



July 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



The big celebration is coming up! July 12!

Lenz
arts

While the actual day of the Lenz Arts 57th anniversary is August 1, we'll be celebrating on Saturday, July 12 with a parking lot full of free "make-and-take" art demonstrations, a store full of amazing sales plus get an extra 10% off your entire purchase *including items already on sale!* Plus prizes, snow cones, face painting, lots of fun and games for all ages!

We appreciate our customers and we hope you can make it and enjoy it with us.
lenzarts.com/anniversary

— Andrew (Jr.) ... and the rest of the Lenz Family and Staff

Oil & Acrylic



Liquitex Professional Acrylics
Tubes and jars. Includes Liquitex's Acrylic Gouache and sets.

30% OFF!



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

30% OFF!



Gamblin Artists' Oils
Very popular professional Oils. High pigment load. Made in Oregon. Standard 37ml and jumbo 150ml tubes!

20% OFF!

Gamblin 1980 Oil Colors
High quality student grade. Available in 37 and 150ml tubes sets too! Made in Oregon.

20% OFF!



Daler-Rowney Graduate Acrylics

Ideal for students and amateurs looking for reliability and performance. 500ml

Reg. \$23.05

\$19.97

14% OFF!



Daler-Rowney System3 Acrylics Set

Eight 75ml colors. Fast-drying, medium-body acrylic paint. Smooth and easy to use.

Reg. \$55.70

\$35.99 35% 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!





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% OFF!

Guaranteed
LOWEST
Price!



Winsor & Newton Gouache Set
10 12ml tubes of essential colours made from quality, fine art pigments.

Reg. \$41.49
\$33.97

SAVE 19% OFF!



Winsor & Newton Artists' Watercolors
Choose tubes or ½ pans. Highest quality professional paints. Full range in stock.

30% OFF!

Holbein Artists' Watercolors
Professional transparent watercolors.

30% OFF!



Grumbacher Academy Watercolors
Good student grade watercolors. Full range.

35% OFF!



Schmincke Watercolor Gift Box Set

watercolor metal box with 12 half pans in standard coloristics, Da Vinci travel brush in size 3, brush soap, sponge, postcard block, a painting apron coffee-to-go cup (BPA free)

Reg. \$179.00

\$99.97

SAVE 46%!

Novi Art Kit Bag
Watercolor, brushes, paper, painting tutorial booklet, tote bag.

Reg. \$59.99

\$24.97

SAVE 50% OFF!



Daniel Smith Artists' Watercolors
Professional grade. Over 250 colors. 15ml tubes and sets too! Made in the USA.

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!

Watercolor



Framing



CUSTOM PICTURE FRAMING

Quote of the Month: *"Overall 10/10. Everyone was helpful and knowledgeable. Exactly what I wanted."*

—Mike Ontiveros, Aptos (Thanks, Mike!)

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. \$23.90

\$20.99 SAVE!

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

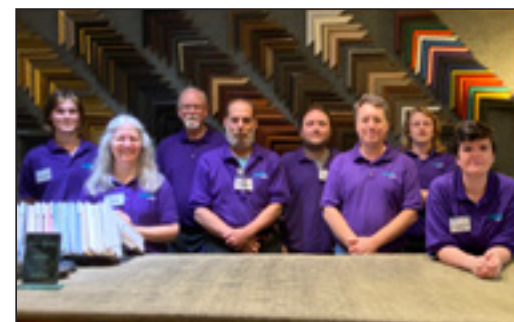
48" x 96" x 3/16" Acid-free

Reg. \$57.81

\$38.97

While•You•Wait Framing Services!

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



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.



*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!



Studio Designs Student Field Easel

This multi-purpose easel
functions both as a steady
work easel and an attractive
display easel. It holds mate-
rials up to 28" high and 1.5"
thick. Black. #13154.

Reg. \$119.99

\$69.97

42% OFF!

Richeson Weston French Box Easel

"French style" easel box. Conveniently
folds to sketch box size. Drawer for
paints. Carrying strap. Fully adjustable.
Lighter weight. #696303

Reg. \$282.54

\$149.97 *SAVE 46%!*

(Compare at \$483.95)



Art Alternatives Revenna Tabletop Sketch Box Easel

Natural or Black. Accommodates
canvases up to 34" and compact,
portable size.

