

“ If you’re like us you’ll have noticed more and more ‘natural’ features popping up in homes and commercial buildings. But you might also have noticed that while they look nice on day one, very quickly the weather or wear and tear takes its toll and what once looked good soon looks worn, faded or permanently dusty and no amount of scrubbing, polishing or cleaning can bring it back to looking like new. That’s why protecting natural finishes with clear coatings or appropriate paint finishes is a smart investment... ”



## Clear as

With a growing trend towards natural finishes, it’s still important to ensure surfaces are well protected. Natural looks nice... for a short time, natural well protected with the right finish, looks good for much longer.

With a coated surface the coating is sacrificed rather than the substrate. Maintaining or replacing the coating is usually a much more budget friendly option than having to repair or replace the substrate.

The Resene technical team has been busy working on a range of products that protect the surface but allow the natural surface finish to show through so you get the best of both worlds.

### Clear inside...

Concrete benchtops and floors look superb when first installed. But often after some wear and tear, dust and dirt starts getting entrained into the surface and it can be near impossible getting the surface truly clean again.

Protect concrete benchtops and floors with Resene Concrete Wax, a tough waterborne satin glaze that is quick and easy to apply. Scratches are easily repairable making it easy to keep the surface maintained.

Resene Concrete Wax is non-yellowing, resistant to chipping, peeling and oil and fat splashes. Apply it onto a concrete floor or benchtop and let Resene Concrete Wax bear the brunt of the wear and tear rather than the concrete.

### Or clear outside...

Bright colours used outside are prone to fading in the harsh sun. You can help protect these more vulnerable colours with Resene Clearcoat UVS,



a gloss clear finish based on a unique waterborne emulsion for ease of application and maximum life over pre-painted surfaces.

It has been formulated with U.V. absorbers to filter out harmful U.V. light, protecting the paint system beneath. Resene Clearcoat UVS is ideally suited for direct application to freshly painted exterior bright organic tinted colours, such as reds, oranges, yellows and purples, to help aid colour retention.

While Resene Clearcoat UVS is not designed for use on working joinery, such as windows and doors, as it is a waterborne finish, its outstanding flexibility over timber makes it suitable for use on weatherboards. It has excellent adhesion to Resene topcoats and can be easily overcoated at a later date with other Resene waterborne paints.

Resene Clearcoat UVS replaces Resene Sun Defier.

### Or clear inside and out...

Resene Concrete Clear is a tough waterborne glaze for use on masonry and brick surfaces as a protective finish and glaze. It enhances the colour and natural beauty of masonry, brick and stone and increases the durability of high build acrylic specialist coatings. It’s ideal for use inside or out.

Inside it provides a protective finish on vertical surfaces making it easier to keep them clean and dust free.

Available in flat, satin and gloss variants, Resene Concrete Clear will not yellow with age and is easily overcoated with other waterborne finishes. On all new work we recommend Resene Concrete Clear gloss as a seal coat.

Resene Concrete Clear replaces Resene Multishield+.

Resene clear finishes are available from Resene ColorShops and selected resellers. See the Resene website, [www.resene.com/datasheets](http://www.resene.com/datasheets) for more technical information.

## 3 reasons to call your clients

When you’re a tradesperson, you’ll inevitably deal with a range of clients. Some people will get in touch a few times a year, while others will use your services once then never call again.

In order to grow your margins and improve your trade business’ brand, it’s important to call your clients. Whether you offer full home renovations or a more nuanced service, it’s essential to understand the tactics for ensuring your business’ ongoing success.

Here are three reasons to pick up the phone and give your existing clients a call.

### 1. They might have forgotten you

If you’re in the business of home decorating, it’s feasible that property owners may consider you from time to time, especially if they see your handiwork on a regular basis when passing through their home.

However, it can be a bit more difficult for other tradespeople. Furthermore, it might have been so long since you last painted a customer’s house that they’ve simply forgotten who did the job – however fantastic it was! >>

>> Pick up the phone and give customers who you haven't dealt with for over six months a call. They might have work that needs doing in the near future and they're sure to appreciate this personal touch.

