



June BUYER'S GUIDE

Family owned and operated since 1968!



Art Materials (831) 423-1935 | Custom Picture Framing (831) 425-7111
Corner of N. Pacific & River in Santa Cruz • LenzArts.com



Working for you...

The art materials landscape is always changing. Products are invented and others are no longer made, specific colors get discontinued and new ones (often better) take their place, mediums rise and fall in popularity—gouache seems to be having a resurgence, for example. As such, we, as a store, need to adjust on an ongoing basis. We are also on the prowl for special deals that we can pass along to our customers. We do it all for you!

Thanks to all of you for your support!

— Andrew ... and the rest of the Lenz Family and Staff

Lenz
arts



Holbein Artists' Acrylic Gouache

Very opaque, matte finish. Professional quality. Permanent when dry. An ideal medium for artists, illustrators, hobbyists and carvers alike.

30% OFF!



**Golden
Artists' Acrylics**
Professional grade acrylics in fluids, tubes, and jars, includes all mediums too! Made in the USA.

30% OFF!



**Talens
Rembrandt Oils**
Professional grade oil paints. Great for plein air. Small and jumbo size tubes.

20% OFF!

**M.Graham
Artists' Acrylics**
Professional grade acrylic paints. Made in USA.

40% OFF!



**Liquitex
Professional
Acrylics
& Mediums**
Professional grade. Tubes and jars. Acrylic Gouache too!

20% OFF!



Gamblin Artists' Oils

Very popular professional Oils. High pigment load. Made in Oregon. Standard 37ml and jumbo 150ml tubes for sale!

20% OFF!

**Sennelier
Abstract Acrylics**
A good quality student grade. Heavy body. Innovative 120ml durable squeezable pouch. 60 colors. Made in France. Reg. \$8.75

\$6.57 25% OFF!



Talens Amsterdam Acrylics

Good student grade paints at reasonable prices! 120ml. Reg. \$9.50

\$7.57 20% OFF!

**Golden
Williamsburg
Handmade Oils**
Professional grade. High pigment load. Made in USA.

30% OFF!



Oil & Acrylic



Watercolor



Guaranteed
LOWEST
Price!

**Arches
Watercolor
Paper Packs**
Bright white or natural
white. 100% cotton.
Acid-free. 22x30.
140lb. CP (5 sheets)
Reg. \$68.75

\$41.25

SAVE 40%!

300lb. CP (3 sheets)
Reg. \$86.90

\$52.02

SAVE 40%!

**Royal Talens
Ecoline 10 Pc Liquid
Watercolor Set**

10-pack, 30ml Jars
High pigmentation and
water soluble
Reg. \$59.95

\$39.97 *SAVE 34%!*



**Winsor & Newton
Artists' Watercolors**
Choose tubes or 1/2 pans.
Highest quality profession-
al paints. Full range
in stock. America's
leading brand.

30% OFF!

**Grumbacher
Academy
Watercolors**

Good student grade
watercolors. Full range.

25% OFF!



**Richeson
Watercolors Sets**
These semi-moist watercol-
ors are excellent quality at
an economical price.

10% OFF!



**Talens
Rembrandt
Kolinsky Sable
Brushes, Size 2**

Kolinsky sable is prized
by watercolorists for its
point, spring, and paint
load. These brushes
are made by hand in
Germany. (Winsor &
Newton's brush for this
size has a suggested
retail of \$50.29.)

Reg. \$36.45

\$9.97

**Derwent
Inktense Paint
Pan set #2**

Professional grade.
Over 250 colors.
Reg. \$40.99

\$29.97 *SAVE 27%!*



**Daniel Smith
Artists' Watercolors**
Professional grade.
Over 250 colors. USA made.
15ml tubes sets too!

35% OFF!

**Arches
Watercolor Blocks**

Pick from a wide variety
of paper surfaces and
sizes. Very convenient,
no stretching, just paint!

40% OFF!



Guaranteed
LOWEST
Price!



**Golden
QoR
Watercolors**

Professional grade,
very high pigment load.
Made in the USA.

30% OFF!



Framing



CUSTOM PICTURE FRAMING

Quote of the Month: "Superb quality, excellent turn around time. Incredible craftsmanship!"

—Nicole Campbell, Santa Cruz (Thanks, Nicole!)

