

Resene

N E W S

Resene - the paint the professionals use

Who is Resene?

A company with a winning formula.

Glowing like a paint box in a dazzling palette of colours, a two-storeyed building in Lower Hutt is the head office of New Zealand's largest privately-owned and operated paint manufacturing company, Resene Paints Limited. The bold colours symbolise the dynamic business enthusiasm, yet underlying careful decision-making, of managing director, Tony Nightingale.



*Tony Nightingale, Managing Director,
Resene Paints.*



The company, established more than 50 years ago, is today an international company with manufacturing operations in Australia and Fiji and local production plants in Lower Hutt, Upper Hutt, Tauranga and Auckland.

Resene Paints Upper Hutt



Resene Paints solvent-based products factory is located in Upper Hutt.

Resene Paints has 50 company-owned ColorShops, and 22 franchisee outlets around the country with around 500 staff in New Zealand.

Originally the company was named Stipplecote Products Ltd and manufactured cement-based paint under the brand name Stipplecote. In 1951, Resene launched the first water-based paint in New Zealand under the brand name Resene (derived from the word resin).

Steady demand for water-based products over

Resene Santano Limited



Resene Santano Limited, located in Henderson, Auckland, manufactures its own brand of automotive, furniture and industrial paints and a range of car care products for the New Zealand market. Resene Santano is also the distributor in New Zealand for the world's leading brand in automotive refinish paint - DuPont car paints.

the intervening years led to the need for increased factory space. In 1962, the company moved premises from Kaiwharawhara, in Wellington, to Seaview where the company remained for 30 years before moving to

its expansive plant in Lower Hutt.

In the mid 70s the company changed its name to Resene Paints Limited.

As a determined competitor of the international paint giants in the New Zealand market, the voracious

investment appetite of entrepreneur Tony Nightingale has given impetus to the company's growth.

Resene products extend through a full range of paint and specialist coatings for residential

Resene Paints Limited Head Office



Resene Paints Limited Head Office and warehouse are situated in Naenae, Lower Hutt. Water-based products are also manufactured at this site.

Altex Coatings Limited



Altex Coatings Limited, with manufacturing facilities both in Tauranga and Australia, is New Zealand's largest privately-owned manufacturer of protective coatings for industrial and marine surfaces. Altex Coatings also manufactures the 'AWLCRAFT' range of pleasure marine coatings.

