

Resene TradeLines

November 2002



“ I was chatting to a friend the other day about some of the new Resene metallic colours. I happened to mention that Resene had lots of gold just lying around in the warehouse and suddenly noticed that all the people at the tables next to us were stopping their conversations to listen in to what I was saying. Well when I starting sketching the chart layout for my friend on a serviette and mentioned the other colours like Gold Rush, everyone moved closer and closer!! One of the other customers wanted to buy the serviette, which seemed a little strange. I didn't want to offend him so I sold the serviette sketch to a rather excited young man who was mumbling something about striking it rich... though what on earth he is going to do with a sketch of the Resene Metallics and Special Effects chart I have no idea! ”

Brushstrokes

Gold Fever

When the metallics rage started a few years back we all thought it would be a flash in the pan... after all there are only so many places a sane human being can use a metallic finish... or so we thought! Of course, we didn't count on humans getting more and more adventurous. Customers thought of hundreds of new ways to use metallics constantly surprising us by their varied and sometimes weird requests - including the lovely lady who rang 0800 RESENE wanting to use Resene Enamacryl Blast Grey on the inside of her bath because the white was boring!!! Needless to say we warned her off a Blast Grey bath as she would have slowly sandpapered every exposed piece of skin on the aluminium flakes after one bath!

In fact the metallics craze has swept through the car industry beyond fabrics and paint finishes and can now be found in laminates and other decorating materials. Even stainless steel electrical appliances have become a popular way to jump into the metallic trend.

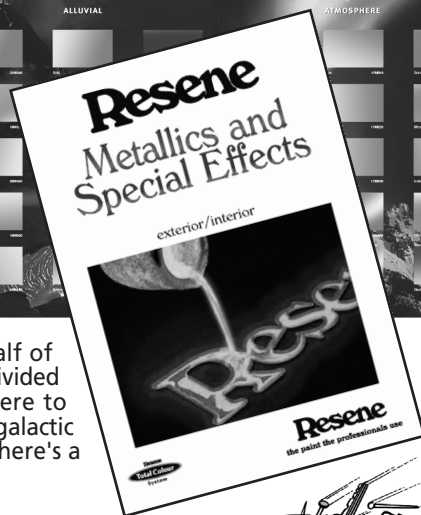
We've noticed over the last three years of metallic sales that the precious metals hues, such as gold, silver and aluminium, are particularly popular, so to give everyone more choice in this area we have revamped the metallics chart. We've kept everyone's favourites like Blast Grey and Aluminium but added a new copper, bronze, pewter and swapped half of the old colours for new ones. The new chart is divided into three segments from alluvial to atmosphere to stellar... so whether your clients want to go intergalactic or keep their feet firmly glued to the ground, there's a metallic or special effect finish to suit everyone.

The base products are the same as those you have already been using so there's nothing new to learn on the application side of things. If you find your favourite colour is not on the new chart, don't panic!!! We can still tint to any of the colours off the old chart and we have drawdowns available for viewing and ordering should you need to double check any colour not on the new chart.

Resene Metallics and Special Effects can be used to transform and add an extra dimension to virtually any substrate. Resene Enamacryl Metallic is recommended on exterior plaster and concrete and for interior broadwall areas and trim and joinery. Avoid putting it over fresh concrete as alkalinity can attack the aluminium flake and wreck the finish. For an even tougher

finish, you can opt for Resene Imperite IF 503, a spray applied high performance coating for maximum durability in exterior situations and the preferred finish over steelwork.

Of course some people aren't comfortable using metallics - after all they can be pretty flashy and are perhaps not always appropriate for restful areas, which is why Resene Pearl Shimmer was introduced earlier this year. A more subtle finish, Resene Pearl Shimmer enables customers to achieve a softer shimmer effect leaving them with something more dynamic than a plain wall but less dazzling than a full metallic finish.



Magnetic



Time Warp



Gold Rush

The new metallics chart includes 43 metallic finishes and two special effects finishes - Pearl Shimmer and Pixie Dust (keep reading for more on this one!) applied over a Resene Lumbersider basecoat tinted to Resene Nero.

