

Resene

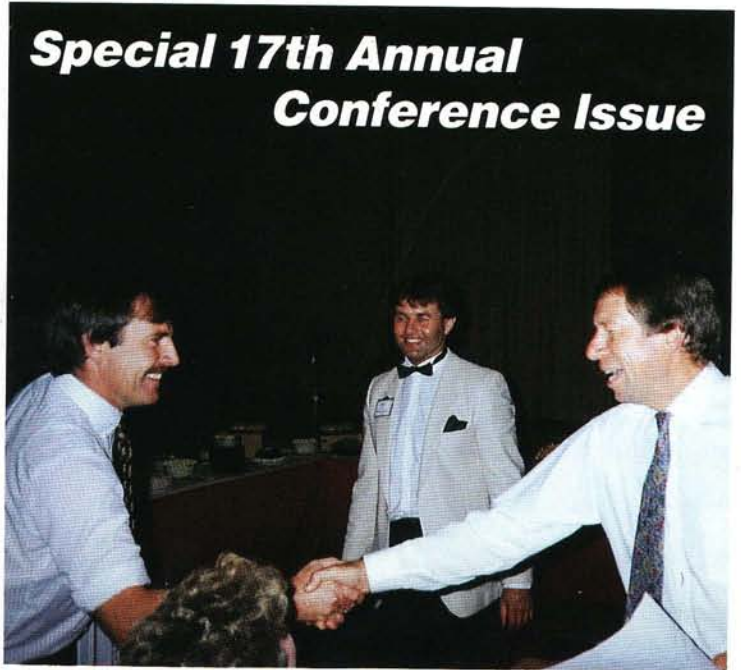
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Aboard the Lakeland Queen paddlesteamer, from left, guest speaker Peter Edmonds and Diana Edmonds with guests John and Jill Winlove. Skipper "Rotten Ron" at the helm.



Special 17th Annual Conference Issue

Resene Paints Ltd managing director Tony Nightingale (right) presents Nelson manager Philip Jordan with his branch award. Marketing manager John Low looks on.

Customers get priority at Annual Conference



Rod Wain receives the Best Handling of Enquiries award from technical director Colin Gooch.

"Resene and Its Customers" was the theme of the 17th Annual Conference held over April 24-27 at Rotorua's Hyatt Kingsgate. By the third day of the intensive four day conference a new and even more demanding theme had emerged from the meeting.

Resene marketing manager John Low who led the conference noted that the guest speakers had emphasised that increasingly these specialists were themselves viewing Resene and its staff as the experts on all aspects of surface coatings and their application.

"It is a responsibility we must shoulder. It is a responsibility we



Award winner Campbell Patterson, Hutt Valley branch manager.

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Colourful social programme

Conference organisers John Low and Mandy Nightingale also designed a comprehensive after-hours programme which saw the almost 100 delegates and their companions attend an opening night Chinese-style banquet during the awards presentations.

On the second night it was all aboard for a moonlight cruise on Lake Rotorua aboard the Lakeland Queen, a Mississippi style stern wheeler that plied up and down the lake while delegates enjoyed an on-board cabaret.

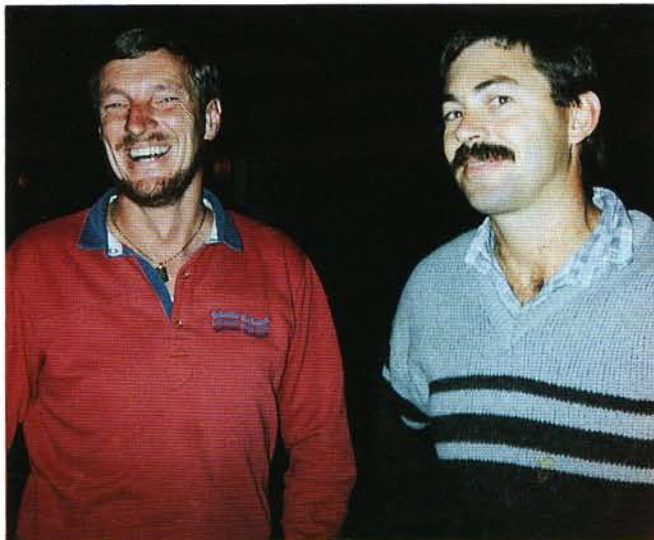
Then on Sunday night delegates toured the famous Rainbow Springs and Rainbow Lodge trout hatcheries and aviary, also taking in a practical farming session.

