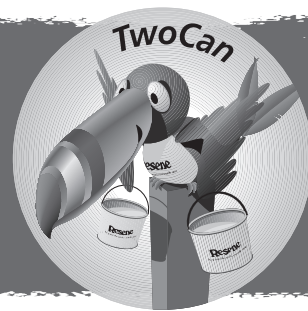


“ It’s amazing what a creative bunch of clever technical people can create... and our very creative bunch have been very busy! There’s one thing that new products tend to have in common – you can’t just treat them like the old one. Every new product has a personality of its own, so when you’re trying out something new, take the time to read the product information and give yourself time to get the hang of it. It wasn’t so many years ago that painters were scratching their heads wondering how they were going to apply waterborne enamels, and yet now most of us are so used to them that we wouldn’t give it a second thought... ”



## Oil and water DO mix

Just when you thought you had the hang of which paint was which, we have a new category for you!

Once there were solventborne paints, then there were waterborne paints, and now we have waterborne alkyd hybrid technology that combines the best of both!

Solventborne paints were traditionally popular for their tough scratch and water resistant finish and their smooth finish. Unfortunately with that came higher VOCs, traditionally higher odours and wash up in solvents.

Our waterborne paints have been more popular of late for their low odour, quick dry and easy water wash up, but the early versions weren’t suitable for wet areas or trim or joinery, until the first waterborne enamels, Resene Lustacryl and Resene Enamacryl, were launched.

The new evolution to waterborne alkyd technology provides additional performance benefits combined with the environment in mind. They look like a traditional solventborne paint, but with the easy water wash-up and lower VOCs of a waterborne paint. Compared to a waterborne enamel, a waterborne alkyd has a tougher finish, but it is slower to dry. The slower dry time can be a benefit in disguise on some jobs, giving you more time to work the finish without excessive brush or roller marks. Always make sure you allow enough time for the first coat to dry properly before overcoating.

Waterborne alkyds may still yellow, when used on areas that don’t get natural light, but not to the same extent as a traditional solventborne product.

**Resene Woodsman Decking Stain**, introduced last year, is based on the new hybrid waterborne alkyd technology.



And now it’s time to move the technology into paint. First off the block, **Resene Room Velvet** is moving to a waterborne alkyd version, replacing the old solventborne version which will be deleted. The new version will be available in white and off white only.

We are also adding a new version of Resene Lusta-Glo, known as **Resene Waterborne Lusta-Glo**, using the new waterborne alkyd technology. Initially it will be available in white and colours off white.

Keep an eye for these new products in store... and remember, new products have their own nuances and tips and tricks to using them. Read the instructions, check with your Resene staff and give yourself the time to get used to each new product, and in next to no time their application will become second nature.

## Spray away

If you find yourself regularly applying a lot of semi-gloss waterborne enamel, we have a treat in store for you. New **Resene Lustacryl Commercial Spray Grade** is a semi-gloss waterborne enamel that may be used in areas traditionally reserved for solventborne enamels. Designed specifically for spray application, it’s non-yellowing and fast drying with easy water clean-up.

It can be used wherever you might normally use Resene Lustacryl and is especially ideal for solid timber doors and joinery.

Available in 10 litre white and off white.

Keep an eye for this new product at your local Resene ColorShop or reseller.



## Seamless finish

With the trend to making things invisible, sometimes it can be hard to tell what you should or shouldn’t paint, as one of our customers unfortunately found out...

“A painter rang me up to find out the best way to remove paint from plastic. It turns out he had inadvertently painted over five TV screens in a commercial building that



were inset into the wall. He was told to paint them by the property manager who was just as oblivious to them being TVs as the painter.

It’s a shame as a great paint job had been done with Resene Waterborne Smooth Surface Sealer and a couple of coats of Resene SpaceCote Low Sheen perfectly covering what was behind them.”

Thanks to Peter for sharing this story!

## Beat the heat!

Remember when the sun gets hot, cover up exposed skin and slap on some sunscreen. Your local Resene ColorShop has pots of handy suntan lotion to give away – just ask for your free pot while stocks last. Resene also has a range of clothing from caps to t-shirts etc to keep you covered this summer. Check out the trade display at selected Resene ColorShops.