Why wait? Our patient, courteous designers are happy to help select what's best for your picture. With some 30,000 running feet of moulding on hand and acres of matboard in stock, we can have your order ready when you need it (Wedding is tomorrow? We'd prefer more time, but we'll make it happen!) and at a competitive price. As the area's oldest frameshop we have a reputation for quality work, the experience to make good on our promises, and we'll be here down the road to back our guarantee of excellent craftsmanship. We look forward to seeing you soon!

Framing Department 425-7111

Learn more about custom framing by visiting our web site: LenzArts.com

Nielsen Metal Framekits

Make up custom sizes with sectional assemble-yourself metal frames. From 8" up to 40" in 1" increments. Two packages make one frame. Flat top profiles: Polished Silver, Matte Black, and Wide Black.

50% OFF!



Enormous Selection of Pre-Made Frames

We've got close to 2,000 ready-made frames in a wide range of sizes—including non-standard—waiting just for your art!

Rising or Strathmore Museum Board

100% cotton. For matting and mounting. Choice of white, warm white, antique white, natural, cream. Neutral pH.

2 ply 32" x 40"

(Strathmore)

Reg. \$17.55

\$13.47

(Rising)

Reg. \$18.13

\$14.97

4 ply 32" x 40"

(Strathmore)

Reg. \$32.25

\$21.97

(Rising)

Reg. \$36.23

\$24.97

4 ply 40" x 60"

(Rising)

Reg. \$67.99

\$56.97

Crescent Matboard

Buy 2 or more

20% OFF!



Lineco

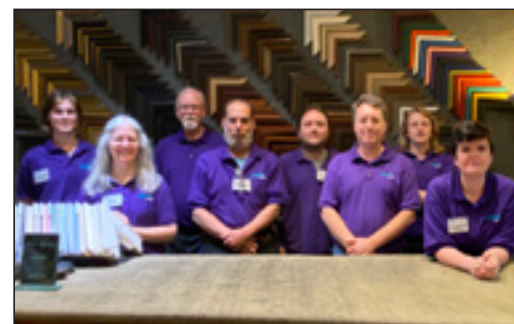
Linen Hinging Tape

Self-adhesive acid-free cloth tape. 1 1/4" x 420.

#533-1015.

Reg. \$23.60

\$19.97 SAVE!



Shop Manager, Andrew Lenz, Jr., cut his first mat over 40 years ago. Andrew's crew—Brent, Alex, Harley, Mike, Gary, Jeri, and Julia—are fully prepared to handle artwork of any size, subject, or value.

Foam-Core Board

White surface.

32" x 40" x 3/16" Regular

Reg. \$10.97

\$6.97

(25 sheet box price)

\$7.47

(Single sheet price)

32" x 40" x 3/16" Acid-free

Reg. \$14.76

\$11.97

40" x 60" x 3/16" Regular

Reg. \$28.91

\$15.97

48" x 96" x 3/16" Acid-free

Reg. \$57.81

\$38.97

While•You•Wait Framing Services!

We cut mats, glass, backing on the spot, just for you!



*Oval, Hexagon
and Triangle,
Canvases too!*



THOUSANDS OF CANVASES IN STOCK!

All Masterpiece, Fredrix Canvas,
Winsor & Newton, AA, Daler-Rowney
Prestretched Canvases

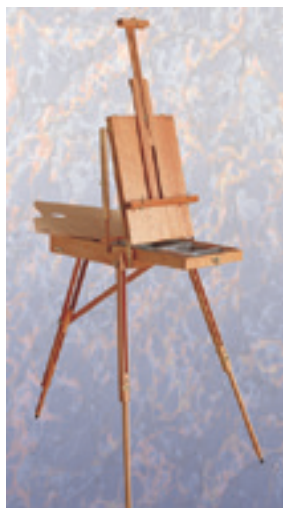
Gallery depth, studio depth, '3D' depths. Canvases for the
serious professional to the hobbyist just messing around!

40% - 65% OFF!

50% OFF on all Winsor & Newton & Fredrix Canvases!



Surfaces & Easels



MABEF Deluxe French Box

Italian made "french style"
easel box. Great for on the
go; folds to sketchbox size.
Tin-lined drawer for paints.
Can also be used as a table-top easel.

Fully adjustable. #M22.

Reg. \$483.95

\$241.97

40% OFF!

Richeson French Box

"French style" easel box. Conveniently
folds to sketch box size. Drawer for
paints. Carrying strap. Fully adjustable.
Lighter weight.

Reg. \$282.54

\$149.97

SAVE 46%!

