

THE ADVANTAGES OF THE PROCOLOUR DYE SYSTEM

No rival craft dye system on the market offers all of the following features:

- Procolour dyes are true dyes. They do not impair the fabric's natural lustre or drape, so they are entirely different from, and superior to, those paints masquerading as dyes found on the market, e.g., 'Deka Silk', etc.
- The 70 dyes in the Procolour range offer a full spectrum of colours for protein fibres as well as for cellulose fibres. So there is no need for multifibre artists to stock two separate ranges of dyes for each fibre type. The Procolour range is a one-stop shop for the dyeing of all natural fibres plus some synthetic fibres bracketed in the list below:

PROTEIN FIBRES Can be dyed with P and PC dyes	Silk, wool, alpaca, angora, mohair, fur, feathers, leather, (nylon and polymide)
CELLULOSE FIBRES Can be dyed with C and PC dyes	Cotton, linen, hemp, jute, flax, sisal, wood, (rayon, viscose, and ramie)

- This system offers a choice of 3 craft-friendly dye fixation methods:
 1. Traditional steam fixation for paintings and prints, which produces excellent colours (10 out of 10).
 2. Dry heat fixation for paintings and prints, which produces good colours (8 out of 10).
 3. Hot bath immersion dyeing for block colours and tie dyeing, which produces excellent colours (10 out of 10).
- Each colour is supplied by Procolour in 3 convenient forms:
 1. Liquid STEAMFIX[®] dye for steam fixation and immersion dyeing.
 2. Liquid HEATFIX[®] dye for heat fixation and immersion dyeing.
 3. POWDER dye for making 1. and 2. and immersion dyeing directly from powder.
- When compared side by side with rivals, few other brands can compete regarding:
 1. Complete representation of the colour spectrum
 2. Colour richness, vibrance and depth
 3. Usage simplicity
 4. Washfastness and lightfastness
 5. Minimal toxicity
 6. Application method versatility
 7. The wide range of fibres that can be dyed
 8. Price
- Procolour ready-made liquid dyes, at NZ\$35/litre, are less expensive than rival liquid dyes. And if they are made up from powder, then they are even cheaper (less than half the liquid dye cost, i.e. approx. NZ\$18/litre). This cost is based on the average 500g powder price from Table III. Powder dye users also make huge savings on postage and freight because powder dyes are 80-90% lighter than liquids. The extra weight in liquid dyes is water which it is more logical and cost-effective to add at the place and time of usage.
- Procolour provides simple direct application options for its liquid dyes:
 - Use them neat, diluted or intermixed together.
 - No pre-mixing rituals or dye lifespan limitations like those encountered when using most brands of fibre-reactive dyes like 'Procion', etc. Procolour liquid dyes will last at least one year even when intermixed or diluted.

- Procolour liquid STEAMFIX[®] dyes will intermix with most other brands of steam fixable dyes on the market. So there is no need to waste residual stocks of alternative brands. You can gradually ease into Procolour dyes side by side with old stocks.
- The Procolour dye system caters for beginners as well as the most advanced professional fibre artists. Procolour is better equipped than rival brands to meet users at their own level of need, while always providing room for creative expansion. This system is extremely flexible and all at prices that are hard to beat. See the comprehensive library of support 'How to do' information on the back of Table I. Also learn how to stretch dye performance using the dye auxiliaries. This is described in the 'Advanced Dye Usage Information'.
- The Procolour RESISTAD[®] gutta system is globally unique and it extends the gutta resist concept well beyond that offered by rival brands (gutta is an outliner which enables dye flow and diffusion to be controlled into sharp detailed designs). Here are some of RESISTAD's unique features:
 - RESISTAD[®] is supplied as a concentrate in 3 forms:
 1. THIN RESISTAD[®] is used to transform most brands of textile paint into gutta for screenprinting and pipette application. Recipe: 20% Thin RESISTAD[®] + 80% textile paint = gutta.
 2. MEDIUM RESISTAD[®] is used to convert water and liquid dye into clear and coloured gutta for pipette application. Recipe: 50% Medium RESISTAD[®] + 50% water or liquid dye = gutta.
 3. THICK RESISTAD[®] is used to convert water and liquid dye into clear and coloured gutta for screenprinting. Recipe: 50% Thick RESISTAD[®] + 50% water or liquid dye = gutta.
 - Dye-coloured guttas made with MEDIUM and THICK RESISTAD[®] (as described above) leave the silk soft, lustrous and unimpaired even if the gutta outlines are as wide as one inch or more. This means that gutta designs no longer need to be restricted to a network of fine spindly lines.
 - Traditional solvent-based guttas cannot be used for wide lines because of their stickiness and impairment of the silk. Neither can they be used for screenprinting or riso screenprinting because they would permanently clog the screen. However, the printability of RESISTAD[®] guttas radically enhances the viability of gutta work, and the scope for sophisticated designs. Now logos and copyright free images can be faithfully reproduced as many times and as quickly as is desired. Just think how this tool can extend your creative repertoire.
 - RESISTAD[®] guttas have the resist strength of solvent guttas yet they are water-based, so all application utensils wash up in water.
 - All Procolour guttas are permanent (wash- and drycleanfast).
 - Apart from conventional application methods these guttas can be applied by any other method, e.g., stamping, block printing, sponging, ragging, and brushing, etc.
 - All Procolour guttas are utilised using the following procedure:
 1. Apply the gutta; 2. Dry; 3. Heatset; 4. Colour-in; 5. Fix; 6. Rinse.
 - RESISTAD[®] gutta usage is further dealt with in detail in:
 - C. STEAMFIX[®] LIQUID DYE ADVANCED USAGE PROCEDURE
 - D. HEATFIX[®] LIQUID DYE ADVANCED USAGE PROCEDURE

With all the above advantages it is no surprise that PROCOLOUR is the dye system of choice for the majority of commercial silk painters in New Zealand.