

# Resene

## TradeLines

June 2000



### *The last of the Summer Wine*

“ Looking out of the window, there is no question that winter is knocking on the door. It was a funny old summer wasn't it? Some really nice days, but like the Hurricanes, difficulty in stringing a row of good ones together. Bear in mind, we had been promised a long hot summer. If all the meteorologists swapped jobs with all of the economists – I don't think anyone would know! At least we have been spared the wasp invasion that we were promised. ”

### Brushstrokes

#### Another Resene first

Long hot summers, beaut as they are, do cause problems to us in the paint game. Paint that gets onto the lids of plastic pails, dries-up and forms a skin.

Because the underside of the lid is pretty smooth, the skin easily falls back into the body of the paint. When the paint is stirred before use, the skin breaks up into bits and distributes nicely throughout the paint. A fair pain in the backside!

Nobody wants to have to strain paint, but those bits of paint skin can certainly stuff-up an otherwise good job.

Our lab team had been working on this problem for donkeys but without real success. They knew exactly what was happening inside the pail but were not getting close to a solution. They had tried insulating layers, separating layers, hydrophobic layers (they just told me to write hydrophobic – I haven't gone techno) but were not quite hitting it.

Then KAPOW!! They came up with the idea of texturing the inside of a lid, reasoning that the more paint the lid could 'hold' the less likely it was to skin.

Further, if in extreme heat it did skin, the texture would hold the skin on the lid and not let it fall onto the paint. And do you know what? It worked.

And do you know what else? No one has ever thought of this idea before. So we slapped a patent on the idea and paint companies from all around the world are lining up to test it. Great aye! Another first for New Zealand.

We have field-tested it for one summer now. You'll have all seen those lids with their bottoms grooved (like an old L.P) and although the summer wasn't the hottest, the results of the tests sure were. We have given it the name – **Resene SkinGuard Technology** – and you guys and girls were the first to try it.

*Tested lid proves Resene is full of groovy ideas!*



**Resene - the paint the professionals use**

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## Editor's Choice



### Accessory of the Month:

Resene has recently launched **The Range 2001** which features a selection of fabulous colours based on international predictions while tailored to suit the New Zealand environment.

If you and your clients haven't yet seen it, it's a must.

The Range 2001 includes a great sweep of neutrals and blues which are complemented with accent colours for feature walls. Sunset oranges, rich reds, fuchsia pinks, sienna browns, bright limes and herbal greens fill this niche and feature strongly in The Range 2001.

The basics, such as complex blacks, off-whites, misty greys deepening through to charcoal, ecru, taupe and beige, maintain popularity. Stark white is out. Instead, The Range 2001 features stone, bone, beige, bamboo and cream.

Resene has gone beyond the realm of colour this year to feature textured coatings which are predicted to be huge – textured coatings such as **Resene Metallics** and the sandstone finish of **Resene Sandtex**.

### Product of the Month:

**Resene Plastercote** was product of the month in May and it is again this month because I have just watched a couple of guys applying Plastercote to Harditex with stunning results. This would have to be the best cement rendered finish I have ever seen with most of my clothes on.

In this case, a good first coat of Plastercote was sprayed in one direction and allowed to dry. A second coat was then applied while the other person was floating the surface with a small wooden float.

Absolutely awesome!

## Tips 'n Tricks

"To achieve an even sandstone finish with Resene Sandtex using a Hopper Gun, spray one coat at a dry film thickness of 150 microns at 3 to 4 sq.metres/litre. Alternatively, work the product using plenty of product and a High Solids Roller," says Lower Hutt sales representative Allan McMillan.

## Telling Tales

**Professional Move:** Paul Wootten joins Resene Paints as the Waikato branch manager after having worked in the building industry for the past two years.

**Charting A New Course:** Jeremy Croft, returns to Resene Paints as an architectural representative at the Parnell regional office after working for Dulux and Protective Paints.

**Elected:** Chris Rewi-Wetini has been appointed as a trade sales representative at Resene Paints in Takapuna. Chris worked in trade sales for Placemakers prior to joining Resene.

**Local Prom:** Vanessa Browne has been promoted from a shop manager at Resene Mt Maunganui to a trade sales representative at Resene Tauranga.



**FORGET YELLOW, RED,  
AND PINK. THINK  
RONCHI, JAZZ,  
LIPSTICK AND OIL.  
RESENE'S IMAGINATION  
HAS RUN WILD  
CHOOSING NAMES  
FOR THE NEW  
RANGE 2001.**

More news in July!

*Eneser* ♥  
*Buckett*

Eneser Buckett  
Editor.

Painting with  
Eneser Buckett No. 10

## Resene - the paint the professionals use

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