Later on Sunday night, delegates attended a special dinner at the Rainbow Lodge with, this time, Resene staff providing their own musical entertainment.

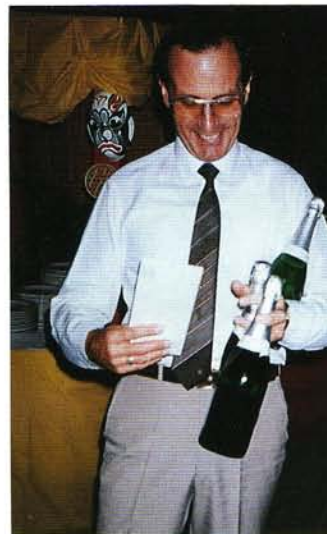
A group of composer/singers led by Colin Gooch and John Baker dedicated a light opera to the company's strategy-minded marketing manager, John Low who also celebrated his first year with the company at the conference.



Lakeland Queen passengers, from left, Sue Pattison, Colin Gooch, Sheryl Holley, Maggie Baker, John Baker and Marie Low.



New Tauranga manager Bill Cunningham (left) with outgoing manager Owen Worth who is emigrating to live in Perth.



Palmerston North manager Brian Carey cradles his branch award.



Recently appointed sales administrator Rankin Jays.



Guest speaker architect Alex Shaw.



Guest speaker contractor Tom Anderson.



Guest speaker Geoff Nicoll of H. M. Fogarty lays down the law on Volumaire.



Top Dog award winner John Chambers clutches his award, and the dog. Beside him is last year's winner New Plymouth manager Ian Anderson.



Chemist Tony Van Dyke looks in contemplative mood.

Guest speaker experts view Resene staff as problem-solvers

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cannot shelve." Mr Low's comments followed a series of addresses to the gathering by the guest speakers, themselves experts in their own fields.

Alex Shaw, chief architect for Fletcher Construction Ltd in Wellington and Central Region, had stressed that architects were looking more and more to Resene representatives to supply solutions to surface coatings problems.

Also, Tom Anderson, a leading contractor in the Taupo and Tokoroa region, and a Resene specifier for the past 15 years, underlined the importance of the company and its representatives supplying specialist knowledge to users of surface coatings.

It was a point also emphasised by Peter Edmonds of R & P Edmonds of Wanganui whose company employs over 100 people in all aspects of contracting and also retailing.

Stressed Resene marketing manager John Low to the conference, "We have learned from this conference that our knowledge is the most important asset we have as a company. It is this knowledge that we must use for the benefit of our customers."

Fletcher Construction's Alex Shaw had earlier emphasised that "we live in an information-based society" where success depended upon knowledge. It was the need for Resene representatives to have overwhelming product knowledge that became a theme for speakers.

Resene Paints managing director Tony Nightingale in summarising the conference said that the message was clear. "It is not enough for us to manufacture the best paints in New Zealand. We must ensure that our representatives are equipped with the best



Marketing manager John Low seems to be giving Christchurch manager Russell Phillips a special ovation for his branch award.

product knowledge also, and can impart this information to specifiers and users."

This point was also emphasised during a detailed session by Resene technical director Colin Gooch who spoke to the conference on the technical elements of recent additions to the Resene range.

Conference leaders stressed Resene's continued dedication to support and service to specifiers and users.

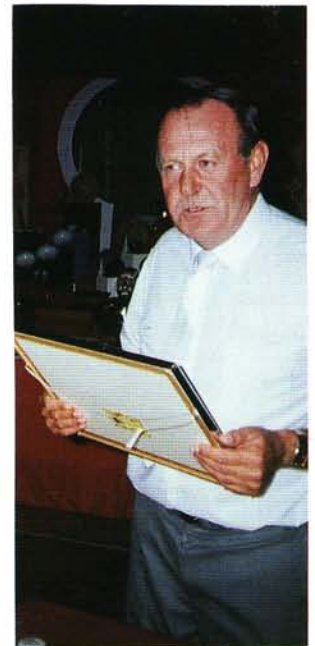
Managing director Tony Nightingale stressed to company representatives the importance of the Resene Total Colour Chart, the most detailed and comprehensive colour chart in New Zealand, and also Resene's commitment to its unique Test Pot series.



