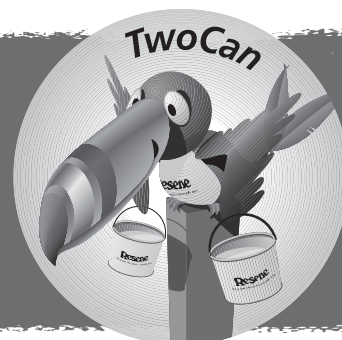


“ Advertising costs these days can put a big dent in your profit, but without advertising often it’s hard to get work in the first place. To help you get your name out and about, Resene has a range of corflute board signs, wet paint signs and magnetic signs to help promote your business while you are working on the job or driving around town, plus a whole host of other tools that you can use with clients when you are on the job. Best of all we provide these free, so with just a few minutes effort on your part to ask or order what you need we take care of the rest. See the back of this Tradelines for a quick rundown on what’s available. And if you have an idea of a service or tool that Resene could provide to make your job easier, drop us a note to trade@resene.co.nz... ”



Give it a go

Chances are over winter you’ll find yourself painting a fair few ceilings, because it’s one of those jobs that you can do when the weather is less than perfect outside. To help you get a great finish on ceilings Resene released Resene Decorator Hi-Opacity Ceiling Paint late last year. As you’d expect it covers extremely well, plus, of course, it’s nice to apply, looks great when dry and is designed to be easier to touch up.



What you may not know is that this new product has been extremely popular and is now the go to ceiling paint for many, so if you haven’t tried it yet, we recommend trying it on one of your ceiling projects so you can experience the benefits for yourself.

Fire ratings update

While we know fire ratings are typically specified by the architect or designer, it’s always good to keep up with the latest developments so that you know what they are talking about when they are discussing fire ratings. With the new fire test methods in place, Resene has tested a range of popular Resene paints finishes using the new test methods.

The listed Resene paint systems over the listed substrate have been fire tested using a cone calorimeter in accordance with ISO 5660 to determine Group Classification in accordance with New Zealand Building Code (NZBC) Verification Method C/CM2 Appendix A; National Construction Code (NCC) Volume One Specification C1.10 and A2.4 of the Building Code of Australia.

To make it easy to find them, a list of fire ratings are available from the Resene website – www.resene.com/fireratings.

The joys of paint

“After 5 years painting in Sydney town it was time to return to NZ. The last chore of the departure was to rid myself of a small mountain of surplus paint residing in my rented apartment laundry. The obvious solution had to be my ex-pat kiwi painting mate Mike.

After settling on a suitable amount of locally brewed lager for parting with my assorted range of oil and waterbased paints we loaded Mike’s ute for the short trip to his place. Not sure if it was Mike showing off his new ute’s cornering capabilities or the

summer heat but the first turn saw us with tail gate down depositing a total load of multicoloured product over several parked vehicles belonging to the local police station.



I have to confess that afternoon proved to be one of the biggest learning curves in the removal of splattered paint off of motor vehicles of my career. All under the watchful eye of New South Wales’ finest I might add. Oh for a Resene paint recycle centre!”

Thanks to Al Wilkinson.

Folding stuff

Nope, we're not talking about cold hard cash, but we are talking about paper that will earn you some cash if you use it the right way.

We know that the human mind has a clever trick of forgetting information over time, so we thought we'd better run back past you some of the freebies you can get your hands on from us in case you'd missed them in the past or just completely forgotten!

Here goes... all of the following are available for ordering free from your Resene representative, so make sure you hit them up for the things you need and when you run low, just give them a nudge for a top up...

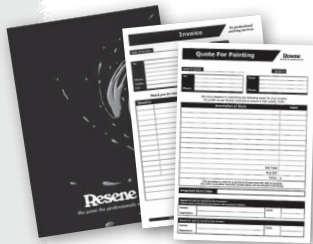
Resene Quote book

Contains 50 duplicate quote sheets perfect for speedy quotes.

Resene Invoice book

Contains 50 duplicate invoice pages perfect for just as speedy invoicing.

Plus a handy A4 cardboard folder to keep everything neat and tidy for the client.



Resene Trade order book

Handy duplicate order book so you can place orders with your suppliers and track and match up what you have ordered to what they have charged you... always pays to make sure these two are the same!!



Resene Painter window stickers

Just add your card and attach to the window of the building you are working on so that all that pass by know who the superb painter is (you of course!)



Resene Colour scheme pads/Thankyou cards

Simply complete with the colour scheme used, fold nicely and slip inside a Thankyou card page with your business card giving your client a handy record of their colour scheme and you the opportunity for future work when they dig the scheme and your card back out to start on their next room.



Resene Caring for your paint finish brochure

No point standing around for hours explaining to clients the ins and outs of cleaning their paint finish – just hand them over one of these handy brochures with your card tucked in the front and they'll thank you for the extra service. You'll also thank yourself when you get fewer callbacks from overzealous cleaners who try and clean their paint finish too quickly!



Bathroom advice stickers

Moisture in bathrooms can be hard on new paint finishes, so make sure you leave one of these stickers on your client's bathroom mirror so they know how to look after their new paint finish.



Resene corflute boards

Get your details printed onto a Resene corflute board for free and display on your current job to promote who is responsible for the transformation. Leave it up for a couple of weeks after the job is done (if the owners let you) then remove and use on the next project. A great way to get future projects while you are busy working on a current project.



Wet Paint signs

Resene wet paint signs are a range of freestanding signs that you can use at your projects. Outside it can be weighted down with a can of paint or heavy weight, inside it can be placed as is. The signs are made out of corflute so can withstand the weather wet or dry. Once you've finished for the day or finished the project, pick up the sign and take it with you to the next job. There are a range of options available so you can opt for a personalised version with your business details, or the generic wet paint only option – the choice is yours.

And while you are busy drumming up business, don't forget to make sure you're listed on our free online Professionals wanted trade listings. It's free to list – simply complete a **Resene Professionals wanted listing form** or complete it online on the Resene – click on **Find-A-Professional** under the **Painters, Services** menu. Join the hundreds of other business already promoting their services for free.



If you want to give your customers a sense of security that when they hire you they are getting quality workmanship and quality materials, then grab yourself a **Resene van decal** and slap it on the side of your van... or better yet grab three and slap one on each side and the back. The van decals are available in two sizes and are free. If you're not sure about permanently attaching a van decal to your brand new van, then you can opt for **Resene logo large vehicle magnets** printed with your business details and take it on and off as you please.



Talking about quality, don't forget the **Resene Promise of Quality** – grab yourself some copies and make sure you leave them with the owners of completed projects together with the paint and colour schedule so that they have the assurance that not only does the paint finish look good but that it will last the distance.



We also have Resene branded t-shirts, safety hats, high visibility orange vests, first aid kits, quote bags, vests, caps, beanies and much more for sale... so if you're kitting out your team check out the range.

Order the business tools that suit you at www.resene.com/tradeorders (for brochures and stationery) and www.resene.com/specifierorder (for colour charts) or ask your Resene representative or Resene ColorShop.



That's all for now – catch ya next month!

TwoCan, Editor.