(Compare at \$483.95)



Studio Designs Student Field Easel

Holds up to 28" high. Canvases
or watercolor. Lightweight steel.
Stows into carrying case. #13154.

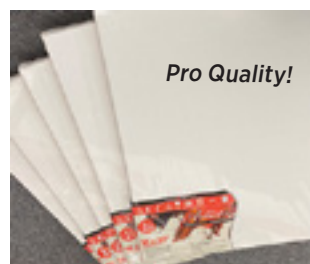
Reg. \$119.99

\$59.97

SAVE 50%!

Art Alternatives
Prestretched
Canvas Twin-Packs
Packs of two student grade
canvases at a great price!

65% OFF!



Daler Rowney Stretched Canvases 16x20, Box of 9

Triple-primed to create a perfect
ready-to-use painting surface for
both oils and acrylics. 3/4" deep.

Reg. \$397.71

\$99.43

SAVE 75%!

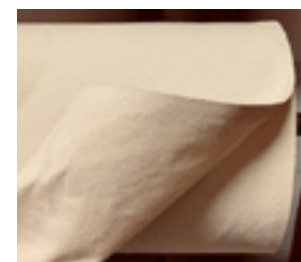
Various Canvas by the Foot

10 oz. cotton duck canvas,
unprimed.

72" (6' wide) 60" (5' wide)

Reg. \$7.35 Reg. \$6.35/ft.

\$5.65 \$4.89



Richeson Lyptus Dulce

Stained hardwood. Holds canvases
up to 84."Some assembly required.
#840200.

Reg. \$470.48

\$224.97

50% OFF!



Drawing

**Pentalic
Graphite &
Charcoal Pencil Set**
Set of 6 assorted pencils.
Metal tin. #897106.
Reg. \$8.99

\$5.97 SAVE!



**Pentalic
Traveler Sketch
Pocket Journal**
160 acid-free pages. 74lb.
6"x8" #016163-1.
Reg. \$13.99

8.47 SAVE 40%!

**Cretacolor
Black & White
25-piece Box Set**
The sketching set includes
the most important black
and white drawing products.
Reg. \$129.99

\$74.97 SAVE 50%!



**Talens
Rembrandt Soft
Pastels**
Professional quality.
Reg. \$5.75

\$3.97 30% OFF!

**Bee Paper
Big Bee Pads**
Assorted value pads
for different media.
Heavy-duty spiral.

20% OFF!



**Krylon
Workable Fixatif**
Prevents smudging while
permitting rework of pencil
or pastel drawings. #1306.
Reg. \$22.09

\$15.97 27% OFF!

**Richeson
Wood Manikin**
Perfectly proportioned
mannequins aid in
drawing difficult human
proportions.
Flexible steel joints
allow movement to
any position.
Reg. \$15.30

**\$10.77
30% OFF!**

*See us for other manikins too,
like hands and animals!*



**Copic
Dual-End Sketch Markers**
Very popular! Vibrant colors
in a body that features brush
& chisel tips. Non-Toxic.
Made in Japan.
Reg. \$7.99

\$6.77 SAVE 15%!



**Sakura
Micron 8pc set Black**
Assorted pigma pens.
Pigmented, waterproof,
and archival ink. #SK30067
Reg. \$26.75

\$19.97 SAVE!

**"Buy 2 or more
Art Pads
and get 20% OFF!,
Everyday!!!"**



**Daler-Rowney
Cachet Hard
Artist Portfolios**
Water and scuff resistant.
Three ribbon ties.

10% OFF!



Snazaroo
Face Painting Supplies
Super fun! Non-toxic,
water clean-up!

10% OFF!



Richeson
Semi-Moist Tempera
8 set, in Black Tray
Smooth brilliant color, Semi-
opaque. Easy & long lasting.
Reg. \$38.43

\$26.87 30% OFF!

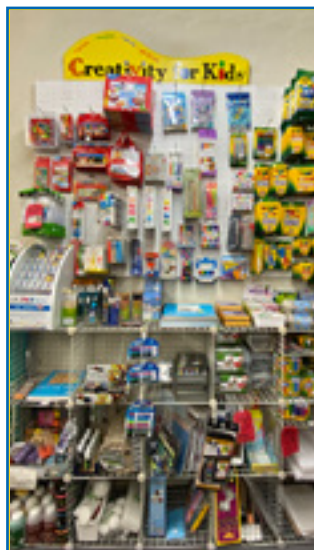
Micador
Art Sets & Supplies
For ages as young as
2 years and up!
Creative activities!

