

Resene

TradeLines

August 2000



“ I'm still basking in the euphoria of the All Blacks win over Aussie. What a game! I was out of my seat more times than I was on it, and then it was right on the edge. I says a lot about the Aussies that they could come back from 24-nil, but they had no answer to Jonah's 'game breaker'. Fantastic. I was so hyped up that I couldn't get to sleep. So I fired up my computer for a while and got onto the net, stumbled onto Resene EzyPaint and got so carried away with it that I didn't get to bed until 3.30am. ”

Brushstrokes

let ya **mouse loose** and get painting

Virtual painting is the way of the future. No longer do you and your clients have to wait for the painting to be completed to see the end result, Resene EzyPaint can provide the finished look before you lift the paintbrush.

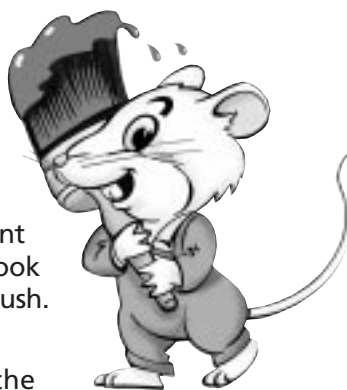
Resene EzyPaint is a programme that allows the user to create colour schemes from a selection of residential images using Resene colours.

This programme is an ideal way to experiment with different colours combinations before presenting your ideas to clients. Simply install Resene EzyPaint, select from a total of 30 interior and exterior images that best resembles the area that you are planning to paint, choose the colours, and bingo. If you need a starting point, try out some of our tried and true colour schemes for instant ideas.

Your ideas can be presented to clients on a computer print out, computer screen or email. Either way your clients will be impressed.

Resene EzyPaint can be downloaded free from the internet, which can take up to one hour using an average modem and connection, or purchased on CD-Rom for \$14.95 at any Resene ColorShop.

If a client wants to see the chosen colour scheme using an image of his or her own home, you'll need a scanner, Adobe PhotoShop or similar, and



a bit of time and skill. Scan in a photograph of the client's home, draw around all the areas to be painted and finally paint in Resene colours which are available from the **Resene ColorRite** programme. Resene ColorRite can be downloaded free off the Resene website www.resene.co.nz or contact your local Resene representative who can help you install the programme.

Computer settings do differ and therefore colours may look different from the actual colours. To be safe, check all colour schemes using Resene testpots and or drawdowns.

While both Resene EzyPaint and ColorRite have been designed for PC use, they can be used on a Mac if you are running version 8.0 or later and PC emulation software. Or you can simply use the list of electronic colour formulations that Resene has created to paint



EzyPaint

virtually anything.

See your Resene representative for more information.

Please ensure that the paint you have had tinted up is the same colour as selected.

Resene accepts no responsibility for the application of incorrect colours.



Resene - the paint the professionals use

Editor's Choice

Product of the Month:

Resene Broadwall Surface Prep. has been developed as an alternative to skim coating on Gib. Designed for use over stopped and jointed systems, Resene Broadwall Surface Prep. minimises textural differences and provides an excellent base for decorator or shelfline sealers. It's also an excellent alternative to lining paper.

There is no need to cut-in with a brush as inevitably you are feathering the Resene Broadwall Surface Prep. in to the Gib finishing compound.

Accessory of the Month:

If you're working in an area that is wet or you want to make light work of dust, dirt and liquid spills, try the **Earlex Combi Vac** wet and dry vacuum and blower. Available through Resene ColorShops for \$229, the Earlex Combi Vac contains a large 20 litre recovery tank and a working length of 6 metres.

Telling Tales

New Move: Lena Wood has been promoted to shop manager at Resene Papakura ColorShop. Lena joined the company just 18 months ago as a retail shop assistant at the Resene Onehunga ColorShop.

Stars in your Eyes: Did you know we have some musical talent amongst us? Ann Lyford, who works part time in retail sales at the Queenstown ColorShop was named as a finalist in the South Island singing competition - 'Starry Eyes'. Ann sang Cleo Lane's, 'Send in the Clowns'.

More news in September

Eneser ♥
Buckett

Eneser Buckett
Editor.

Tips 'n Tricks

It's a real winner - "Resene EzyPaint is very popular in Christchurch, especially with the trade painters," says Christchurch service representative Tony Walter. Christchurch trade painter Chris Nicholas said that he had won three jobs by providing on-site colour advice using Resene EzyPaint in the initial client meeting. "You can sound and look professional talking with clients, however, taking your laptop on site and presenting a colour scheme idea provides a much clearer vision of the effect of the finished result. It's a winner," he says.

Picture Framing - Because brushing applies more shear than roller application, a wall brushed at the corners and otherwise rolled can exhibit an effect called 'picture framing' - a lighter area surrounded by the darker, brushed paint. Similarly, spraying generally applies more shear than brush or roller application, so a paint with poor colour acceptance may spray darker than brushed or rolled touch-up areas.

To avoid 'picture framing', make sure that spread rates with brushes and rollers are similar. Don't cut in the entire room before coating and work in smaller sections of the room to maintain a "wet edge."



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