

Performance  
**Coating** Specialists

**Resene**

*Automotive & Performance Coatings*

# Unique Philosophy

## We believe that every company's fundamental requirement is to be profitable

As a supplier we aim to provide surface coating solutions that increase your profitability. Each customer is treated individually because we believe that every market has unique coating requirements depending upon a diverse range of exposure conditions and uses.

We look for ways to decrease labour costs, decrease material usage and increase value however sometimes we simply offer a more cost effective product. Our objective is to help grow successful customers, which in turn assists us in our growth. We won't "sell" anything until we understand the process, the end use and the role that the coatings play in the process. We find solutions for business opportunities that require surface coatings, be it protective films for super tough operating environments or attractive decorative top coats.



## In the Glow

### Issue:

High Visibility, durability and UV resistance; meeting customised performance specifications for each buyer and on-going innovation in design and safety, so as to remain at the forefront of the international market.

### Solution:

Pacific Helmets Ltd are based in Wanganui and are one of the worlds leading suppliers of Safety Helmets. All helmets are paint coated with RAPC's Durepox epoxy primer, Acrythane polyurethane colour and clear coats. For high visibility, fluorescent pigments and "glow in the dark" technology have been used on rescue service helmets worldwide.

## Our People

Coating technology is a specialised industry and requires technologists with attitude. Passion for solving problems is a prerequisite for employment as is a working knowledge of application technique and good commercial understanding. Boasting two chemists and over twenty spray painters, we know our stuff and will gladly pass on our knowledge and skills to help.

## Constant Innovation

We believe that research and product development is the life-blood of the company. RAPC have two full time Chemists - an Applications Chemist and a Research and Development Chemist. These chemists work in conjunction with Resene Paints ten chemists to develop, modify, enhance, and test existing and developing products for New Zealand market conditions.

Whilst we also import technology from overseas, not all development in other countries suits our local conditions. We have the harshest UV radiation in the world, our roads are less than forgiving and most of our major cities are located near the corrosive salt air of the sea.

Whilst staying informed of the latest international developments, we have created several world firsts in our own right. As a wholly New Zealand owned company, we are committed to product excellence within a market we know well, our market - New Zealand.



## Anti Graffiti

### Issue:

New Zealand Post post-boxes are graffiti targets. This wastes time and money having to regularly restore them to their original condition. What was needed was a tough and durable paint system that would reduce the cost of cleaning.

### Solution:

New Zealand Post post-boxes have been radically re-designed and are manufactured and decorated by Vision Ltd. These new boxes are a world first and have attracted interest worldwide. Vision also refurbish all the current models around New Zealand using a coating system specially designed by our technical team, topped off in Anti Graffiti surface for the ultimate in protection.



## Diversity of Product Range

We manufacture coatings for a wide diversity of uses and environments. After extensive enquiry and understanding of a specific coatings requirement we either modify an existing product or develop a new coating to meet the customer's requirements. From highly flexible clear coatings used in the PVC truck curtain market, tough and durable coatings for commercial trailers, to demanding coatings required by jet planes, we have a range of products to suit almost all substrates, activities and harsh climatic conditions.



# Some More of Our Success Stories

## Need for Speed

**Issue:**

Faster, faster, faster...

**Solution:**

Every boat in the Louis Vuitton 2003 Challenge race for the Americas Cup had Durepox on their hulls. Test results from Otago Flume Laboratory showed that compared to a high finish on hulls, Durepox can reduce drag by up to 15%. Durepox has featured on a large number of Volvo Round the World yachts. Great adhesion, wet on wet speedy application make Durepox the choice of champions.



## Aero Space

**Issue:**

Radical temperature changes from -50C to +30C. Wind speeds up to 500kmh. Minimum 8 year's durability. Marketing and Image.

**Solution:**

Resene Automotive & Performance Coatings was used by Virgin Australia for the new livery of Boeing 737 400 series aeroplanes.



Helicopters NZ Ltd, The Air Force, Safe Air also use our products to name a few.



## Protection

Hypershield was developed to protect the detailed graphic design on commercial curtainsiders, where excellent adhesion, flexibility and UV protection are required. The new Vinylsider Ink System used in conjunction with Hypershield now gives manufacturers a quick cost effective way of adding colour and design.



