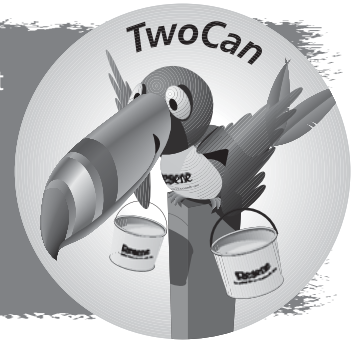


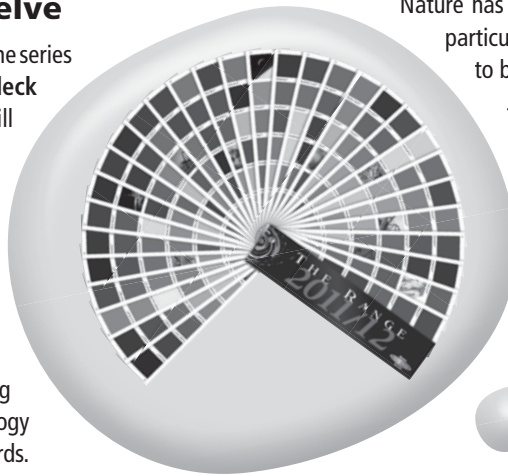
“ After a rush of activity collating thousands of pages into thousands of fandecks, the first batch of **The Range 2011/12** will be out and about inspiring a new wave of colour schemes. We’ve normally launched the fandeck by now, but after a decade of making it we decided it was time for a change so we moved the launch closer to the peak painting months rather than having it hang around in midwinter. And if you ever wondered where Elvis went, if you look closely you’ll see the king lives on in our new fandeck... ”



And one makes twelve

And here we are, the twelfth in the series of **The Range fashion fandeck** – **The Range 2011/12** – will soon be out and about all over the place.

So where are the colour and design trends heading? Homes are becoming less of a showplace and more a place to make yourself at home. It’s all about comfort – deep luxurious baths you can sink into, furniture that envelopes you, beanbags for adults for relaxing outside and wireless that lets you take technology into whichever room you like without a trail of cords.



Nature has been a strong influence on the palette, particularly in recent years, and this continues to broaden into a wider colour range.

To make life easy we have created the **Resene Paint colour cues for 2011/12 brochure** that has the full rundown on the trends. The brochures are available free from Resene ColorShops so keep a small pile handy and pass them onto new clients keen to ensure their walls look as fashionable as their clothing.

And here’s a quick rundown on some of the key trends...

- Colours for 2011/12 are generally cleaner and less complicated, an overall feeling of comfort. And just as a flower uses accents for attention, there are touches of uber bright reds, oranges, yellows and violets to draw in the eye.
- Reds are in abundance – deep, strong and eye-catching – a definite feature of the new palette.
- Blues are also growing in number, with intense blues a viable neutral alternative to grey or black. Watery blues are refreshing and optimistic blues invigorating.



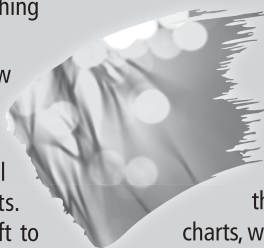
- Neutrals, browns and beiges tend towards warmer comforting variants, imparting a softer look. Browns and beiges are warmed, while plain white is clean and elegant.

And if deciding which colour looks good with what is not your cup of tea, as always the back of each colour chip includes recommended complementary colour suggestions to help you and your clients develop colour schemes.

It wasn’t so many years ago that **The Range fandecks** were made with printer’s ink, because that was the only option available. And then after much time and an extensive series of trials we changed them to **Resene SpaceCote Low Sheen** colour chips, so what you see is what you get in the paint can and is far more accurate across a range of lighting than the printer ink chips most paint companies usually use. And today we’re so used to the Resene SpaceCote chips that we’re using them on most of our colour charts, which seems completely normal to us but is almost unheard of around the world.



- Greens are inspired by nature with yellow greens, fresh greens and crossover hues moving from green to blue.
- A handful of brights from across all colours provides optimistic accents. Pink diverges into many hues from soft to luscious to suit a wider range of projects.



Forging links

We regularly get asked by professional painters as to whether they can link to our website. The answer is **YES!** provided the link is appropriate.

You are welcome to place an appropriate link or links from your website to ours... in fact to make it easy we even have a link to us page that has all the code you need to create the hyperlink – just check out www.resene.co.nz/link_to_resene.html for links to the Resene NZ website or www.resene.co.nz/link_to_resene_austr.html for links to the Resene Australia website. And if you want to link direct to another area of the Resene website, such as the colour library (www.resene.com/colourlibrary.htm), you are welcome to do so.

Best of all you can get a return link in one of two ways... complete a **Professional Wanted** listing and get your business advertised in our **Professionals Wanted** section with a link back to your website/email plus a listing of all your business details (all **FREE!**) and/or submit a story for the **Resene News** and if it fits into the publication a copy will also appear on our website. Again this opportunity is **FREE!** Just check in with your Resene rep for more details. For **Resene News** projects we are generally looking for projects that have something unique about them to make the newsletter interesting for readers.



Another long day on the roof...

As roof painting season is coming up on us, we thought you might enjoy this story from Paul Perez...

"A hot blood spraypainter on the final day of a school project. Down to the last 30 litres of a 400L roof, all that could possibly go wrong does. On the last section of roof to go (using the flu line as his harness) he gives the line a good tug... line is twirled around the paint drum and over she goes. This story is over 10 years old and I've never forgotten the creative language used to this day."



So if you're heading out on a roof paint job, make sure you secure yourself and the paint!

Now there's an idea!

Craig Bishop of The Finishing Company got in touch with us to suggest a new label idea for freshly painted bathrooms. The idea is to affix the sticker to the mirror in bathrooms freshly painted with a Resene waterborne enamel so the customer knows how to look after their new paint finish, reducing the need for call backs and the like.

The new labels are now available and can be ordered from Resene ColorShops or online from our website – you'll find them in the Painter section or www.resene.com/stationery.



Thanks to Craig for the idea! And if anyone else out there has any bright ideas of how we can make painting projects easier for you or your clients, drop us a line to update@resene.co.nz or post your ideas to us. A huge number of the new products and services we have developed, and many of the changes we have made over the years, are a direct result of feedback from our customers, so all ideas are welcome.



Trustworthy

Resene is proud to have been voted a top performer in the 'Trusted Brand' survey – the paint that stands alone among the country's most trusted Home Improvements brands.

