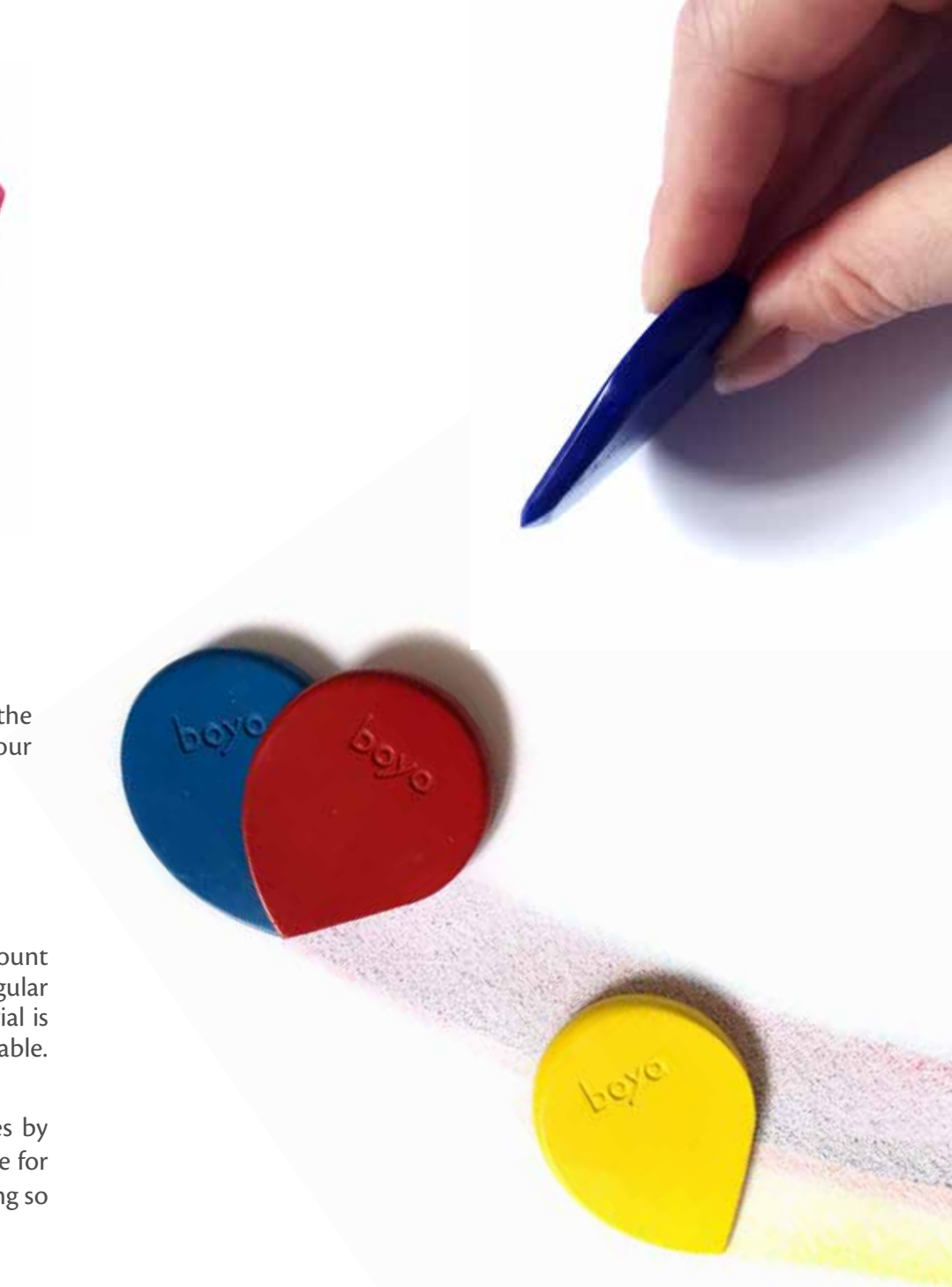
It is in between soft pastel and wax crayon, so it does not crumble while drawing, and color intensity depends on your hand pressure as well as which part of a form will you use.