Reg. \$129.99

\$89.97 *SAVE 30%!*

Ampersand Unprimed Basswood Panels

Smooth, absorbent, uncoated.
Panel free from
plywood seams and knots.

45% 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

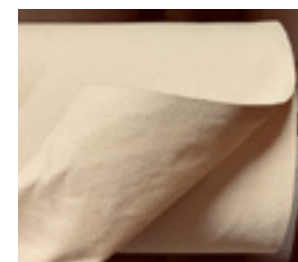
\$99.43 *SAVE 75% OFF!*

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 *52% OFF!*

Surfaces & Easels



Drawing



**Faber-Castell
6pc Pitt Matte
Graphite Pencil Set**
Metal Tin of 6 Graphite Pencils,
Sketching and Drawing Pencil
Set (B, 4B, 6B, 8B, 10B, 12B)
Reg. \$17.50



\$12.17 31% OFF!



**Krylon
Workable Fixatif**
Prevents smudging while
permitting rework of pencil
or pastel drawings. #1306.
Reg. \$21.23

\$15.97 25% OFF!

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



\$64.97 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!



**Hand Book Journal Co.
Watercolor &
Drawing Travel
Journals**
Acid-free. Linen hard cover
with rounded corners.

15% OFF!

**Caran d'ache
Neocolor I
Wax Pastel**
Soft, velvety texture,
does not crumble,
Ultra-high pigment
concentration, superior
covering power, luminous
colours, excellent
light resistance.
Reg. \$2.80

\$2.13
15% OFF!



**Caran d'ache
Neocolor II
Water-Soluble Pastel**
Wax oil pastels with a soft,
velvety texture. Excellent
pigment concentration,
covering power, crumble
resistance, and light
resistance. Use Wet or Dry on
various surfaces including,
paper, glass, wood and fabric.
Reg. \$2.80

\$2.13
15% OFF!



**Talens
Ecoline Inks Sets**
Highly intense, dye-based
liquid watercolor, 10 colors
30ml bottles.
Reg. \$59.95



\$41.97 SAVE 30%!



**Sakura
Micron 3 pc set Black**
Assorted 08, 10, 12 pigma pens.
Pigmented, waterproof,
and archival ink. #SK50057
Reg. \$10.02

\$7.97 SAVE 21%!

**Art Graf
Watersoluble Discs**
Pigmented Earth Tone Colors,
Pigment Cakes for Painting
& Drawing,
Reg. \$13.09



\$9.97 SAVE 23%!



**Star Products
"Red Rope"
Fiber Portfolios**
Fiber art portfolio
with handle. 10" x 15" to
24 1/2" x 36 1/2".

20% OFF!



Kids



**Faber-Castell
Learn to
Watercolor Set**

12 vibrant washable watercolor cakes, 2 assorted brushes, easy squeeze water brush, resist art crayon, 12 watercolor paper sheets, and instructions

Reg. \$22.00

\$17.57 SAVE 20%!



**Snazaroo
Face Painting
Supplies**

Super fun! Non-toxic, water clean-up!

10% OFF!

**Royal & Langnickel
Big Kids Choice**

15 pc set. Shorter handle is easier for young hands.

Reg. \$17.49

\$13.47

SAVE 23%!



**Crayola
Sidewalk Chalk**

48 piece bucket of fun! Large sidewalk chalks. Adults have a blast with these too! Heck, leave message on your friends driveway! #51-8052

Reg. \$10.05

\$7.97 25% OFF!

**Crayola
Color Pencil 36 Set**

Fuel your child's creativity and artistic growth. Safe and nontoxic.

Reg. \$12.05

\$9.97 17% OFF!



**Pentel
FabricFun 7 Set**

Seven fabric crayons. Easy dye sticks! Draw, iron, wash! Non-toxic. Easy! Fun! No mess!

Reg. \$2.60

\$1.97 SAVE 25%!

**Pentel
Oil Pastel 25 Set**

Set of 25 oil-based pastels. Works on most surfaces. Non-toxic.

Reg. \$5.25

\$3.97 SAVE 24%!



**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

Djeco, Ooly, Faber-Castell, Klutz

Check out the fun Kikkerland

Design products for kids and adults!



**Royal & Langnickel
Paint by
Number Kits**

Complete paint by number kits, designed for ages 8 and up.

15% OFF!