## 2. They might have helped your business

In trade circles, positive word-of-mouth communications can be incredibly valuable to your business.

If previous clients are raving about your great work ethic and competitive prices to their friends or family, you might have secured extra business because of this.

You can't always tell if a new client has been referred to you, but if someone mentions that someone close to them recommended your services, you're in a great position.

It demonstrates that the initial client was impressed with your work, so you may be able to secure future jobs with them. Secondly, it gives you a reason to call them and thank them. If they can see that you've taken just a few

minutes of your day to say thanks for the recommendation, they may feel even more comfortable spreading the word further.

Perhaps you know your clients are quite busy and you don't want to interrupt their working day. If so, drop them a thank you card.

## 3. You want to know more from them

Perhaps a customer contracted you for particular home services, which you recently finished.

Once you've completed the job, it's easy to move onto the next client. However, it can be a good idea to give clients a call and ask them if they were happy with the work and if everything has been running smoothly since the renovations, decorating job or repairs.

The feedback might be incredibly positive or it could leave a little room for improvement. However, by taking the time to find out whether the client was satisfied with the service, you not only improve your business' standing in their eyes, but you also gain valuable information to move forward and refine your offering.

## Patience wins... in the end

When you're stripping wallpaper it's amazing what you can find underneath... normally it's more and more wallpaper, if you're lucky some of the history of the home reveals itself, but sometimes you might find something a little more unusual as Avi tells us:

"I was wallpapering a new extension several years ago when I pulled a far-sighted prank. On the base wall I wrote in red marker "I'M WATCHING YOU" before wallpapering



over the area. I completely forgot about this over the years until a couple of months ago, when I got someone to come in and paint that room for me.

Naturally he spent the morning taking down the wallpaper. He wanted to stop for a cuppa about three-quarters of the way through and I agreed – the guy was as pale as a sheet. He looked like he'd seen a ghost and it suddenly clicked.

Remembering my hidden message, I decided to keep the joke going. Nervously trying to make conversation, the guy asked why we'd decided to redecorate the room. "We thought it was time for a change" I answered. "We had someone renting it out but one day he just disappeared".

## The Painter's Lament or 'Do as you'd like it done'

In a trip down memory lane we found this gem in a NZ Painter and Decorators Journal from March 1960, reprinted with permission from the Master Painters NZ.

We serve our time, we learn our trade, we try to earn our 'bob'  
We give the public what they want, a quick but thorough job.  
We know the 'quirks', the 'ins and outs', but we've a big complaint;  
This system that makes people think they're something that they ain't.  
They say that painting's easy work, they do it every day;  
"Why anyone can use a brush!" is what you hear them say.  
They buy the paint, get free advice and start upon a jag  
Of furious painting – then they find they've come across a snag;  
They don't know how to fix it and they make an awful fuss.  
They mess about and make it worse and then – they phone for us.  
But p'raps they've done the painting just to save themselves some pence  
But papering's a different thing, they're still scared of expense.  
Just two small rooms of 9 by 10, they ask you for a price.  
They seem to think we'll "do" them if they don't get this advice;

And even when we're daft enough to do this tiny task;  
They splash on paint while we use paste,  
And the questions that they ask:

"What happens now when such and such occurs upon the wall?"  
With all their footling questions there's no work done at all.

This "Do it yourself" is dangerous for tradesman and the trade.  
What happens when we rectify the shocking mess they've made  
Upon a job that really is a tradesman after all?

Well, very soon we'll find ourselves with backs against the wall;  
And really, when all's said and done a tradesman's all complete,  
And when you come right down to things, a layman can't compete;  
So up, you sluggard painter types, and just refuse the jobs  
From "bods" who do it for themselves and cheat us of our "bobs".

By a Painter's Wife



Catch you next month!

TwoCan, Editor.