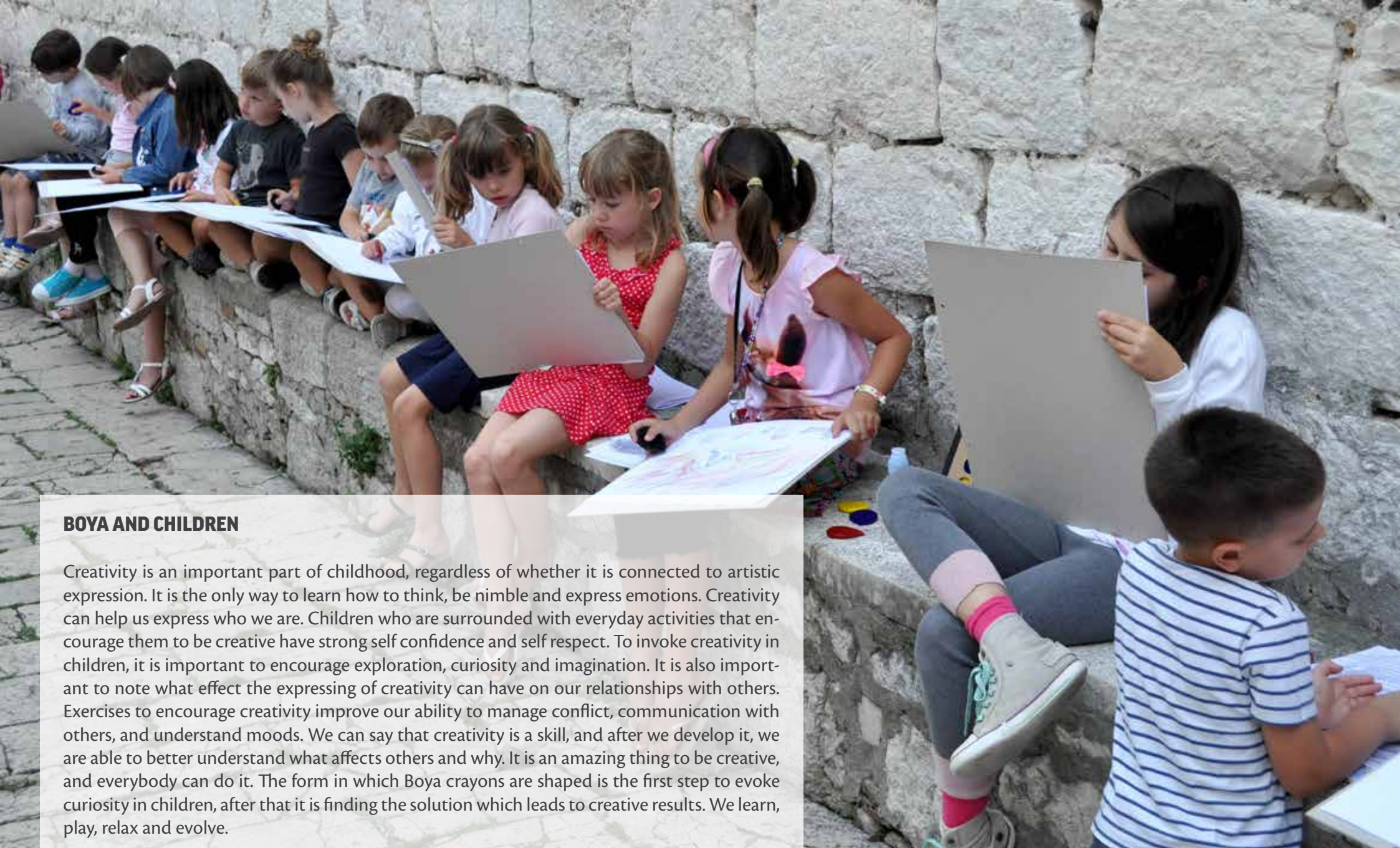
It is very smooth and it is not necessary to fixate drawing with fixative.



