

Resene TradeLines

March 2002



“My favourite weekend of the year is just 4 weeks away. I've enjoyed the odd days this summer that I've managed to get outside for a bit of rest and relaxation next to the BBQ (with someone else cooking of course!), but it's been a long time since my Christmas excuse to eat far more than I should, so I'm now hanging out for Easter. Nice long weekend, lots of easter eggs and hot cross buns and time to sit and talk to everyone without rushing off here, there and everywhere. It also marks the end of all these glorious summer hols we've been enjoying, so I'm gonna kick back and make the most of my four days and see if I can't just topple the latest Guinness Book record for the most easter eggs consumed in a meal!”

Brushstrokes

Shimmer and Shine... Pearlescent Divine

The glitz and glamour of metallic finishes seems to be growing all the time. From paint to laminates to clothes, metallics are extremely trendy, so trendy in fact that they have spawned a new soft, shimmering special effect finish, known as a pearlescent.

New Resene Pearl Shimmer is an acrylic pearlescent glaze ideal for creating shimmering wall finishes and softly sparkled features. Softer than Metallics, Resene Pearl Shimmer is an eye-catching finish ideal for those who love metallics but can't live with the dazzly finish.

The Resene Pearl Shimmer paint system is simple. The first step is to apply a tinted basecoat appropriate to your interior or exterior application. You can use any Resene colour as a basecoat, although we recommend you go with something with a bit of depth to make the most of the shimmer finish.

If you have a brand new surface, simply apply the same paint system you would normally (such as two coats of Resene Lumbersider) and then finish it off with one coat of Resene Pearl Shimmer. Or, if the wall is already soundly painted and you just want to add a wee touch of magic, apply Resene Pearl Shimmer directly over the painted finish and in next to no time you'll have a new shimmering finish.

You can apply Resene Pearl Shimmer over just about anything, such as trim and joinery, exterior and interior walls, picture frames and the list goes on... and on.

If you want to be a little more creative, throw in a bit of tinter and create unique two tone shimmering effects. Just don't get too carried away with the tinter or you'll hide all the sparkle.

The combination of basecoat, tinter and application method

gives you and your client a seemingly infinite selection of colours and finishes to choose from, so make sure you prepare a sample panel for them to agree on before you start, otherwise your idea of the perfect finish may not quite match theirs.

If a paint effects finish is required, use any of the normal paint effects techniques outlined in the Resene Paint Effects brochure or just brush Pearl Shimmer on in a random criss-cross manner until the desired effect is achieved.

If a uniform surface finish is desired, spray application is the best way to go. Apply the product in light multi-layers to get the most sparkle for your money.

Avoid touchups because they never end up looking quite right. As with all paint finishes, an entire application is preferred to provide a uniform finish. If the wall ends up looking the worse for wear, you can always re basecoat the area and then apply the Pearl Shimmer topcoat again.

A textured basecoat, a well-planned lighting scheme and/or a curved surface will accentuate the shimmer.

One litre of product is sufficient to cover an area 10-40 square metres depending on how you put it on. You only need one coat, so no matter which way you look at it, it's a very efficient way to add a unique effect to the finish while also adding an extra protective layer to the paint system.

When your next client says they want something a little out of the ordinary, grab yourself a 55ml Pearl Shimmer testpot and

show them just how you can transform their normal wall into an extraordinary special effect masterpiece.

For more techie info on Resene Pearl Shimmer, check out Data Sheet D312 at your local ColorShop or online at www.resene.co.nz.



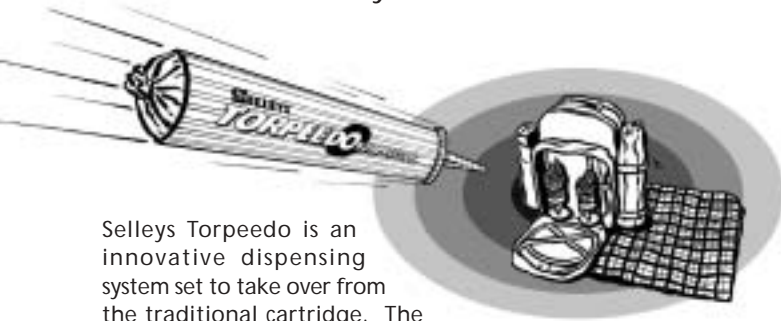
Don't Paint It... Kick It!