## Time management tactics to employ during busy summer months

With the summer months nearly upon us, chances are you're starting to book in more and more jobs as customers hurry to get their jobs done ready for the holidays. The warmer weather provides better working conditions, and longer and lighter days means more work can get done. However, if you're struggling to juggle clients and projects, it might be time to assess your time management.

Time management is a crucial skill to nail. When utilised properly, it can increase efficiency and productivity – allowing you to successfully juggle various things at once.

With only a set amount of hours in the working day, getting a hold on time management is essential for any small business.

Here are four time management tactics to employ during the summer months.

### 1 Plan, plan, plan

"By failing to prepare, you're preparing to fail." Never have truer words been spoken – especially when considering time management strategies. Going about your working day without a plan to guide you is a recipe for disaster. It can lead to:

- Missed deadlines.
- Poor quality of work.
- Unwanted stress.

Thankfully, putting a strong plan in place can prevent these problems and put your time to much better use. The below are just some of the planning strategies you can adopt to improve your time management:

- **Prioritise tasks in order of urgency and importance:** Adopting the 'first come first serve' rule is an important one to remember when prioritising your work tasks – after all, no one likes a queue jumper. But sometimes a smaller job from a smaller client can take a step back when running the risk of losing a higher paying client who requests consistent and larger projects. Let clients know where they're at by providing regular updates throughout. Check how urgent each job is – you might find some customers are happy to wait longer if you can fit in around their plans.
- **Set SMART goals:** SMART translates to specific, measurable, achievable, relevant and time-based goals. These are crucial for effective time management as they act as the backbone for meeting important deadlines. They provide direction in the most stressful of times and ensure everyone in your team is on the path to the same achievable outcome – keeping you and your clients happy!
- **Allow for interruptions:** No one has the power to predict what will happen throughout a working day. From unexpected client requests to over friendly household pets, things tend to crop up from time to time. Without planning for such interruptions, you may find

And once you've covered yourself, grab some Resene Hot Weather Additive for any waterborne products you are planning to apply. It will slow down the drying of the paint giving you a longer wet edge to get just the right finish.



important work falls lower and lower down your list of things to do – causing poor client relationships and stress. Instead, when setting your SMART goals, allow for a little leeway in between. This will give you time to respond effectively without letting standards slip.

Putting a plan in place is crucial for improving time management.

### 2 Eliminate bad habits

Putting off invoicing, failing to delegate tasks and not taking risks; while some bad habits seem small, they can have substantial consequences on your time management if not nipped in the bud quickly. Let's look at the first example a little closer.

While some see it as just another time-consuming administrative task, choosing to ignore invoicing is a sure-fire way to not get paid on time – or even at all.

Organised invoicing is crucial for any small business looking to take control of cash flow. It also encourages repeat business and establishes professionalism.

When the risk of negative cash flow and overdrafts come into play, removing 'ignored invoicing' as a bad habit should seem more important than ever. It's as simple as creating an allotted time in your calendar to organise finances and send invoices and sticking to it to get the invoicing done.

### 3 Take short but frequent breaks

During the summer months, your workload may increase and as a result, you'll find yourself working harder to meet these demands. While a great work ethic is admirable, burning out on the job isn't. Failing to take short and regular breaks can have a significant impact on your mental and physical health. This can have a knock on effect to your productivity and cause your work to suffer.

Instead, setting aside 10 minutes before and after lunch, as well as an adequate lunch break, is great to recharge your mind ready to take on the next task. And no, this won't impact your time spent working – these breaks are crucial to doing a good job.

With time management tactics noted, it's time to get the tools to get the job done – and done to the best standard!

### 4 Use the expert support around you.

A quick question about colour or wallpaper choices, or how a product works, can quickly spiral into an hour of unpaid conversation. It's always good to provide helpful advice, but if the client needs more help with colours, wallpapers or products, liaise with your Resene ColorShop team to help them get the help they need. Our team can guide them through their choices, while you can focus on getting your paid work done.



Catch you next month!

TwoCan, Editor.