IMPORTANT FACTS ABOUT BOYA

- **BOYA** crayons don't live any trace on fingers, just on paper
- **BOYA** crayons are made from substance similar to soft pastel, but unlike soft pastel they do not crumble from paper so you do not have to fix your drawing, because of the right measure of wax and parffin you can blend and mix colors, and it depends on your hand pressure how intense and beaming the color will be.
- **BOYA** crayons are non toxic
- **BOYA** crayons are not watersoluble
- **BOYA** crayons are more solid because they are produced differently
- **BOYA** One large fact that distinguishes Boya pastels from others...and that is the amount of material per pastel. Average stick shaped wax pastel weights 4 grams, and triangular shaped 8 grams, and Boya 20 grams, that is more than double. Therefore the material is more solid, does not break easily, lasts longer and pigment is more intensive and durable.
- **BOYA** Resharpens!
As you spend it you do not need to sharpen it, as you create new tips, and edges by drawing...you always sharpen one part, so you always have a tip for line, and an edge for surface somewhere, it just depends how you turn it. It does not imply a way of holding so a user is free to manoeuvre with Boya.





BOYA AND CHILDREN

Creativity is an important part of childhood, regardless of whether it is connected to artistic expression. It is the only way to learn how to think, be nimble and express emotions. Creativity can help us express who we are. Children who are surrounded with everyday activities that encourage them to be creative have strong self confidence and self respect. To invoke creativity in children, it is important to encourage exploration, curiosity and imagination. It is also important to note what effect the expressing of creativity can have on our relationships with others. Exercises to encourage creativity improve our ability to manage conflict, communication with others, and understand moods. We can say that creativity is a skill, and after we develop it, we are able to better understand what affects others and why. It is an amazing thing to be creative, and everybody can do it. The form in which Boya crayons are shaped is the first step to evoke curiosity in children, after that it is finding the solution which leads to creative results. We learn, play, relax and evolve.



BOYA'S COLORS

Boya currently has a range of 20 different colors arranged differently in several sets according to number of colors in a set and color arrangement

- Snow White
- Ivory Beige
- Sunny Lemon Yellow
- Sunflower Yellow
- Realgar Orange
- Pink Rose
- Cinnabar Red
- Beetroot Purple
- Jade Green
- Lime Green
- Aprile Green
- Turquoise
- Plum Blue
- Ultramarine
- Amethyst
- Umbra
- Mars Black
- Olympic Gold
- Olympic Silver
- Olympic Bronz



BOYA'S PACKAGING AND PRICING BILLBOARD 20

name of the set BILLBOARD 20 set of 20 Boya pastels. Largest set, holds every color	distributor pricing, all prices are FOB	discount per quantity 2% 500 packs	discount per quantity 5% 1000 packs	discount per quantity 7% 2000 packs	discount per quantity 10% 4000 packs	suggested wholesale price	retail price without VAT (aprox. 20%)	suggested retail price (VAT 20% included)
	21,00 euro distributor margin 38%	20,58 euro distributor margin 39%	19,95 euro distributor margin 41%	19,53 euro distributor margin 42%	18,90 euro distributor margin 44%	34,00 euro wholesale margin 32%	50,00 euro	60,00 euro



- Snow White
- Olympic Gold
- Ivory Beige
- Olympic Silver
- Sunny Lemon
- Olympic Bronz
- Sunflower Yellow
- Realgar Orange
- Pink Rose
- Cinnabar Red
- Beetroot Purple
- Jade Green
- Lime Green
- Aprile Green
- Turquoise
- Plum Blue
- Ultramarine
- Amethyst
- Umbra
- Mars Black





BOYA'S PACKAGING AND PRICING SWEET 16

name of the set SWEET 16 set of 16 Boya pastels	distributor pricing, all prices are FOB	discount per quantity 2% 500 packs	discount per quantity 5% 1000 packs	discount per quantity 7% 2000 packs	discount per quantity 10% 4000 packs	suggested wholesale price	retail price without VAT (aprox. 20%)	suggested retail price + (VAT 20% included)
	17,50 euro distributor margin 35%	17,15 euro distributor margin 36%	16,62 euro distributor margin 38%	16,27 euro distributor margin 39%	15,75 euro distributor margin 41%	27,00 euro wholesale margin 35%	41,70 euro	50,00 euro



- Snow White
- Ivory Beige
- Sunny Lemon Yellow
- Realgar Orange
- Pink Rose
- Cinnabar Red
- Jade Green
- Aprile Green
- Turquoise
- Ultramarine
- Amethyst
- Umbra
- Mars Black
- Olympic Gold
- Olympic Silver
- Olympic Bronz