**Dover
Kids' Fun Books**

Books of stickers, coloring, temporary tattoos, lots of activities! At just 4"x6", perfect for travel! New titles now in stock!

\$1.99 - \$3.50





Crafts



Marabu
All Paints & Inks
Products for glass, fabric,
marbling, porcelain,
calligraphy, mixed media.

25% OFF!

Jacquard
Procion Cold Water
MX Dyes

Natural fiber cold water dyes
in 2/3 oz. jars. Full color range
in stock.

Reg. \$5.39

\$4.77 SAVE 10%!



Pro-Art, Prang,
Primo, & Bestemp
Tempera Paint

Non-toxic.
Water clean-up. A higher
quality tempera paint!

Reg. Varies

\$4.19 **SAVE UP TO 40%!**

Pentel
Color Pens 36 Set
Fine point marker set. Non-
toxic. Waterbased. #360-36.

Reg. \$37.80

\$19.97

SAVE 43%!



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!

Van Aken
Plastalina
Modeling Clay

Never hardens.
Softens with heat.
Oil-based. 1 pound.

Reg. \$4.24

\$3.77 SAVE 11%!



Posca
Paint Markers & Sets
Can be used on a variety
of surfaces, making them a
versatile tool for artists and
hobbyists.

10% OFF!

Jacquard
Textile Paint

Paint for natural or
synthetic fabrics. Wide
range of colors. 2oz jar.

Reg. \$5.79

\$4.47 SAVE!



Canson
Colorline® Paper
300gsm 8.5x11. Colored
papers are versatile and
ideal for any creative idea.

Reg. \$1.65

99¢ SAVE 40%!

Strathmore
Creative Cards

Blank cards to make your
own greetings! A whole
display of different types
and sizes! Check 'em out!

30% OFF!



Das
Air Dry Clay
Air hardening clay. Soft.
White/Terracotta/Stone.
2.2 pounds.

Reg. \$15.75

\$9.97 SAVE 37%!

Jacquard
Tie Dye Kits
Go 1960s! Create your
own "Deadhead" shirts
and more!

\$8.99 and Up

10% OFF!





Printmaking



Essdee All Products
Wide range of printing products for professionals and beginners. Products include carving blocks, cutting tools, kits and more. Made in the UK.

10% OFF!



Strathmore Printmaking Paper Pads
Strathmore 300 Series Lightweight, and 400 Series Heavyweight printmaking papers are ideal for a wide variety of printmaking techniques including relief, lithography, intaglio, screen print and more.

20% OFF!

We sell screen printing fabric by the inch!
Make your own screens whatever size you want!



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

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

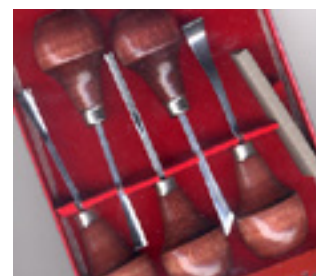
\$8.77 SAVE!

Made in NorCal!

Marabu Screen Print Kit
Reusable Wooden Frame, 1 Screen Printing Squeegee, and 3 x 100ml Ink.

Reg. \$32.99

\$24.79 SAVE!



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



Richeson Clear Carve Lino
12x12. Made of flexible, durable clear material. Will not crack or dry out. #688009.

Reg. \$23.99

\$18.97 SAVE!



Rives BFK Printing Paper
100% cotton. 22x30. White, 100 pack. #523-711

Reg. \$958.00

\$527.00 SAVE!



Paper



Canson
"Classic Cream" Drawing Pad
Great drawing pad for pencil, charcoal, ink, or light washes. 80# 24 acid-free 18" x 24" sheets. Spiral top bound, microperforated. #100510976.

Reg. \$31.75

\$21.97 *SAVE 31%!*



Canson
XL Sketch 18x24 Pad
Medium-weight sketch paper. 125 white, acid-free sheets. 18" x 24." Great for pencil, charcoal, ink, or light washes. #100511076.

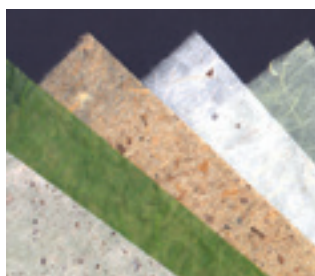
Reg. \$54.15

\$35.97 *SAVE 34%!*

Daler-Rowney
Langton
Watercolour Paper
140lb 16 x12in Watercolour Paper Pad, Glued 1 Side, 12 Natural White

Reg. \$47.80

\$23.90 *SAVE 50%!*



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%!*

Arches
Oil Paper Pad
12x16 12 sheets. Acid-free. Treated to take oil paint safely. 140 lb.