Central region manager Robert Davies walks away with his sales award.



Company secretary Lindsay Lewer presents Auckland manager John Chambers with the Best Accounting Branch award.



Award winner Peter Bryant, Hawkes Bay branch manager.



Lining the rail on the Lakeland Queen voyage are from left Josephine Crawford and Bill Crawford with Heather and Brian Carey.



Hamilton manager Geoff Hutchins receives the Best Presented Specification award from technical director Colin Gooch.

Resene colours film set

In another example of the application of Resene products in demanding cinematographic roles, Walt Disney designer George Dean has selected Resene paints for use in the feature film Operation Phoenix centred on location in and around Queenstown.

Resene products have been selected to give set construction an authentic Far Eastern flavour. In addition to the exterior sets (pictured) just outside Queenstown, there is a series of three interior sets at Frankton. Again, Resene products are used extensively.

According to set designer George Dean, a veteran of such big budget box office successes as "Gandhi" and "Killing Fields", it was the "strength of pigment" in the Resene products that led to their selection.



Set director George Dean (right) with Dunedin manager Brian Burtenshaw and Christchurch branch colour consultant Nina Williams. In the distance, the set.

In particular, he found that this strength in pigmentation was ideal for building up the "aged" look that is so important to the verisimilitude of the picture.

In fact, each tile used in the set was painted more than five times to get the correct

terracotta-like effect, with its bright reds and ochres.

A Resene product vital here was Textucote, a decorative texture coating. Textucote was used in conjunction with Matt Latex, itself a unique combination of resins and pigments.

Significantly, the Textucote product was used to create a weathered, worn, appearance of rusty steel doors.

Celebrated department store gets the Resene look



Contractor Don Oliver with Resene representative Ross Killoh inside the new Kirks.

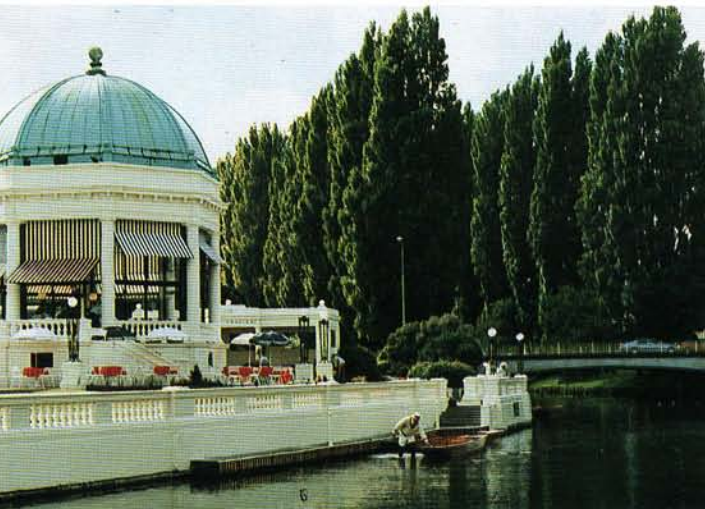
Resene refurbished Famous landmarks

Another famous civic landmark to have been entirely refurbished with Resene Paints is Christchurch's Thomas Edmond Restaurant on the banks of the River Avon. Contractors Ray Martin Ltd drew upon the Resene Total Colour Multi Finish System for both the exterior and interior of the picturesque structure.

Kirkcaldie & Stains, New Zealand's best-known department store is being entirely refurbished in Zylone 20 Vinyl Flat Wallpaint. The department store, often considered the South Pacific's most fashionable, is being massively restored in one of the capital city's biggest-ever refurbishment programmes.

Contractor Don Oliver, of Don Oliver Painters, stresses the versatility of the Zylone 20 product, released by Resene last year.

"It is truly a paint for the professionals," notes Mr Oliver. "It gives the professional painter that versatility that is so important."



The Thomas Edmond Restaurant



A famous Auckland landmark, the historic grandstand in the Domain was completely repainted by the Auckland City Council in preparation for the visit to New Zealand earlier this year of Pope John Paul II. Resene products were used entirely in the refurbishment of the grandstand. It was painted in Resene Super Gloss Enamel while Acrylic Hi-Glo was applied to the roof of the grandstand.