

# Resene TradeLines

September 2001



“ Can someone tell me where this year has gone to? It's Spring already and I think I'm still suffering the after effects of all that champagne I drank at New Year's. By the time I get around to honouring those resolutions I made, it'll be time to make and break next year's ones. Anyway, gotta go... I'm off down to Resene to grab me some Hot Weather Thinner before things start getting edgy. ”

## Brushstrokes

### Be seen with Resene

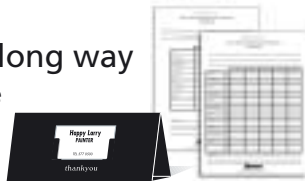
There may be no such thing as a free lunch, but with Resene there are lots of other freebies that you can use to promote yourself and help your clients. We thought we'd give you the quick rundown on our newer freebies, just in case you haven't taken advantage of them yet... ask your rep for more details...

#### A little thanks goes a long way

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 heads 'cos sometimes they just can't remember the colours they picked after the job is finished.

Resene's thank you cards are designed for you to leave with your clients with the complete colour scheme that you have used. There's even a place for you to put your business card, so not only will they remember the colours they used but they can contact you when they decide to paint the next piece of their home.

Of course, when their friends ask them who did the great paint job, it'll only take them seconds to get your card and pass your details on.



#### Note to Quote

Everyone has been stung by having to pay bills that are higher than expected. This has led to consumers regularly requesting quotes for jobs before you start the work so that they know in advance how much the complete job is likely to cost.

Quotes are the perfect way to keep track of the job, and make sure the customer knows what they are getting, and you know what you are getting paid. Books of 50 quote forms are available free to all trade painters from Resene reps. Or download the Painter's Quote Form from [www.resene.co.nz](http://www.resene.co.nz), complete it and either print it out or email it to your client for a very professional look.



#### Hot into the E-Press

Get your name into our website or even into the Resene News and enjoy some great free advertising. Simply complete a project in Resene products, get the building owner's permission and complete a Resene News submission



form. We'll write up a story for you and add it to the Products in Action section of our website, and if you're extra lucky you might spot your project in the Resene News.

If you have a website or email address, make sure you include this and we'll include a hyperlink to make it easy for your new customers to get hold of you.

#### Get into 'The' Guide

Customers requesting referrals to painters (and boy do a lot of them ask for this when they realise how long the job will take if they do it themselves!) are referred to our new Guide to Design & Decorating Professionals so they can select whom they want to use. We supply cards to customers so they can write down contact details. It's kind of like an in-ColorShop Yellow Pages.

You can advertise in 'The' Guide for free... supply your own brochure, make up your own A4 page, or simply complete one of our standard design and decorating forms and add a few photos of your own. Whichever option you take, it'll be time well spent when you win your next job.



#### Sign of the Times

Picture yourself... you've just finished an exterior paint job and want to shout out from the rooftops 'cos you're pretty proud of the finish. Trouble is you haven't got all day to stand there and hand out flyers, so why not just get your Resene rep to organise you a free signwritten corflute board.

We'll print your business name and phone number on a Resene corflute board so you can hang it outside your completed project. Signs are a great way to promote your services to passersby as most will have watched the transformation you have made.

And if you're still hanging out for more, there are still all those free virtual services for you to take advantage of at [www.resene.co.nz](http://www.resene.co.nz) - such as...



Resene EzyPaint2, virtual painting software;

Resene EzySpec, virtual spec software;

and oops out of space! You'll have to check it out yourself!



Resene - the paint the professionals use

## Tips 'n Tricks

### On a Roll

Here's a quick tip that will help you when you are painting scotias... Get a paint pad with roller wheels on it, run it along the surface and you'll end up with nice even scotias in next to no time.

### A Palette of Fun

Ever had problems with clients who can't describe the colour they want to use, let alone find it on a Resene colour chart? Of course you have! We understand that sometimes clients just want to do their own thing, so now we've made it easy for them to make their own colour on-line.



Simply tell your colour confused clients to check out [www.resene.co.nz](http://www.resene.co.nz) and adjust the slider tabs to create their own colour. Once they've created the colour of their dreams, they can print it out on a colour printer and get it colour matched at their local Resene ColorShop. Or they can enter it into Resene EzyPaint2, find the matching Resene colours and virtually paint their own project on their computer. Either way, it'll help them choose the colour and save you time.

Of course, if you fancy yourself as a Picasso, you're welcome to join in the fun and create your own colour. If your creative bent wins you the major prize, you'll win Resene vouchers and the kudos of seeing your colour on a future Resene colour chart.

### Better than Hotcakes!

The free Painter Quote books we told you about last month are literally running out the doors by themselves. You guys and gals must be writing lots of quotes as the first production run ran out after just two and a bit weeks... never fear, we've placed another LARGER order for quote books to cope with the demand.

## Telling Tales

### Lucky Number 53

The new Cambridge ColorShop opened its doors a few weeks ago - check it out at 18 Lake Street, Phone 823-0170. We now have four ColorShops in the Waikato region - Te Awamutu, Matamata, Hamilton and Cambridge.

### Letter of the Month

We received a nicely typed letter from one of our readers - unfortunately one who forgot to add their name at the bottom... never mind. Apparently the writer doesn't like the light and humorous tone of Tradelines, to the extent that they felt compelled to recalculate one of our jokes - what a shame they didn't realise that it was just that... a joke!

Please forgive us for trying to add some humour into your day when the rest of life is so serious. If any other readers have difficulty distinguishing the jokes we tell from the sound painting advice we give, we suggest they lighten up and go and find an encyclopaedia to read!

### Virtually PC (Politically Correct)

With EzyPaint and EzySpec virtual services at your fingertips it's about time to send a virtual joke your way...

An English teacher was explaining to his students the concept of gender association in the English language. He stated how hurricanes at one time were only given feminine names and how ships and planes were usually referred to as 'she'.

One of the students raised his hand and asked, "What 'gender' is a computer?"

The teacher wasn't certain so he divided the class into two groups, males in one, females in the other, and asked them to decide. Both groups were asked to give four reasons for their recommendation.

The women decided that computers should be referred to in the masculine gender because:

1. In order to get their attention, you have to turn them on.
2. They have a lot of data, but are still clueless.
3. They are supposed to help you solve your problems, but half the time they are the problem.
4. As soon as you commit to one, you realise that, if you had waited a little longer, you could have had a better one.


The men on the other hand, decided that computers should be referred to in the feminine gender because:

1. No one but their creator understands their internal logic.
2. The native language they use to communicate with other computers is incomprehensible to everyone else.
3. Even your smallest mistakes are stored in long-term memory for later retrieval.
4. As soon as you make a commitment to one, you find yourself spending half your pay cheque on accessories for it.

### Got the Ride of their Life

Thanks to Selleys, the winners of the Selleys Get the Ride of your Life have been drawn and the six lucky winners are J. Allan (Nelson), D. Bradshaw (Johnsonville), G. Foley (Oamaru), P. Langley (Christchurch), K. Sadgrove (Warkworth) and J. Stevens (Palmerston North). Congrats to all winners!

More news in October

*Eneser*   
*Bucket*

Eneser Bucket, Editor.



Painting with  
Eneser Bucket  
No. 24

## Resene - the paint the professionals use