10% OFF!



Pentel
Oil Pastel 25 Set
Set of 25 oil-based pastels.
Non-toxic.
Works on most surfaces.
Reg. \$5.25

\$3.97 SAVE 24%!



**We have lots
and lots of
art materials
for kids!**

**From toddlers
to elementary
to pre-teen
and older!**



Various
Origami Papers
Learn the ancient art of
paper folding. Many sizes,
colors, prints and books in
stock waiting for you!

10% OFF!

New Kids Activity Sets
Scratch-Art, face painting and
more! Be happily prepared for
when your kids get out of school
and tell you, "Mommy, I'm bored!"

Faber-Castell
24 Beeswax Crayons
in Storage Case

Vibrant colors are great
for little hands to grasp.
Reg. \$12.50

\$10.95 SAVE!



Faber-Castell
Learn to
Watercolor Set

For Kids Ages 5+,
Kid-friendly and Washable
Watercolor Paint
Reg. \$21.00

\$18.97 SAVE!



Dover
Kids' Fun Books
Books of stickers, coloring,
temporary tattos, lot of
activities! At just 4"x6",
perfect for travel! New titles
now in stock!

\$1.99 - \$3.50



Pentel
FabricFun 15 Set
Easy dye sticks! Draw, iron,
wash! Non-toxic.
PTS-15.

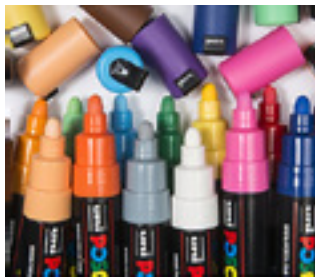
Reg. \$5.25

\$3.97 SAVE!





Crafts



**Posca
Paint Markers**
Popular non-toxic acrylic paint markers in a range of tip shapes and sizes.
**Buy 3 or more
get 10% OFF!**



**Jacquard
Textile Paint**
Paint for natural or synthetic fabrics. Wide range of colors. 2 oz. jar.
Reg. \$5.79
\$4.97 SAVE!

**Jacquard
Procion Cold Water
MX Dyes**
Natural fiber cold water dyes in 2/3 oz. jars. Full color range in stock.
Reg. \$5.39
\$4.87 SAVE!



**Pacon
Fadeless Paper Roll**
Paper is colored on one side and white on the other. So versatile it can be used for many arts and crafts
Reg. \$11.39
\$9.97 SAVE!



**Pro-Art, Bestemp,
Prang & Primo
Tempera Paint**
Pint. Non-toxic. Water clean-up. A higher quality tempera paint!
Reg. Varies
\$4.19 SAVE 40%!



**Ampersand
Basswood Panels**
Large selection of high quality basswood panels ready for your projects! Paint, collage, crafts, etc.!
45% OFF!

**Pentel
Color Pens 36 Set**
Fine point marker set. Non-toxic. Waterbased. #360-36.
Reg. \$37.80
**\$24.57
SAVE 35%!**



**Strathmore
Creative Cards**
Blank cards to make your own greetings! A whole display of different types and sizes! Check 'em out!
25% OFF!



**Jacquard
iDye Fabric Dye**
Convenient warm water dyes in dissolving packets. Available for natural or poly fabrics. Easy!
Reg. \$5.49 - \$6.89
\$4.97 SAVE!



**Das
Air Dry Clay**
Air hardening clay. Soft. White/Terracotta/Stone. 2.2 pounds.
Reg. \$15.75
\$12.57 SAVE 20%!

**Van Aken
Plastalina
Modeling Clay**
Never hardens. Softens with heat. Oil-based. 1 pound.
Reg. \$4.24
\$3.77 SAVE!



**Jacquard
Tie Dye Kits**
Go 1960s! Create your own "Deadhead" shirts and more!
\$8.99 and Up
10% OFF!





Marabu
Screen Printing Kit Set
Reusable Wooden Frame, 1 Screen Printing Squeegee, and 3 x 100ml Ink.
Reg. \$32.99
\$24.77 SAVE 25%!

Essdee
All Essdee Products
Professional printingmaking products for serious printmakers products. Made in the UK.

10% OFF!



Rives
Light Weight Printing Paper
100% cotton. 19x26. White or cream. 115g.
Reg. \$4.68
\$3.08 SAVE 35%!

See us for bulk pricing!