The Resene Super 12 2002 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 hot 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 looking at each team's performance, calculating the odds and then giving up completely and just guessing!

Resene - the paint the professionals use

Ready Load FIRE!



Selleys Torpedo is an innovative dispensing system set to take over from the traditional cartridge. The complete system includes the Torpedo Kompressor reusable cartridge designed to fit the Torpedo Rapid Refill (that contain popular Selleys products such as No More Gaps). Designed to fit most standard caulking guns, you don't need to have a special or expensive caulking gun.

Robust and complete with a built in opening device, clear cartridge so you can see what's left, and less packaging to get rid of... this Torpedo gets straight to the point.

Set your sights on your local Resene ColorShop to get your hands on your Selleys Torpedo.

Selleys have also yanked a Picnic Set from their prize cupboard so if you buy Selleys Torpedo during March you can go into the draw to win a Selleys Picnic Set complete with a fine bottle of Daniel Le Brun bubbly from Resene. Entry forms are available at your local ColorShop. The competition closes end of March and we'll draw the winner in April.

Age and Wisdom

We're into another new year and it's March already. Where did those first two months go? It's funny how as you get older, the time seems to go faster and as you understand more, you start feeling as though you know less.

Now that I am older, this is what I have discovered...

- I started out with nothing and I still have most of it.
- My wild oats have turned into All Bran and prunes.
- I have finally got my head together, now that my body is falling apart.
- Funny, I don't remember being absent-minded.
- All reports are in: life is now officially unfair.
- If all is not lost, where is it?
- It's easier to grow older than to grow wiser.
- Some days you're the dog. Some days you're the lamppost.
- I wish the buck stopped here, I could use a few.
- Kids in the back seat cause accidents.
- It's hard to make a comeback when you haven't been anywhere.
- If I were meant to touch my toes, they would be on my knees.
- When I'm finally holding all the cards, why does everyone start playing chess?
- It's not hard to meet expenses, they're everywhere.
- These days I spend a lot of time thinking about the hereafter; I go somewhere to fetch something and then I wonder what I am here after.

A Bit of a Scheme

One of our keen Resene reps has invented a handy method for his painting contractors to keep track of the colours they have used on projects. It all began when a few of his painting contractors mentioned they had problems keeping good records of the colours they had used on each job, particularly on larger jobs such as schools where seemingly a million colours were used in a million different places.

To make everyone's lives easier, our keen rep has designed a colour scheme form that enables you to electronically record the colour scheme for each project complete with colour names and colour swatches.

How does it work? Well, simple really. You load the colour scheme form onto your computer and print out a hard copy. Give your foreperson blank copies of the template and ask them to fill in the names of the colours used at the end of each job. They hand the completed form to the office person who types up the information and inputs the RGB values for the colour using the Resene RGB list (which we give you too). This gives you a 'quick to find' record of the colours used on each job. When touch-ups or alterations on the site are needed 2-3 (or even 5) years later you have a good chance of getting the repeat business if the client knows you have all their colours stored on file. The office person can then print off a colour copy of the Colour Scheme Record and give it to the foreperson to help ensure the correct colours are used.



And if you are a one-man band, all you need to do is jot down the job details and enter them into the computer when you get a spare moment.

Needless to say, it'll save you lots of time colour matching and desperately searching through the files for that tiny scrap of paper you know has all the colours jotted on it if you could just figure out where you put it. You don't need to be a computer geek to get the form to work cos all you need to do is fill in the boxes.

We have included the new form as a downloadable addition to our website. If you are keen to be an electronic colour scheme keeper, check out: <http://www.resene.co.nz/paintdec/paintsch.htm>. Or if you prefer the good old fashioned PC disk method, just ask your Resene rep for a FREE copy of the electronic colour scheme record on disk.

More news in April!

Eneser ♥
Buckett

Eneser Buckett, Editor.



Painting with
Eneser Buckett
No.29

Resene - the paint the professionals use