# Endurance Water Sports

## Issue:

Watersport durability and wear resistance in extreme conditions. Reduce water and wind drag, to give board riders maximum performance and achieve the ultimate ride.

## Solution:

Carbon Art's mission is to create the highest performance boards in the world. Hand built in NZ using a leading edge process, the highest strength to weight ratio, designed and tested in New Zealand.



# Southern Spars

## Case Study:

Southern Spars is the industry leader in the design, construction, installation and servicing of custom masts, booms and rigging for high performance racing and cruising yachts. Spars require a tough, rugged and flexible coating.

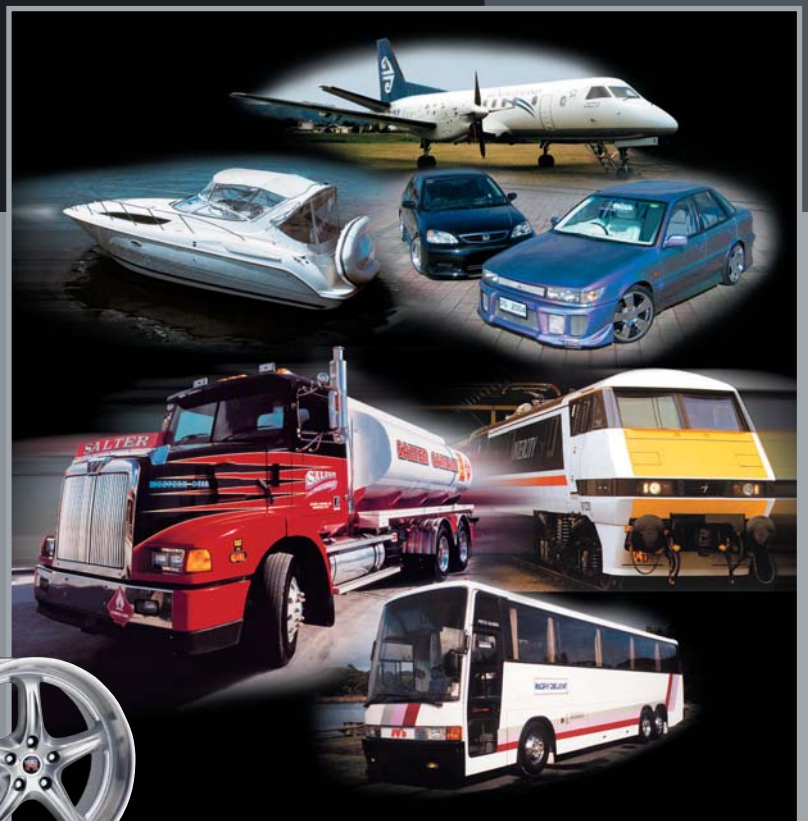


## As Nigel Marchant, production manager writes:-

“Not only is Durepox user friendly, it is one of the best holdout primers there is. Durepox is one of the few, or only primer that can be used as a topcoat that can stand the harsh conditions our spars face. Every race rig at Southern Spars is painted with Durepox. From past experience in boat yards I have worked in, the turn around time with Durepox being used inside yacht interiors is outstanding. No shrink back on topcoats, fast dry, weight saving on race boats and very good adhesion on carbon are just some of the benefits. It is like it was made for carbon fibre.”

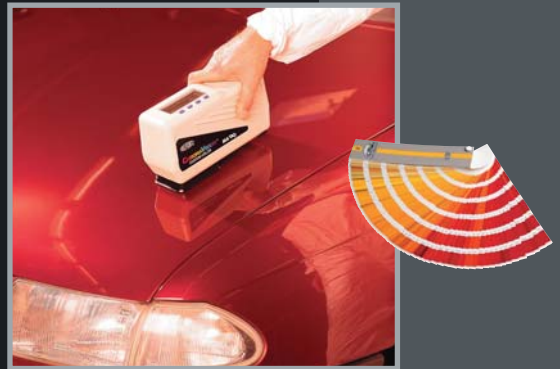
## Customized coatings for all applications:

- |                         |                         |
|-------------------------|-------------------------|
| Agricultural Implements | Glow in the Dark        |
| Aircraft                | Heavy Earthmoving       |
| Aluminium Boats         | Helicopters             |
| Architectural Design    | Kitchens and Bathrooms  |
| Buses                   | Mag Wheels              |
| Coffins                 | Military Defence Forces |
| Colour Changing Paint   | Passenger Vehicles      |
| Commercial Aircraft     | Racing Yachts           |
| Commercial Vehicles     | Surfboards              |
| Concrete Floors         | Signage                 |
| Cranes                  | Steel Tanks             |
| Curtainsiders           | Safety Helmets          |



# Fleetcare Range

Fleetcare is the name given to a complete group of products and services specifically designed for the Commercial Vehicle Fleet market. There is a coating for every purpose and budget along with graphic design services and vehicle detailing products. DuPont's Imron range provides world class surface coatings for a lifetime of strength and durability for use in premium applications, whilst our New Zealand manufactured products such as Durepox and Acrythane provide quality for the budget minded.



## Case study:

Steelbro NZ Ltd has produced innovative and imaginative solutions for the transport industry since 1878. Steelbro side lifters are the worlds best selling self loading trailers for container movement. Their name is synonymous with innovation, efficiency, excellent engineering and workmanship. Steelbro's paint finish required demanding performance both in application and rugged durability. As many of their units are exported they want peace of mind that the coatings will hold up in any conditions worldwide. High solids Acrythane from the Fleetcare range was the answer to the demand for high film build and durability, whilst electrostatic application of base primer and top coat provided fast application with low wastage. This gave Steelbro considerable cost savings in labour and materials whilst improving production time.



## Technological Difference

Whilst other companies train in the classroom, it is our philosophy to come out to *your* place and help *your* team in *your* environment with *your* equipment. There's little down time or wasted productivity, because we are working on real live, revenue earning jobs. With eight full time technical specialists we've got the country covered.



## Time and Money

### Case Study:

Concrete trucks get extremely dirty and are often splattered with concrete after delivery and require extensive cleaning with acid wash. The application of EZ Clear, an innovative Teflon Clearcoat to the trucks stopped concrete and dirt adhering to the paintwork. Whilst in the past, drivers had to scrub the trucks with polluting acid washes to remove concrete build up; all that's needed now is a quick wash with water from the hose...or a shower of rain!

## Powerful Teflon<sup>®</sup> protection so advanced, it virtually cleans itself.



## Service Difference

We are the largest wholly owned distributor of paint within our market. With fourteen branches nationwide and twenty two service reps with well stocked vans we come to you, any where, almost any time. We pride ourselves on providing the best service in the country, with a "can do" attitude to go the extra mile.



# Humble Beginnings

A few enthusiastic entrepreneurs, selling solvents from small mini tankers towed by the good old company car, started Anglo Santano over twenty years ago. Of course there weren't too many OSH and DG Officers around in those days to spoil your day and after a short while the company saw the potential to sell paint to car painters and industrial users. The purchase of some old machinery from Taubmans and the acquisition of a chemist soon sped up the manufacture of a whole range of paints marketed under the "Santano" brand.

As the company grew even bigger it was offered quite a few agency lines to resell, including DuPont Refinish, one of the worlds leading automotive paints. Resene Paints in Wellington had been developing the DuPont brand from its introduction into New Zealand and had great success in Wellington and Christchurch.

In 1995 Tony Nightingale Managing Director for Resene Paints saw the opportunity to obtain nationwide distributorship for DuPont, along with an excellent range of products, by the acquisition of Anglo Santano and thus Resene Santano was born. Now many years later, the company has changed its name to Resene Automotive and Performance Coatings (RAPC) in recognition of the fine products we sell and the markets we serve. Today RAPC has fourteen branches with over sixty staff and has enjoyed success in many market segments including passenger and commercial vehicles, marine, aerospace, furniture, industrial and specialised coatings.

We have enjoyed tremendous growth and developed many new friends along the way. Our business philosophy is simple, we listen carefully to our customers needs and provide cost effective solutions.

Our product range is extensive and we have the latest and proven technology to meet all budgets. We really do strive to help our customers grow, as this is the very source of our own business.

# Resene

**Automotive & Performance Coatings**

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Nelson  
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Timaru  
Dunedin  
Invercargill