Strathmore
Printmaking Pads
Student or professional series. Acid-free. Suitable for a variety of printing methods: litho, screen, wood block, lino, plate, etc. Strong and durable, yet soft enough.

20% OFF!



Jacquard
Professional Screen Printing Inks
Will print on most surfaces, including vinyl! Archival and lightfast with great resolution. No toxic solvents required for clean up! Washable and dry-cleanable on natural and synthetic fabrics. 4 ounce jars.
Reg. \$9.59

\$8.77 SAVE!

Made in NorCal!

Charbonnel
Aqua Wash Etching Inks
Professional grade water clean-up inks.

20% OFF!



Linoleum & Wood
Cut Tools & Tool Sets
Available!
Lenz Arts is your
printmakers source!



Charbonnel
Etching Inks
Cans Only
Etching Ink is 100% natural and non toxic.

40% OFF!



Gamblin
Relief Inks
For all relief techniques, including woodblock, linocut, monotype, and Solarplate. Made in USA.

20% OFF!

Printmaking



Paper



**Art Alternatives
'Pen & Ink'
Sketchbooks**
Pocket-sized, hard-bound books with acid-free blank pages; perfect for sketching, doodling, writing or taking notes in pen, marker, or pencil. Features a ribbon bookmark, an expandable inner pocket, and an elastic closure. 54 lb. (80 gsm) or 98 lb. (145 gsm) paper.

40% OFF!



**Canson
"Classic Cream" Drawing Pad**
Good drawing pad for pencil, charcoal, ink, or light washes. 90# 24 acid-free 18" x 24" sheets. Spiral top bound, microperforated. #100510976. Reg. \$31.75

\$20.47 SAVE 35%

**Transotype
SenseBooks**
Reddot Design & German Design Award winner. Plain, lined, or gridded paper. Assorted sizes. Refills too.

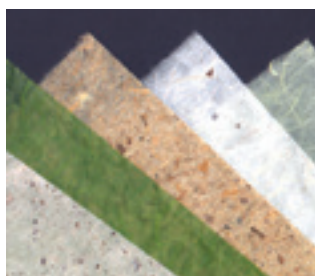


75% OFF! *Limited to stock on hand.*

**Arches
Oil Paper Pad**
12x16. 12 sheets. Acid-free. Treated to take oil paint safely. 140 lb. Reg. \$53.95



\$46.97 SAVE!



**Japan/Thailand
Unryu Rice Paper**
Assorted colors and textures of 25" x 37" rice paper with imbedded fibers. Reg. \$5.95

\$4.70 SAVE 21%



**Graphic
Egyptian Papyrus**
Assorted sizes and tones. The genuine article imported directly from the land of the pharaohs!

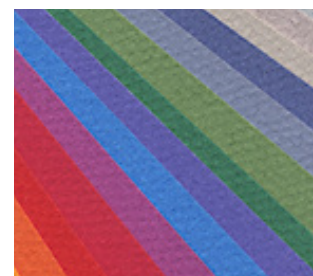
10% OFF!

**Daler-Rowney / Caset
9x12 '101' Sketch Pad**
Acid-free 50lb. white paper. 101 sheets. Wirebound. Reg. \$13.99

\$8.39 SAVE 40%!



**Canson
Mi-Teintes
Drawing Papers**
Drawing Papers Lots of colors. Great for pastels. Acid-free. 19½x25½. Reg. \$4.35



\$3.47 SAVE 20%!

Guaranteed
LOWEST
Price!



**Rives
BFK Printing
Paper Roll**
42" x 10 yards. 250 gram. White. Cotton. Reg. \$270.25

\$162.15 SAVE 40%



**Strathmore
Artagain Drawing Pad**
Assorted sizes and tints. Acid-free 60lb. paper. Medium surfaces.

30% OFF!



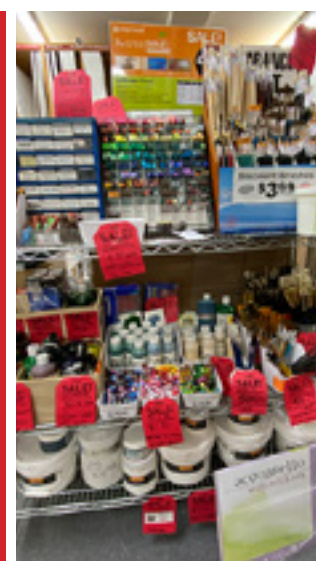
Overstock



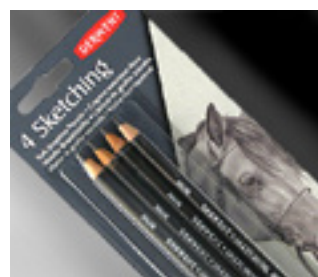
**ShinHanArt
Touch Markers
Grayscale
12 Set**
Double-ended
alcohol markers.
#016163-1.
Reg. \$90.00
\$39.97
SAVE 56%!