Reg. \$53.95

\$46.97 *SAVE!*



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

20% OFF!

Canson
Mi-Teintes
16x20 Boards
Acid-free. Great for framing or drawing.

Reg. \$8.25

\$6.97 *SAVE 15%!*



Strathmore
Pastel Pads
Artist quality 400 series. Assorted sizes and colors. Acid-free 80lb. paper.

30% OFF!



Strathmore
Heavyweight
Paper 24" Roll
400 Series White. 24" x 10yd. Acid-free. 100 lb. #401-24.

Reg. \$26.15

\$18.87 *SAVE 28%*



Fabiano
Studio Watercolor
11x14 50 Sheets 25% cotton, 140lb. paper. Available in Hot or Cold Press.

Reg. \$58.30

\$34.95 *SAVE 43%!*



Overstock



**Derwent
Line Marker
3 pc Set**
Markers are superfine,
free-flowing fine liners
with a consistent line,
ideal for both drawing
and writing.
01., 0.3, 0.5
Reg. \$12.99
\$7.97
SAVE 39%!



**Daler-Rowney
Simply Sketching
Manikin Set (11pc)**
Includes:
1 x Manikin
3 x sketching pencils,
2 x pastel sticks,
1 x charcoal stick,
2 x paper blending sticks,
1 x eraser and a pen.
Reg. \$18.75
\$10.97
42% OFF!

**Pentalic
Graphite
Charcoal Set**
Set of 6 assorted pencils
in a metal tin. #897106
Reg. \$8.99
\$5.97 *SAVE 33%!*



**Daler-Rowney
Simply
Sketchbook**
8.5" x 11" 65# Hardbound
#481150811
Reg. \$15.55
\$11.97 *SAVE 33%!*



**Derwent
Sketching
Pencil Set of 4**
Professional Graphite and 1
water soluble pencil.
Reg. \$10.49
\$5.97 *SAVE 43%*



**Cretacolor
3 pc Pencil Set**
Black, Sepia and White. Chalk
for sketching and drawing.
Made in Austria.
Reg. \$8.49
\$5.97 *SAVE 30%!*

**Generic
8" Wood Tools**
Great for clays!
Variety of shapes.
Reg. \$3.40
\$1.97 *SAVE 44%!*



**Rembrandt
Polycolor Colored
Pencils, set of 24**
Beautifully Pigmented,
Made in Germany
Reg. \$65.80
\$39.97 *SAVE 39%!*



**ShinHan Art
Set of 12 Grayscale
Touch Markers**
Double-ended alcohol mark-
ers. #016163-1.
Reg. \$90.00
\$39.97 *SAVE 56%!*



**Derwent
Sketching 6pc Set**
Pencil Tin contains 6 sketching
pencils ranging in density.
Reg. 16.49
\$9.97 *SAVE 40%!*

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

Our 57TH Year of Serving You!

Lenz arts



Lenz Arts 57TH
Anniversary Celebration!
Lots of Demos!
Wow Sales! Prizes! Fun!

Saturday, July 12TH, 11 a.m. - 3 p.m.

Parking Lot 'Make & Take'

Everything
in the store on sale
Up to 85% OFF!*

***Plus get an EXTRA 10% off your entire purchase
—including sale items!**

**Custom framing is excluded—
our poor framers already are busy as it is!**

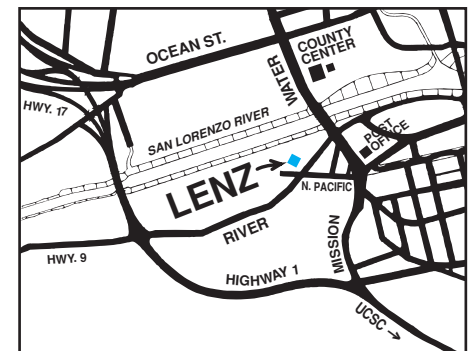
1 Day Only! Visit LenzArts.com/anniversary for details!

Sale expires 7•31•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!



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

**We will be
Closed
Friday, July 4
in observance of
Independence
Day!**

“Join the Fun!”