Help your customers create a dazzling conversation point in their house with a metallics or special effect finish. Simply hand them over a new chart and leave them to drool!

the paint the professionals use

New Products

Rainbow Connection

While the fairies have been off wherever fairies go, we've been chasing rainbows trying to catch up with the famed pixies and their pots of gold. Of course, despite best efforts we completely failed on that task.



Rather than chasing pixies we thought we would develop a product to lure them in, so turned our energies to creating a Resene Pixie Dust finish... if we can't catch pixies maybe this will mesmerize them enough to come to us!

To visualise what Pixie Dust looks like simply plant the name in your mind, have a guess it what you think it could look like and you'll be basically bang on to what it does look like!! Full of variously coloured pearlescent flakes, Pixie Dust adds a multicoloured shimmer to any finish. Clear like Pearl Shimmer the basecoat colour shines through the topcoat decorated with thousands of miniature multicoloured flakes.

If you or your children are a fan of hundreds and thousands biscuits then you'll have a fairly good idea of what magnified Pixie Dust might look like on a pink basecoat.

Visually striking Pixie Dust will find a home in any child's bedroom, but is also ideal for reception areas, feature walls, trim and joinery.

As with the metallics range, new Pixie Dust is best applied by spray or it can be brush applied to smaller areas if a paint effects type finish is desired. Either way, it's easy to apply - simply add one coat of Pixie Dust over an existing sound paint system or add one coat as an additional final coat on a planned paint system and you'll have yourself a pixie dusted finish. If you want more pixie dust just add another coat to the finish.

Resene Pixie Dust is part of the Pearl Shimmer family so if you want more technical info, look at Data Sheet D312. If you're applying Pearl Shimmer or Pixie Dust for the first time, grab yourself a copy of the application instructions from your rep and save yourself some time trying to figure out what we've already figured out for you.

Real Deal

To help everyone reach their top potential we have a special **Crown Roof promo** running throughout November. If your rep hasn't hit you up about this one yet, make sure you start bugging them for the details. Making the most of the deal is easy... grab yourself a Crown Roof chart, figure out what colours you want and how much you need, find your rep and place your orders and all going well you'll score yourself a bonus freebie. Your rep can advise you on all the gory details like minimum quantities and so on to make sure you get the best of the deal.

The Heat is On

There are two ways to beat the heat this summer...

The hot weather will soon start to play havoc with your paint's wet edge so make sure you keep a bottle of **Resene Hot Weather Thinner** handy, especially when you are working with Lustacryl and Enamacryl. Of course, you can always apply these products without Hot Weather Thinner, but there is no point making your job harder than it needs to be.

The hot weather will also start playing havoc with your exposed skin turning it from a Resene Vanilla finish to something more like Resene Hot Chile! Make sure you get in early with your anti-burn protection and grab yourself some **Resene suntan lotion**. It's available free to all trade painters so there's no excuse for getting burnt this summer. Just ask for your pot next time you're in your local ColorShop or get your rep to give you a free one when you spot them on the jobsite.

Resene Paints Limited

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In Australia call 1800 738 383 Visit our website www.resene.com or email us at advice@resene.co.nz

Smile Spot

And to round off this Tradelines, we're sourced the latest in fly swatting and time talking to keep you amused...

Sex Test

A woman walked into the kitchen to find her husband stalking around with a fly-swatter.

"What are you doing?" she asked. "Hunting flies."

"Oh! Have you got any?" she asked. "Yep, 3 males, 2 females", he replied.

Intrigued, she asked. "How can you tell?"

"Easy, 3 were on a beer can, 2 were on the phone".

Time Talks

Following a night out with a few friends, a man brought them back to show off his new flat.

After the grand tour, the visitors were rather perplexed by the large gong taking pride of place in the lounge.

"What's that big brass gong for?" one of the guests asked.

"Why, that's my Speaking Clock," the man replied.

"How does it work?"

"I'll show you", the man said, giving the gong an ear-shattering blow with an unpadding hammer.

Suddenly, a voice from the other side of the wall screamed, "Hey you idiot, it's twenty to two in the morning!!"

More news in December!

Eneser 
Buckett

Eneser Buckett, Editor.



Painting with
Eneser Buckett
No. 37

Resene

the paint the professionals use