BOYA'S PACKAGING AND PRICING PERFECT 10

name of the set PERFECT 10 set of 10 Boya pastels	distributor pricing, all prices are FOB	discount per quantity 2% 500 packs	discount per quantity 5% 1000 packs	discount per quantity 7% 2000 packs	discount per quantity 10% 4000 packs	suggested wholesale price	retail price without VAT (aprox. 20%)	suggested retail price (VAT 20% included)
	10,50 euro distributor margin 38%	10,29 euro distributor margin 39%	9.97 euro distributor margin 41%	9,76 euro distributor margin 42%	9,45 euro distributor margin 44%	17,00 euro wholesale margin 32%	25,00 euro	30,00 euro



-  Snow White
-  Sunny Lemon Yellow
-  Realgar Orange
-  Pink Rose
-  Cinnabar Red
-  Aprile Green
-  Ultramarine
-  Amethyst
-  Umbra
-  Mars Black



BOYA`S PACKAGING AND PRICING SIXSET, presenting RAINBOW SET

name of the set SIXSET, set of 6 Boya pastels in several different color combinations	distributor pricing, all prices are FOB	discount per quantity 2% 500 packs	discount per quantity 5% 1000 packs	discount per quantity 7% 2000 packs	discount per quantity 10% 4000 packs	suggested wholesale price	retail price without VAT (aprox. 20%)	suggested retail price + VAT (20%)
RAINBOW METALIC UNICORN MEDITERANEO	6,25 euro distributor margin 39%	6,12 euro distributor margin 40%	5,93 euro distributor margin 42%	5,81 euro distributor margin 43%	5,62 euro distributor margin 45%	10,30 euro wholesale margin 31%	15,00 euro	18,00 euro



- Sunny Lemon Yellow
- Realgar Orange
- Cinnabar Red
- Aprile Green
- Ultramarine
- Amethyst



BOYA'S PACKAGING AND PRICING SIXSET, presenting METALIC SET

name of the set SIXSET, set of 6 Boya pastels in several different color combinations	distributor pricing, all prices are FOB	discount per quantity 2% 500 packs	discount per quantity 5% 1000 packs	discount per quantity 7% 2000 packs	discount per quantity 10% 4000 packs	suggested wholesale price	retail price without VAT (aprox. 20%)	suggested retail price + VAT (20%)
RAINBOW METALIC UNICORN MEDITERANEO	6,25 euro distributor margin 39%	6,12 euro distributor margin 40%	5,93 euro distributor margin 42%	5,81 euro distributor margin 43%	5,62 euro distributor margin 45%	10,30 euro wholesale margin 31%	15,00 euro	18,00 euro



-  Snow White
-  Olympic Silver
-  Mars Black
-  Olympic Gold
-  Umbra
-  Olympic Bronz



BOYA'S PACKAGING AND PRICING SIXSET, presenting UNICORN SET

name of the set SIXSET, set of 6 Boya pastels in several different color combinations	distributor pricing, all prices are FOB	discount per quantity 2% 500 packs	discount per quantity 5% 1000 packs	discount per quantity 7% 2000 packs	discount per quantity 10% 4000 packs	suggested wholesale price	retail price without VAT (aprox. 20%)	suggested retail price + VAT (20%)
RAINBOW METALIC UNICORN MEDITERANEO	6,25 euro distributor margin 39%	6,12 euro distributor margin 40%	5,93 euro distributor margin 42%	5,81 euro distributor margin 43%	5,62 euro distributor margin 45%	10,30 euro wholesale margin 31%	15,00 euro	18,00 euro



- Sunny Lemon yellow
- Pink Rose
- Jade green
- Amethyst
- Olympic Gold
- Olympic Silver



BOYA'S PACKAGING AND PRICING SIXSET, presenting SUMMER SET

name of the set SIXSET, set of 6 Boya pastels in several different color combinations	distributor pricing, all prices are FOB	discount per quantity 2% 500 packs	discount per quantity 5% 1000 packs	discount per quantity 7% 2000 packs	discount per quantity 10% 4000 packs	suggested wholesale price	retail price without VAT (aprox. 20%)	suggested retail price + VAT (20%)
RAINBOW METALIC UNICORN MEDITERANEO	6,25 euro distributor margin 39%	6,12 euro distributor margin 40%	5,93 euro distributor margin 42%	5,81 euro distributor margin 43%	5,62 euro distributor margin 45%	10,30 euro wholesale margin 31%	15,00 euro	18,00 euro



