

# Resene TradeLines

March 2004

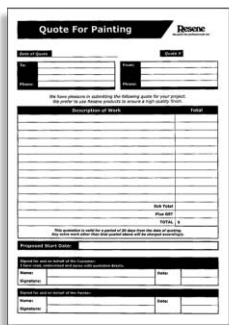


“ Last year ended with a hiss and a roar only matched by a similar start to this year. Production are now so busy making all the new good stuff like Resene Concrete Primer that they have begged me to have a month off launching products to give them time to catch up! Well, you know me, very agreeable to any suggestions particularly when less work is involved. So there's no new products lurking in this Tradelines but be warned there's more coming in future issues! In the meantime, I think I'll use my freetime to kick back, take long lunches and spend my nights watching Super 12. ”

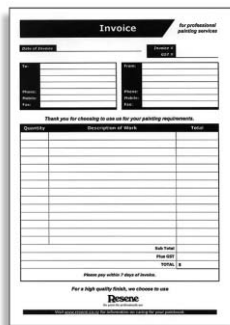
## Folding Stuff

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 everything gets a little hazy over the Xmas period (especially if you managed to master our Xmas cake recipe), 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 quote sheets perfect for speedy quotes.



▲ Resene Invoice Book - contains 50 invoice pages perfect for just as speedy invoicing.



◀ 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 wee 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 Trade Order Book - handy 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 those passers-by know who the superb painter is... (you of course!)



▲ 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 whom try and clean their paint finish too quickly!



▲ Resene painter postcards - these handy wee postcards have the dual benefit of getting you more business and giving you the benefits of a gym membership for free. Simply stamp your details on the back and deliver around the neighbourhood... then sit back with your feet up and wait for the calls to come in.

## Flat Matt

Here's a wee story from Matt, a Palmy North Resene staff member, which shows perhaps sometimes the customer may not always be right!

*"I recently served a lady whom was after a 4L of Spanish White in semi-gloss acrylic. I proceeded to tint up some Sonyx 101 to Spanish White and labelled it as normal, writing the colour name, shop name and my name - MATT. Twenty minutes later I received a very abusive phone call from a lady accusing me of supplying her with flat paint rather than semi-gloss as she had asked. I replied 'No I mixed up a 4L of Spanish White in semi-gloss acrylic'. By this stage the lady was furious because not only had I supplied her with the incorrect paint but I was also accusing her of being stupid. She quickly replied 'Excuse me, but on the label it says 'Spanish White' and underneath that it says MATT'.*

*I quietly giggled and promptly explained to her that 'MATT' was actually my name and not the sheen level of the paint. She quickly apologised, had a bit of a giggle herself and apologised again.*

*The following day a very red-faced and apologetic lady returned to the store bearing a dozen Tui and a bottle of bubbly, insisting I take them for her behaviour on the phone and disappeared promptly!"*

## Watch those Words

With the Super 12 in full swing, now is not a good time to upset your significant other otherwise you may find the remote control disappears... however we found these gems of men's comments while web surfing (ah... sorry that was meant to read while working diligently and hard) one day and knowing the boys around this building we have a horrible feeling that at least some of our readers will get themselves into hot water with these kind of comments... so if you feel the need to come out with one of these, at least wait until after the game is finished!

### Here's our favourite of the men's comments we found:

- If you think you're fat, you probably are. Don't ask us. We refuse to answer.
- If you ask a question you don't want an answer to, expect an answer you don't want to hear.
- Sometimes we're not thinking about you. Live with it.
- Saturday = Sports. It's like the full moon or the changing of the tides. Let it be.
- Ask for what you want. Let's be clear on this one: Subtle hints don't work. Strong hints don't work. Really obvious hints don't work. Just say it!
- No we don't know what day it is. We never will. Mark anniversaries on the calendar.
- Most guys own three pairs of shoes. What makes you think we'd be any good at choosing what pair, out of thirty, would look good with your dress?
- Yes and No are perfectly acceptable answers to almost every question.
- Come to us with a problem only if you want help solving it. That's what we do. Sympathy is what your girlfriends are for.
- Anything we said 6 months ago is inadmissible in an argument. All comments become null and void after 7 days.
- If something we said can be interpreted two ways, and one of the ways makes you sad or angry, we meant the other one.
- You can either tell us to do something OR tell us how to do something, but not both.
- Whenever possible, please say whatever you have to say during adverts or at half time.
- ALL men only see 16 colours. Peach is a fruit not a colour.
- If we ask what's wrong and you say 'nothing', we will act like nothing is wrong. We know you're lying but it's just not worth the hassle.

## High Time

The boys and girls at Winstone Wallboards are busy encouraging builders to move from 10mm Gib paperfaced plasterboard on ceilings to 13mm Gib Ultraline with battens at 600mm centres instead of 450mm centres. Apart from giving them something to do to keep them occupied, there is a benefit in there... Gib Ultraline has a finer smoother surface paper that is more similar in texture to the surface of the jointing compound than Gib standard paperfaced plasterboard is, which is a bit of a bonus as the smoother surface paper makes it easier to achieve a more even and continuous finish overall, so there's far less likelihood of joints showing through - an increasingly more important feature as customers become more discerning. This is great news for the customers and of course won't do you any harm when you find it easier to get the same great finish!

Talking about the busy boys and girls at Winstone Wallboards, they have decided to delete their Gib Sealer and Gib Smoothcote. So next time you find a need to use either of these, just replace Gib Sealer with **Resene Sureseal** in wet areas and **Resene Broadwall Acrylic Wallboard Sealer** on all other Gib areas and use **Resene Broadwall Surface Prep** in place of Gib Smoothcote for a Level 5 finish.



## Don't Paint It... Kick It

The Resene Super 12 2004 promotion kicked off last week. If you missed out you can still enter but you'll need to hurry into your ColorShop and make your picks extra special to make up for missing the first round of points.

You don't need to be a sports freak to enter... many of our previous winners have won using the time old technique of closing their eyes, twirling their finger and taking a wild guess!

COMPLETE YOUR WEEK ONE PICKS HERE		Points	
<input type="checkbox"/> Chalk	VS	High Enders	100
<input type="checkbox"/> Harlequin	VS	Blue	100
<input type="checkbox"/> Cam	VS	Blue	100
<input type="checkbox"/> Storms	VS	Sharks	100
<input type="checkbox"/> Emerald	VS	Sharks	100
<input type="checkbox"/> Red	VS	Sharks	100

### More news in April!

Eneser  Buckett, Editor.



Painting with Eneser No. 50