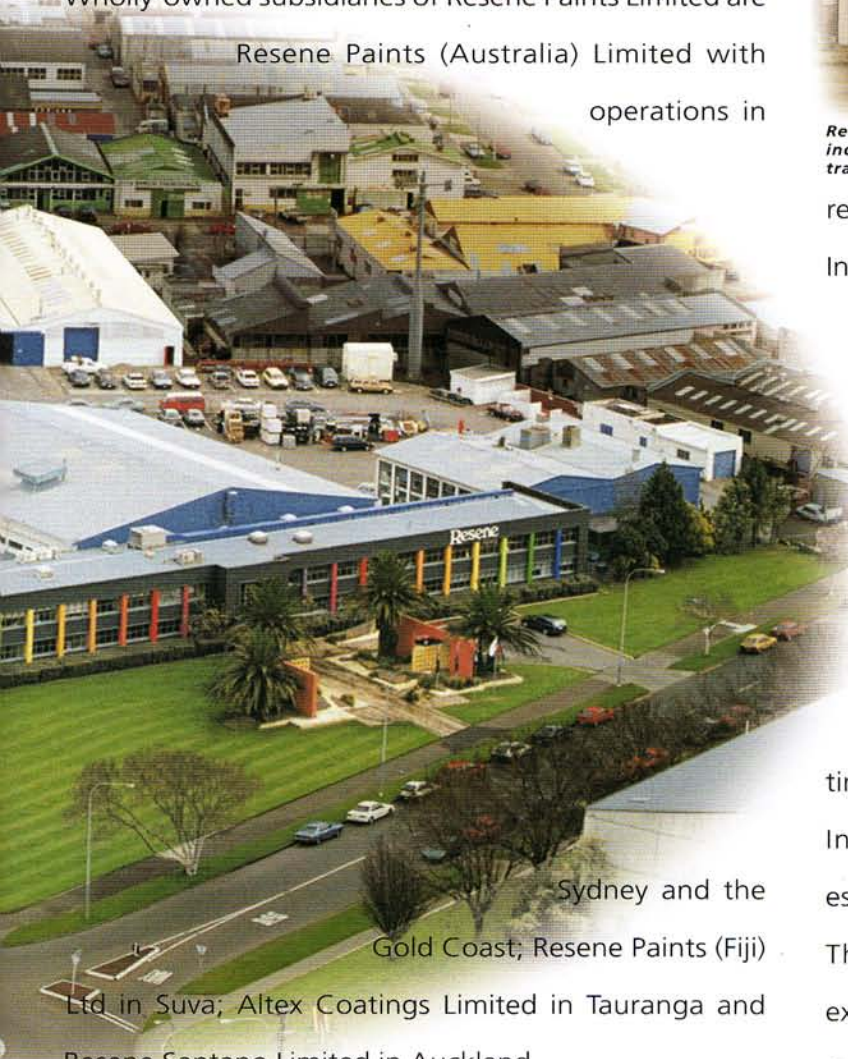
Resene Paints Australia Limited



Resene Paints Australia Limited focuses on manufacturing marine coatings as well as a full range of industrial and architectural coatings from its factory on the Gold Coast.

and commercial buildings, marine, heavy industrial, road marking, automotive and agricultural use.

Wholly-owned subsidiaries of Resene Paints Limited are Resene Paints (Australia) Limited with operations in



Sydney and the Gold Coast; Resene Paints (Fiji) Ltd in Suva; Altex Coatings Limited in Tauranga and Resene Santano Limited in Auckland.

Resene Paints diversified into the wine business five years ago and purchased Cellier Le Brun Ltd in Blenheim, and this has added bubbles to the product range.

Over the years, Tony Nightingale has strung together a number of acquisitions. His most recent buy-out was Crown Paints in Queensland in October 1998, increasing the company's operations in Australia.

Although many paint manufacturers have come and

gone over the past twenty years, innovation has kept Resene Paints a step ahead of the game.

Resene Paints is well known for leading the development of environmentally sustainable surface coatings, from the basic innovation of Resene water-based paints to the

Resene Paints Fiji Limited



Resene Paints Fiji Limited in Suva manufactures a full range of architectural, industrial, marine and automotive coatings as well as furniture lacquers for the trade and retail customer.

removal of lead from decorative paints in the late 1960s. In 1996, the company continued its pioneering role into manufacturing "green" paint with the launch of New

Zealand's first comprehensive range of Environmental Choice paints - products which comply with rigorous standards set down by an independent government auditing body - Telarc.

Tony Nightingale is noted for his early work on tinting systems and his introduction, to the architectural profession, of bold and bright colours at a time when beiges were considered daring.

In the international arena too, Resene Paints has established a reputation as a technological leader.

The most recent Resene development has been in exporting a tinting technology system. Resene Paints has supplied this technology to South Africa, Zimbabwe, the Dominican Republic, Malaysia, Indonesia and China.

Cellier Le Brun



Cellier Le Brun Ltd, located in Marlborough, has earned its place as one of the country's leading wineries on the strength of its Cellier Le Brun range of Methode Traditionnelle wines. A Pinot Noir, Sauvignon Blanc, Chardonnay and Classic Brut are also marketed under the Terrace Road label.

One of Resene Paints' most successful decisions has been to concentrate on the commercial sector, and to develop the products required to meet its needs. "Supporting architects and paint specifiers is a natural fit with our market philosophy in manufacturing 'the paint the professionals use'," says Tony Nightingale. Resene Paints maintains a close relationship with architects as the principal sponsor of the New Zealand Institute of Architects-Resene Awards for Architecture. Resene also sponsors the New Zealand Master Builders House of the Year Awards, Architectural Designers New Zealand and the New Zealand Painting Contractors' Association.

Resene Paints is often reported as one of New Zealand's success stories. It is surprising to find a building in any



Strong colours typify the interior spaces at Resene Paints Head Office.

given street that hasn't been touched by Resene. Resene paints have appeared on some of New Zealand's most important recent architectural projects nation-wide: Auckland's Sky Tower, Sky City and Casino; Museum of New Zealand Te Papa in Wellington; Christchurch's Convention Centre and Westpac Trust Centre and the Dunedin Public Art Gallery.

Tony Nightingale, who has been with the company 40 years, can look back now and easily recognise opportunities which became important turning points, but he identifies management stability as a major factor. As an innovator, who maintains a tough competitive edge, Tony Nightingale has turned manufacturing and selling paint into an art form.



The new Resene ColorShop on Taradale Road in Napier.