- Sunny Lemon yellow
- Sunflower yellow
- Jade green
- Betroot purple
- Cinnabar
- Plum Blue



BOYA`S PACKAGING AND PRICING FOUR SET, presenting BASIC SET

name of the set FOURSET, set of 4 Boya pastels in several different color combinations	distributor pricing, all prices are FOB	discount per quantity 2% 500 packs	discount per quantity 5% 1000 packs	discount per quantity 7% 2000 packs	discount per quantity 10% 4000 packs	suggested wholesale price	retail price without VAT (aprox. 20%)	suggested retail price + VAT (20%)
BASIC SECONDARY VINTAGE MEDITERANEO	4,50 euro distributor margin 38%	4,41 euro distributor margin 39%	4,27 euro distributor margin 41%	4,18 euro distributor margin 42%	4,05 euro distributor margin 44%	7,30 euro wholesale margin 34%	10,85 euro	13,00 euro



- Sunny Lemon Yellow
- Cinnabar Red
- Ultramarine
- Mars Black



BOYA`S PACKAGING AND PRICING FOUR SET, presenting SECONDARY SET

name of the set FOURSET, set of 4 Boya pastels in several different color combinations	distributor pricing, all prices are FOB	discount per quantity 2% 500 packs	discount per quantity 5% 1000 packs	discount per quantity 7% 2000 packs	discount per quantity 10% 4000 packs	suggested wholesale price	retail price without VAT (aprox. 20%)	suggested retail price + VAT (20%)
BASIC SECONDARY VINTAGE MEDITERANEO	4,50 euro distributor margin 38%	4,41 euro distributor margin 39%	4,27 euro distributor margin 41%	4,18 euro distributor margin 42%	4,05 euro distributor margin 44%	7,30 euro wholesale margin 34%	10,85 euro	13,00 euro



- Realgar Orange
- Aprile Green
- Amethyst
- Umbra



BOYA'S PACKAGING AND PRICING FOUR SET, presenting VINTAGE SET

name of the set FOURSET, set of 4 Boya pastels in several different color combinations	distributor pricing, all prices are FOB	discount per quantity 2% 500 packs	discount per quantity 5% 1000 packs	discount per quantity 7% 2000 packs	discount per quantity 10% 4000 packs	suggested wholesale price	retail price without VAT (aprox. 20%)	suggested retail price + VAT (20%)
BASIC SECONDARY VINTAGE MEDITERANEO	4,50 euro distributor margin 38%	4,41 euro distributor margin 39%	4,27 euro distributor margin 41%	4,18 euro distributor margin 42%	4,05 euro distributor margin 44%	7,30 euro wholesale margin 34%	10,85 euro	13,00 euro



- Ivory Beige
- Pink Rose
- Jade Green
- Turquoise



BOYA`S PACKAGING AND PRICING FOUR SET, presenting MEDITERANE SET

name of the set FOURSET, set of 4 Boya pastels in several different color combinations	distributor pricing, all prices are FOB	discount per quantity 2% 500 packs	discount per quantity 5% 1000 packs	discount per quantity 7% 2000 packs	discount per quantity 10% 4000 packs	suggested wholesale price	retail price without VAT (aprox. 20%)	suggested retail price + VAT (20%)
BASIC SECONDARY VINTAGE MEDITERANEO	4,50 euro distributor margin 38%	4,41 euro distributor margin 39%	4,27 euro distributor margin 41%	4,18 euro distributor margin 42%	4,05 euro distributor margin 44%	7,30 euro wholesale margin 34%	10,85 euro	13,00 euro



