

Resene

TradeLines

March 2001



“Boy I love summer! Sure the other seasons have some attractions but for me summer is just the best. I love it all - beach, barbies, beer-gardens, and a touch of sunburn even. We're pretty primitive I guess; a bit of sun on our backs and we blossom like flowers. People just seem that much friendlier than when we're all rugged up against the cold and the rain. Even painting the fence isn't so bad on a nice day with the cricket commentary in the background. Greenhouse effect - yes please! ”

Brushstrokes

Go with the Grain

I don't know if our technical whizzos will ever stop until they can make our whole range waterbased! They have recently knocked off one of the harder ones to crack - Colorwood.

Our Colorwood has always enjoyed a place in the sun, primarily because it is just so easy to apply that it was just about idiot proof fail safe.

Waterborne stains on the other hand have been noted for very short wet-edge (leading to patchiness) and grain raising. Now I don't know how they have overcome these problems but they have. Apparently they have used some whoop-de-doo blend of resins that gives virtually the same ease of application as the solventborne version.

The marketing girls and boys really thought the lab had to be laying it on a bit thick, so they had the product pretty rigorously field-tested by about a dozen applicators and the answer came back - yep, she's a cracker.

All the rules for applying the solventborne version are simply transferred to the new waterborne product including influence of base timber, length of time of penetration, use of a reducing base, overcoating - the lot!!

The colour range has been updated with some trendy new colours. Nice timing eh, because the forecasters are predicting a big upsurge in stained timber looks, and, together with Aquaclear varnish, you can now do it all in waterbased products.



Resene - the paint the professionals use

Tips 'n Tricks

Freebie A to Z

Redecorating their own home can be too daunting or time-consuming for many retail customers so they often ask our staff to recommend painters and architects to help. To make it easier to help customers, all ColorShops were given Guides to Design and Decorating Professionals this year. Each folder is designed to hold advertisements from painters, decorators, etc advertising their services. Customers wanting referrals simply flick through the folder and write down the contact details of the businesses they want to call.

You can advertise your business in the folder for free. Simply make up an A4 page about your business, including your contact details, and take a copy into your local ColorShop/s. They'll put it in the folder for you so customers can refer to it when they need a helping hand. It's free to advertise, so make sure you get your A4 ad page in asap.

Techo Tweak

The techos have tweaked our Decorator Acrylic Primer Undercoat to include some new ingredients and technology. Look for the new formula sticker on pack.

Can't Bear to be Clear

Some of you have asked why Resene doesn't make exterior clears for timber... the simple answer is well, we can make them but we just don't think they are a great idea. Sure they look good for a while, but the poor old timber is taking a beating from the sun!

Dear old Mother Nature isn't kind to timber. Usually the pigments in paint protect the timber from UV radiation. With clear coatings there is no pigment. That means that ultraviolet light (UV) from sunshine can penetrate straight through the clear coating to the wood substrate and start to deteriorate it. The more the wood deteriorates, the less grip it has on the clear coating and it will start letting go of it. UV absorbers can be added, but just like suntan lotion, the UV will eventually get through.

So your best bet to save your customer's timber home frying is a pigmented stain such as Waterborne Woodsman or for an even more durable finish Lumbersider.

Your customers will thank you for giving them a longer lasting finish.

On the Job

A few definitions to help you out with your next contract...
AUDITOR - People who go in after the war is lost to bayonet the wounded.

BID - A wild guess carried out to 2 decimal places.

BID OPENING - A poker game in which the losing hand wins.

COMPLETION DATE - The date at which liquidated damages begin.

CONTRACTOR - A gambler who never gets to shuffle, cut or deal.

CRITICAL PATH METHOD - A management technique for losing your shirt under perfect control.

DELAYED PAYMENT - A tourniquet applied at the pockets.

ENGINEER'S ESTIMATE - The cost of construction in heaven.

LAWYER - People who go after the auditors and strip the bodies.

LIQUIDATED DAMAGES - A penalty for failing to achieve the impossible.

LOW BIDDER - A manufacturer's rep who is wondering what they left out.

PROJECT MANAGER - The conductor of an orchestra in which every musician is in a different union.

STRIKE - An effort to increase egg production by strangling the chicken.

Editor's Choice

Accessory of the Month:

Humans are drawn to wet paint like bees to honey... you paint a wall and within five minutes you can guarantee someone will have got wet paint on their hands or clothes. There is a very simple solution to this problem - get yourself 1 or 2 of Resene's new Wet Paint signs. For just \$50 you can buy yourself a sign, plonk it down where you have just painted and walk away.

When the job's done, fold up the sign and chuck it in the back of the van for tomorrow. Have a yarn to your local rep if you're interested in buying a sign.



Don't Paint it. Kick it!

The Resene Super 12 2001 promotion kicked off last week. If you missed out you can still enter, but you'll need to hurry into your ColorShop and make your picks extra hot to make up for missing the first week's points.

You don't need to be a sports freak to enter - many of our previous winners have won using the time old technique of looking at each team's performance, calculating the odds and then giving up completely and just guessing!

Telling Tales

Down the Road: The Resene ColorShop in Kilbirnie is shifting along the road to bigger and brighter things. You can find the new store on the corner of Kemp and Tacy Streets in Kilbirnie.



More news in April

Eneser Buckett

Eneser Buckett, Editor.

Resene - the paint the professionals use