

# Resene TradeLines

August 2001



“ All these frosty nights and fine days that we've been enjoying (?) recently have all been a bit too much for poor 'ol me. I hate to admit it, but the Lazyboy chair and the TV remote are becoming my favourite household items. With sports on day and night I sometimes get so hyped up after a big win that I can't get to sleep. Boy the other night, I watched about 2 zillion different sports games, couldn't get to sleep so fired up the computer for a while and got onto the net... minutes later I stumbled onto Resene EzyPaint2 and Resene EzySpec and got so carried away with them that it was time for breakfast when I'd finished. Still I managed to colour scheme my next three projects and write specs for them all, so that ain't bad for a few hours of mouse clicking. Of course with all that strenuous exercise I felt fully justified having a large breakfast and doing nothing else all day... pure bliss! ”

## Brushstrokes

### Give your Pen a Rest and Click your Way to Easier Specifications

Writing specs can be pretty tricky not to mention mind numbingly slow at times. I mean, those Techno guys might be clever, but they sure don't know how to make the One-Line Spec Manual interesting bedtime reading.

We have seen a few creative simplified spec processes recently, although I don't necessarily think that choosing a page, closing your eyes and selecting a spec is the best way to get the right system.

We decided to get a little clever and figure out a way to make everyone's life (and specs) easier... and no, it's not free alcohol! To simplify the spec writing process, Resene have introduced a brand new way to write specs on the net - **Resene EzySpec**. Resene EzySpec is based on the Resene One-Line Specification Manual but basically consists of a lot less paper and a lot less work.

All the info and systems from the hard copy manual are there and you can click together a spec in about 2 minutes simply with your computer mouse. All up, it is just a really simple whizz-bang way to write your One-Line Spec without having to get your pen out.

To create a Resene EzySpec spec (spell check didn't like that one!), simply select your substrate, answer questions about important project stuff like interior or exterior exposure, gloss level and the surface you're going to paint and Resene EzySpec will beaver away in its database and spit out the best system.

There's plenty of info to help you as you go along, just in case you aren't sure of some of the options.

Once you're done, save and print your spec and go and spend the time you've saved writing your spec watching the telly.

Your client will be pretty impressed when you present them with a spec for their job (little do they know you only spent 10 minutes doing it).

Now, as you know, we Resene-ites are pretty keen on these value added services, so once you've finished using Resene EzySpec to write the spec, make sure you really knock your client's socks off by virtually painting their project using Resene EzyPaint2.

Gotta say I'd be impressed if you presented me with a professionally presented spec and colour scheme.

Best of all, both of these programs are 100% free to use - just check out [www.resene.co.nz](http://www.resene.co.nz) to access Resene EzySpec and Resene EzyPaint2.

Who would ever have thought your computer mouse could learn to paint and write specs?



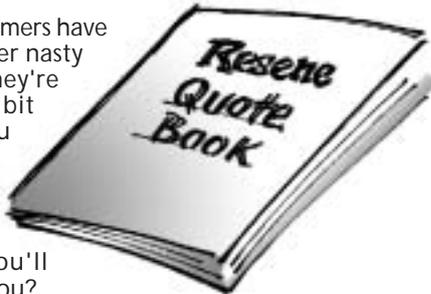
**EzySpec**  
Intelligent Electronic Specification System

## Tips 'n Tricks

### Note to Quote

We've all been stung once or twice having to pay a bill that was at least double, if not triple what we'd planned to pay. Course, the job sort of got larger as we went along and suddenly the bill starts to look like NZ's deficit.

Of course, all your customers have been through this rather nasty experience too, and they're just starting to get a bit clever by making you give them a quote up front.



Oh no, another item of stationery that you'll need to buy... or will you?

We're pretty proud of our professional painters, so we thought we'd chip in and give you a helping hand in the quoting process. We've designed a quote book that you can use with your clients. Basically fill out the quote, get the client to sign it off, give them the top copy and you keep the bottom.

You'll avoid any arguments at the end of the job about paying, because you will both know exactly what was promised. Quotes are the perfect way to keep track of the job and make sure the customer knows what they are getting and you know what you are getting paid.

The new Quote Books are available free of charge from your Resene rep. Just give them a nudge to get your free book. Of course, once you use up the 50 quote forms in the first book, give your rep another nudge for a replacement book.

## Telling Tales

### Redecorated Decorator Promotion



We promised you the chance to get some free gear to celebrate the new Resene Decorator packaging (of course we were only looking for any excuse to give away some of our cool new T-shirts and caps!) so now it's time to deliver on the promise.

Each of our reps will be given some T-shirts and caps to get their local promo going, so get in touch with your rep to find out how to get your hands on some free gear.

## Struggling with Instructions...

Now most of us jump right in and only go back to read the instructions when things start going wrong. Those of you who do read the instructions may have discovered some gems like those actually discovered on labels overseas...

*On a blanket from Taiwan:*  
Not to be used as protection from a tornado.

*On a New Zealand insect spray:*  
This product not tested on animals.

*On a Tiramisu desert printed on the bottom of the box:*  
Do not turn upside down.

*On a Korean kitchen knife:*  
Warning - Keep out of children.

*On a child's superman costume:*  
Wearing of this garment does not enable you to fly.

*On a Swedish chainsaw:*  
Do not attempt to stop chain with your hands.

They must think we're all nuts with instructions like those!

## Don't Phone Home

Tony our Kapiti Shop Manager sent me in an extra special answerphone message, which I just can't resist, so here goes... "Hi you've reached Joe Bloggs. My phone's turned off at the moment 'cos I'm avoiding someone I don't like. Leave your name and number after the tone and I'll get back to you... unless of course you're the one I don't like!"

Don't you wish it was that easy to avoid people!

**The End**

More news in September

*Eneser*   
*Buckett* Eneser Buckett, Editor.

Eneser designs **her own** easy specification system (although a somewhat less than scientific one...).



Painting with  
Eneser Buckett No.23

## Resene - the paint the professionals use