- Sunflower Yellow
- Beetroot Purple
- Lime Green
- Plum Blue

BOYA'S PACKAGING AND PRICING THREE SET, presenting OLYMPIC SET

name of the set THREERSET, set of 3 Boya pastels in several different color combinations OLYMPIC MONO- CHROME	distributor pricing, all prices are FOB	discount per quantity 2% 500 packs	discount per quantity 5% 1000 packs	discount per quantity 7% 2000 packs	discount per quantity 10% 4000 packs	suggested wholesale price	retail price without VAT (aprox. 20%)	suggested retail price + VAT (20%)
	3,80 euro distributor margin 37%	3,72 euro distributor margin 39%	3,61 euro distributor margin 40%	3,53 euro distributor margin 42%	3,42 euro distributor margin 43%	6,10 euro wholesale margin 33%	9,20 euro	11,00 euro






- Olympic Gold
- Olympic Silver
- Olympic Bronz



BOYA'S PACKAGING AND PRICING THREE SET, presenting MONCHROME SET

name of the set THREERSET, set of 3 Boya pastels in several different color combinations OLYMPIC MONO- CHROME	distributor pricing, all prices are FOB	discount per quantity 2% 500 packs	discount per quantity 5% 1000 packs	discount per quantity 7% 2000 packs	discount per quantity 10% 4000 packs	suggested wholesale price	retail price without VAT (aprox. 20%)	suggested retail price + VAT (20%)
	3,80 euro distributor margin 37%	3,72 euro distributor margin 39%	3,61 euro distributor margin 40%	3,53 euro distributor margin 42%	3,42 euro distributor margin 43%	6,10 euro wholesale margin 33%	9,20 euro	11,00 euro



-  Snow White
-  Olympic Silver
-  Mars Black



BOYA PIECE PACKAGING

name of the set THREERSET, set of 3 Boya pastels in several different color combinations OLYMPIC MONO- CHROME	distributor pricing, all prices are FOB	discount per quantity 2% 500 packs	discount per quantity 5% 1000 packs	discount per quantity 7% 2000 packs	discount per quantity 10% 4000 packs	suggested wholesale price	retail price without VAT (aprox. 20%)	suggested retail price + VAT (20%)
	1,15 euro distributor margin 41%	1,12 euro distributor margin 42%	1,10 euro distributor margin 43%	1,07 euro distributor margin 45%	1,05 euro distributor margin 46%	1,95 euro wholesale margin 33%	2,95 euro	3,50 euro



will not stain
wash color - **Cinnabar**
no dry hands - great transparency
boya
The drawing tool

will not stain
wash color - **Cinnabar**
no dry hands - great transparency
boya
The drawing tool

will not stain
wash color - **Amber Orange**
no dry hands - great transparency
boya
The drawing tool

will not stain
wash color - **Matte Black**
no dry hands - great transparency
boya
The drawing tool

will not stain
wash color - **Matte Black**
no dry hands - great transparency
boya
The drawing tool

will not stain
wash color - **Amber Orange**
no dry hands - great transparency
boya
The drawing tool

will not stain
wash color - **Umber Brown**
no dry hands - great transparency
boya
The drawing tool

will not stain
wash color - **Apple Green**
no dry hands - great transparency
boya
The drawing tool

will not stain
wash color - **Ultramarine**
no dry hands - great transparency
boya
The drawing tool

will not stain
wash color - **Amethyst**
no dry hands - great transparency
boya
The drawing tool

will not stain
wash color - **Apple Green**
no dry hands - great transparency
boya
The drawing tool

will not stain
wash color - **Umber Brown**
no dry hands - great transparency
boya
The drawing tool

will not stain
wash color - **Apple Green**
no dry hands - great transparency
boya
The drawing tool

will not stain
wash color - **Ultramarine**
no dry hands - great transparency
boya
The drawing tool

will not stain
wash color - **Amethyst**
no dry hands - great transparency
boya
The drawing tool

will not stain
wash color - **Amethyst**
no dry hands - great transparency
boya
The drawing tool

will not stain
wash color - **Amethyst**
no dry hands - great transparency
boya
The drawing tool

will not stain
wash color - **Saffron**
no dry hands - great transparency
boya
The drawing tool

will not stain
wash color - **Ultramarine**
no dry hands - great transparency
boya
The drawing tool

will not stain
wash color - **Matte Black**
no dry hands - great transparency
boya
The drawing tool

will not stain
wash color - **Amber Orange**
no dry hands - great transparency
boya
The drawing tool



