

Resene TradeLines

February 2001



“ Here we are in 2001, the second year of the 'noughties' - so, can someone please tell me where 2000 went to? They say it's a sign of age when the years appear to go quicker. Now I completely refuse to accept that - but 2000 did seem to be more like batting highlights than a full five day test! The management of Resene have asked me to pass on their best wishes for the new year and advise that the best they can hope to do this year is offer you more of the same. That is... more of the same great products, great services, new shops, new ideas, new promotions, and more of the same loyalty to the paint trade. All up, it looks like its going to be a happy new year. ”

Brushstrokes

Flat as a Pancake

We have recently given our Decorator Ceiling Flat a bit of a 'tweak'. This product has a lot of fans but we have had the odd suggestion that sometimes the sheen is a bit patchy.

Our 'techos' couldn't reproduce the problem in the lab but, as our trade customers generally know what they are talking about (and are worth listening to), the techos went out into the field to see if they could track down the problem.

The answer they came back with was that you could get subtle differences in gloss in areas where application was slightly thicker than the surrounding areas, such as on the edge of a roller line or a double pass with airless spray.

The gloss difference was way too small to register on a gloss meter but the old naked eye could pick it out. Apparently, when a heavy wet film is applied, bits of the coarse extender get 'buried' in the finer extender and some of the flattening effect is lost.

Having identified the problem, the fix was pretty straightforward (so they said). They adjusted the ratio of the extender particle sizes and, Bob's yer Uncle, its now as flat as a pancake - even in thicker areas.

To celebrate this small step for mankind our warm-hearted Marketing Department are running an opening special on this newly tweaked product.



You can pick up your Decorator Ceiling Flat pail for just \$65 a 10L during February... but don't wait 'til March as Marketing isn't that kindhearted!

Resene - the paint the professionals use

Editor's Choice

Classic Commentating

With the 2001 Resene Super12 competition kicking off at the end of February, now seems like a good time to look at some classic commentating that I received in a 'business' email. The boss can't tell me off for passing these on - he's the one who sent them to me!

Commentators and sportspeople have never been so profound...

- "I've never had major knee surgery on any other part of my body" (Winston Bennett)
- "I owe a lot to my parents, especially my mother and father" (Greg Norman)
- "Sure there have been injuries and deaths in boxing - but none of them serious" (Alan Minter)
- "The racecourse is as level as a billiard ball" (John Francombe)
- "If history repeats itself, I should think we can expect the same thing again" (Terry Venables)
- "He dribbles a lot and the opposition don't like it - you can see it all over their faces" (Ron Atkinson)
- "Well, either side could win it, or it could be a draw" (Ron Atkinson)

Sounds like they all got shut in a room with solventbased paints for a few hours before they started their commentary!

Accessory of the Month:

Well, the accessory of the month won't help you put the paint on, but it should help you get some repeat business. Ever gone to paint your own home and wished that the last owners had written down the paint colours? Likewise, your clients are probably scratching their head 'cos sometimes they just can't remember the colours they picked after the job is finished.

Resene have new thankyou cards for you to leave with your clients with the complete colour scheme that you have used. There's even a place to include your business card so not only will they remember the colours they used but they can contact you in a few years time when they decide to paint the next piece of their house.

Best of all, Resene will supply the thankyou cards free, so this extra service won't cost you a penny!

Have a yarn to your local Resene rep for some thankyou cards to get you started.

Telling Tales

Slide to the Side: The Resene ColorShop in Wairau Park, Auckland has shifted just up the road to Croftfield Lane, a less than one minute drive off the motorway (assuming you catch a green light of course!).

Don't be Dizzy

Talking about solventbased paints, we all know how strong nasty solvent odours can be. Sure does encourage you to switch to waterbased Environmental Choice approved products wherever you can.

All Environmental Choice products must meet specific VOC (volatile organic compound) limits, which in non-techie terms means that they can only release a certain amount of solvent into the air. Not only is this better for the environment, but you and your clients will appreciate the difference.

Strong paint odours can cause a raft of nasty effects - anything from skin irritations and asthma to headaches and dizziness (and even reduced libido, which can never be good!)... all of which are bound to leave you and your clients feeling under the weather. Pregnant women have to be even more careful as the solvents can harm the babies they are carrying.

Of course no matter whether you are using waterborne or solventborne paints, you need to make sure the area you are painting is well ventilated. Normally the best way of doing this is to open windows and doors to promote the flow of air. If you can't do this, an air extraction system can achieve the same result. While you may be tough enough to put up with the smell and dizziness, your body will thank you for the open windows and doors, not to mention your clients.

Funnily enough, studies have shown that 100% of clients hate solvent odours (well, we never actually did the research, but we are pretty confident the results are true anyway).

For ultra low odour products, grab a can of Zylone Sheen, Zylone 20 or Ceiling Paint. They're guaranteed to be an awesome choice for the interiors of homes, offices, schools, hospitals, nursing homes, hotels and other institutions. You'll be in and out in a flash with minimum disruption to the occupants.

More news in March

Eneser ♥
Buckettt

Eneser Buckettt, Editor.



Painting with
Eneser Buckettt No.17

Resene - the paint the professionals use

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