**Looking for
some great
deals? Visit
our clearance
cart and
closeouts!**

40%, 50%, 75% OFF!
Discontinued,
overstock, imperfect
labels, slight damage.
Get a steal!



**Derwent
Sketching Pencils
Set of 4**
Professional. Graphite,
and one water soluble.
Reg. \$10.49
\$6.97 *SAVE!*



**1 Shot
Poster Colors**

Art and Poster Colors are
not intended for outdoor
use. Comes in Blue-Green &
Magenta ONLY!

Reg. \$25.02

\$12.51 *SAVE 50%!*



**Schmincke
Watercolor Color
Gift Set**
With 12-1/2 Pans, brush #3,
brush soap, postcard block,
watercolor sponge, apron
and coffee mug (BPA free).
Reg. \$179.00
\$99.97 *SAVE!*



**Weber
Permalba Black
Oil Paint**

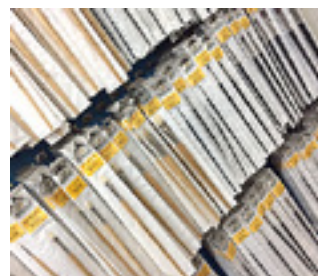
Large 150ml tube.
Buttery. Very opaque.

Reg. \$29.70

\$14.83 *SAVE 50%!*

**Rembrandt
Oil/Acrylic Brushes**
Handmade
in Germany. *CLOSEOUT!*
High quality.

75% OFF!



**Liquitex
Base Coat
Colored Gesso** *CLOSEOUT!*

Acrylic gesso.
Three colors.
Reg. \$19.95

\$9.97 *50% OFF!*



**Industria Maireri
Oil Paints**
Quality student oils.

40% OFF!



**Tri-art
Quiller Acrylic Mediums**
Professional grade.
Made in Canada.
Limited to stock on hand.

65% OFF!

OPEN Monday - Saturday 10:00 a.m. - 6:00 p.m.

Our 57TH Year of Serving You!

Lenz arts



Fine Custom Picture Framing ...just for you!

Lenz Arts has the oldest frameshop in the Monterey Bay Area!
Voted "Best Picture Framing" in the Santa Cruz Sentinel Readers Choice Awards and Good Times "Best Of".



Jim Phillips, long time customer and friend.

*Voted Readers Choice for
Best Art Store and Best
Picture Framing!*



Follow us on Facebook and Instagram @lenzarts!

Cover: Lenz customer and artist **Marie Gabrielle** lives in Santa Cruz, California with her family, and spends as much as possible, in Provence, France. Most of her watercolor paintings are realized in Plein air.
www.mariegabrielle.com



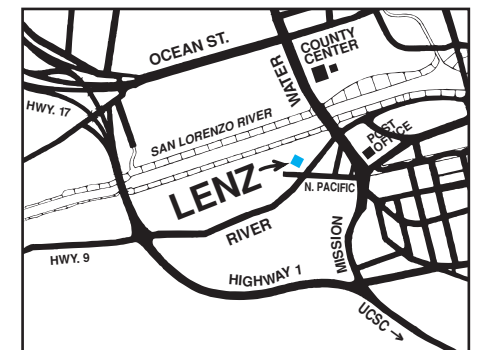
We (normally) have DEMOS frequently!
Get your email notices packed with great info by signing up at
LenzArts.com!

SAVE THE DATE! Lenz Arts 57TH Anniversary Celebration

WHEN:
Noon to 4 p.m.
Sat., July 12, 2025

WHERE:
Lenz Arts!

Art materials demonstrations, factory representatives, free samples, and prizes!



On the corner of
North Pacific & River.
142 River Street
Santa Cruz, CA 95060

Sale expires 6•30•25. Some sale items limited to stock on hand.

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Art Materials (831) 423-1935 • Frame Shop (831) 425-7111 • LenzArts.com

FREE On-Site Parking!

@lenzarts

