

# Resene TradeLines

June 2001



“ Winter's never looked so good!! Looking out the window, there's no question that winter is knocking on the door. It's funny how it just seems to sneak up on us each year... you don't really notice it until your alarm rings and you wake up to what looks like midnight and have to face getting out of bed and leaving your electric blanket behind. Still at least we have lots of weekends and nights sitting in front of the telly watching winter sports with one or two of the cold ones and a few good mates to keep us company... ahhh, maybe I don't miss summer after all!”

## Brushstrokes

### Brush Shoulders with the Stars

If you and your clients haven't seen The Range 2002 yet, you had better come in and check it out for yourself. Sure you've seen the Range 2000 and 2001, but this one's even better.

The Range 2002 includes 150 colours based on international colour predictions for the year 2002. Whether you are a Matrix movie freak or perhaps wish you were part of the Austin Powers era (with Heather Graham by your side of course... absolutely shagadelic!), the latest Range comes complete with a few colour surprises to make your customers' walls a talking point.

It used to be relatively simple to be a painter - let the customer pick a colour and an area to paint and you paint it. Now customers want texture, unique looks and finishes and they expect you to help them choose the colour!

To give you a helping hand, here's the quick rundown on the colour trends for 2002...

Colours are becoming lighter, softer and more complex, with a few new yellows, oranges, reds and pinks thrown in to keep the risk takers happy.

Layering of colours and effects is very popular and we have seen some superb results when Resene Metallics has been applied over the lightly textured Resene Sandtex.

Blue is still considered the key colour for this decade, while orange is the in colour for 2002.

For more info on 2002 colour trends, check out The Range 2002 or [www.resene.co.nz](http://www.resene.co.nz)



As you can imagine, creating colours can be a long difficult task... I can hear the colour designers now "oops, accidentally dropped red into that one... hey it looks OK, we'll use it in our next range." Well, creating just any old colour isn't actually that hard - I mean we all know how easy it is to create mistints. Creating new unique colours that customers want to live with is slightly trickier. Giving it the right name is even harder, and boy did we have a field day with this.

With Range 2002 colours like *Tana*, *Kournikova*, *Matrix* and *Mojo* (a.k.a. Austin Powers' lifeblood) here's your chance to start namedropping.

If you are a little *Skeptical* about all this, we know you won't be able to resist our new green *Tax Break*... at least with this one, you know it will last a long time!

For those with customers in the daily rat race, they'll feel instantly at home with *Grey Suit*, *Stiletto*, *Well Read* and *Tall Poppy* - they may even be able to identify a *Loafer* of their own.

Or if they prefer the nightlife, you might like to suggest that they *Flirt* their night away in a *Cadillac* (pink of course!) coloured room of their own.

Resene is literally 'as kiwi as it gets', so to round out the selection a few truly kiwi icons like *Anzac* and *Pharlap* have been thrown into the colour mix.

Even just the quickest glance will show you that there's nothing *Half Baked* about The Range 2002. We're confident that this new colour range will inspire your customers and at the very least, with colour names like these, you're bound to have fun!

Resene - the paint the professionals use

## Tips 'n Tricks

### Your Name in Lights

Now no-one likes to be a skite, but sometimes you've just got to put yourself out there to get the fame and fortune you deserve.

If you think you've done a pretty good job on a major project recently, now's your chance to let us know so we can put it into a future Resene News or onto the Resene website in the Products in Action section.

You don't have to be a journalist or a photographer - simply take a few pics on your regular camera, jot down the job details onto the Resene News Submission Form and give it to your rep or post it into us. Give your Resene rep or ColorShop staff a nudge if you need a Submission Form and if they don't have one handy they'll get one in for you. If you're extra keen you can call 0800 RESENE and we'll post a Submission Form to you

If you want to check out the projects that are already online go to [www.resene.co.nz/archspec/products/index.htm](http://www.resene.co.nz/archspec/products/index.htm)



### Speaking of Lights...

Imagine that!  
The boys down on the South Pole read me!  
Courtesy of Michael of the Antarctica Purchasing Dept, here's a pic of the Australis lights for all those who missed it like me.  
Thanks Mike!



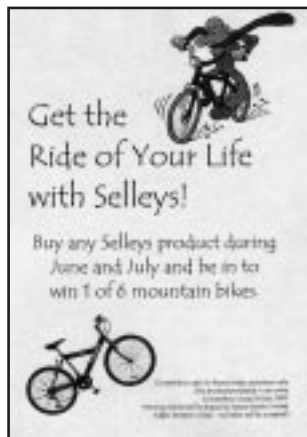
### Get the Ride of your Life

The nice people at Selleys have given us six awesome mountain bikes to reward you for buying their products.

All you have to do to get your hands on a mountain bike of your own is be a Resene trade customer, buy any Selleys product during June and July 2001 and be one of the lucky 6 names that are drawn at the end of July.

You get one entry for every product you buy... therefore, the more Selleys you buy, the more chances you have to win.

The 6 winners will be announced in Tradelines September.



### Bumper 2 Bumper

Being in the painting trade means that you get to spend a lot of time on the road driving to and from jobs and to and from your local ColorShop. No doubt you've seen some good bumper stickers along the way... here's some of the ones we've spotted...

- Born free... taxed to death.
- You're just jealous because the voices only talk to me.
- Beauty is in the eye of the beer holder.
- I'm not a complete idiot - some parts are missing.
- How can I be overdrawn? I still have cheques!
- Out of my mind. Back in 5 minutes.
- Very funny, Scotty. Now beam me down my clothes.
- Sex on television can't hurt you - unless you fall off.
- 2 + 2 = 5 for extremely large values of 2.

### Wet and Wild

With winter upon us and long days of summer sun and warmth still months away, now's the time to come in and pick up those products that love the winter weather, such as Resene Wintergrade Lumbersider, Wintergrade Hi-Glo and MoulDefender. Wintergrade products will help you keep working when the weather is working against you.

### Telling Tales

*Round the Bend* The Dunedin ColorShop has packed its bags and made the big move down the road to 172 Crawford Street.

*On the Move* John Gerondis, previously Central Regional Sales Manager has become the National Sales Manager.

More news in July! *Eneser* *Buckett*

Eneser Buckett, Editor.

### How Eneser sees The Range...



**"Eneser**  
A provocative, chic pink. Smother with *Lipstick*, add *Tia Maria*, use as trim for *Cadillac*. Looks classy in *Grey Suit* and *Stiletto*. Gives *Cowboy* and *Jagger* an exciting lift. **99**

Painting with Eneser Buckett No.21

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