

# Resene TradeLines

Issue 4 - 2005



“ Well here we are again. Easter's been and gone and the public holidays are starting to look a little scant, so I guess that means we're all in for lots of work with little breaks. To make sure you have enough to keep your hands busy we have some info on a great way to advertise your business - for free. Might just save a few DIY disasters as well, which is never a bad thing. ”

## Cracking up

Those pesky hairline cracks can really be a pain - destroying the striking good looks of the paint finish and the good humour of the customer. Luckily they are reasonably easy to deal with, if you know how. When you strike a job that has cracks up to 2mm wide, simply coat the cracks with new **Resene Brushable Crack Filler**.

Easy to apply there is a wee trick to it - make sure you apply Resene Brushable Crack Filler using a wide brush **across** the crack (not down) to get the best result and truly cover up the crack. You'll need to apply multiple coats until the crack is fully covered and then you can slap on whatever primers and topcoats you need to finish the job.

Resene Brushable Crack Filler is an **elastomeric** product, which simply means that it is designed to stretch as the crack does, holding everything together. Of course it does say only apply to cracks up to 2mm - don't be tempted to try it on larger cracks as you'll only be wasting perfectly good product and time when there are lots of products out that are built to fix the larger cracks.

Available in a 1L and 4L, you'll find the new Brushable Crack Filler lurking among your local Resene ColorShop shelves. Best idea of course is to keep a can handy in your van and then just bring it out as and when you need it for each job, then when you get low stock up on another pack to save you having to make a quick dash to the ColorShop.



## Fine fine fine

Once there was Sandtex, the standard version, then there was Sandtex Superfine; a finer textured version than the standard version - which just means that you and your customers have even more choice when it comes to a textured finish about their place.

The new product is designed for easy application so you



can either roll it on or crows foot it to your heart's content. Available in hundreds of colours from the Resene Total Colour System you can get the product tinted to the colour you want eliminating the need for an annoying final colour coat. It doesn't come much simpler (or finer) than that!

## Free lunch

Well maybe not quite a free lunch, but it is free advertising that might get you a client and you can pay for the lunch using your new profits.

Late last year Resene sent out a **Professionals Wanted** form to all professional decorators and specifiers to fill out and return if they wished. We got hundreds back and these listings are now live on our website at [www.resene.co.nz/professionals/search-professionals.jsp](http://www.resene.co.nz/professionals/search-professionals.jsp).

The new section is a quick and handy way for website users to find everything from a professional painter to a professional waterblaster to a registered architect. Listings include hyperlinks to email and website addresses to make contacting the relevant business easy.

**Best of all, it is completely free to get your business listed** - all you need to do is visit [www.resene.co.nz/professionals/update-email-form.jsp](http://www.resene.co.nz/professionals/update-email-form.jsp) and complete your details or pick up the Professionals Wanted brochure at any Resene ColorShop, complete and return.

And if you have a listing already and want to add some photos, simply send up to three images to [advice@resene.co.nz](mailto:advice@resene.co.nz) with the subject header Resene Marketing - Professionals Wanted. Make sure you include your business details so we can match your pictures up with your listing. If you prefer you can also send us good old photos and we can scan them in for you (just post to Resene Marketing, PO Box 38242, Wellington Mail Centre, New Zealand).

A free ad for no cost - not a bad return for 5 minutes of your time. The sooner you get your completed info back to us, the quicker we can load your listing and the faster your new customers can find you - now that's what I call a real incentive!



the Eneser news the professionals use

## Winter chill out

The chill is in the air again (or maybe it is just my air conditioning turned on too high), which means that the Production boys and girls are cranking up the supply of **Resene Wintergrade Lumbersider** and **Resene Wintergrade Hi-Glo** again to help you keep working over winter. The recommended drying temperature for both products is a supercool 2°C, which means you are buying yourself an insurance policy against the cold.

Cold weather means that standard waterborne paint can't form a proper film at low temperatures as the acrylic base needs some warmth to make the particles soft enough to stick together. Unless the paint is based on wintergrade technology, a paint film dried in the cold can crack and even just dry to a powder. There's an intermediate set of temperatures between 5°C to 10°C where the film seems to form okay but looks can be deceptive as the coating is likely to have much poorer than normal durability.

But before you get disheartened, painting over winter definitely is possible, especially if you have a trusty pail of Resene Wintergrade Lumbersider or Wintergrade Hi-Glo by your side.



Wintergrade Lumbersider and Wintergrade Hi-Glo are available in 10L white and colours off white so should cover most needs.

And to save you trying to take on a new profession as a human thermometer, we have **mini keyring thermometers** – just ask your Resene representative for your free one.

Best of all the Wintergrade versions are just the same price as the normal versions, so you can just choose whichever product fits in with your local weather conditions. Finishes of wintergrade products can differ slightly from the standard products so if you start a job in wintergrade products we recommend you finish it in wintergrade products to get the most even finish.

Production will be churning out batches of wintergrade products from now until the end of August, at which time the optimists among us think it might just start feeling warmer.

## Proper fits

**What is a human resource?** Does your organisation struggle with the problem of properly fitting people to jobs? Here is a handy hint for ensuring success in job placement. Take the prospective employees you are trying to place and put them in a room with only a table and two chairs. Leave them alone for two hours without any instruction. At the end of that time, go back and see what they are doing.

- If they have taken the table apart in that time, put them in Engineering.
- If they are counting the butts in the ashtray, assign them to Finance.
- If they are screaming and waving their arms, assign them to Manufacturing.
- If they are talking to the chairs, Personnel is a good place for them.
- If they are sleeping, they are Management material.
- If they don't even look up when you enter the room, assign them to Security.
- And if they've left early, put them in Sales.

## Tip time

And lastly a few tips...

*From Andrew Boulton of Timaru:*

- "When applying paint over silicon causing cissing, wipe the silicon areas with vinegar to allow the paint to adhere - this will cease the cissing."

*From Emere Bell of Napier:*

- "If you want to get rid of annoying old marks (such as pencil, pen, pen marker, paint) on wood, apply polyurethane then while it is wet sand it off and you'll find the marks come off too."

*From Norm Vince of Hastings:*

- "If using acrylic paint, drips, minor spills and blemishes can be cleaned off other surfaces using meths instead of water when still fresh."

*From Dave Corley of Palmerston North:*

- "Did you know that the only way to eliminate brush and rollermarks when applying size to new hardboard is to spray it on?"!!!

More news next month!

*Eneser* ♥  
*Buckett*

Eneser Buckett, Editor.

