

# Resene TradeLines

November 2000



“ Yes, yes, **YES WELLINGTON - YOU RIPPERS!!!**  
*Oops, sorry about that. When the boss gave me this job she said "Eneser, we expect you to take a politically correct editorial stand. Do not involve yourself in parochial matters as you are bound to upset someone!" And of course I agree with her; after all it is simply the professional manner in which one should conduct oneself - except for once in a while... like now! WELLINGTON-YOU BEAUTIES!* ”

## Brushstrokes

### Another Winner with 'balls'

Talking about beauties, have we got a product for you. Our techos have been on the case for a while trying to achieve the same incredible toughness of Enamacryl and Lustacryl in a low gloss finish. I'd have thought it was pretty straightforward stuff, but they have been going around muttering about inappropriate pigmentation; hydrophilic interfaces; internal bonding - I was wondering whether they were running an agony column instead of a paint lab!

However all has been smiles lately. Apparently they have been able to work with an overseas company and have developed a pure acrylic pigment that gives them all the toughness, sheen control and burnish resistance they want.

The biggest pay-off for you guys and gals however was pure serendipity. This new pigment of theirs is absolutely, perfectly spherical - they actually showed

me some under a microscope and it was just like beautiful pearls. The effect of this is that paint containing them applies like nothing you have ever tried before. The techos say that the sphere occupies the lowest hydrodynamic volume during application but I call it a 'ball-bearing effect'. The paint just glides on at a controlled film thickness, and wait 'til you try cutting-in with it! I'll bet you that you have never had such fast control of your brush.

The first product containing these spheres is designed as a low gloss, 'Toughzone' finish. It's part of the Zylone family and is called Resene Zylone SpaceCote. It's designed for coating large spaces as well as trim and joinery and at the same time it is really space-age.



Look forward to more of this technology in the future as the supply of the beads, currently exclusive to Resene, increases.

**Resene - the paint the professionals use**

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## Editor's Choice

### Product of the Month:

If I wrote anything but **Zylone SpaceCote** as the product of the month, the Technical Department would tie me up and force me to listen to the technical explanation of how it was developed (in which case you would probably never see another issue of TradeLines). Believe me, all I need to know is that Zylone SpaceCote is low sheen, ultra-durable and able to be slapped on any interior area I decide to paint. Anything else is just details.

### Accessory of the Month:

I'm always a bit of a sucker if something is going free. Being the keen outdoorsy type (well, at least I spend a lot of time sitting around in the sun!), I'm forever trying to find some suntan lotion so I don't end up looking like a lobster. This year I've decided there is no point searching for last year's bottle of suntan lotion as **Resene is giving away** pots of suntan lotion **free**. Once I grab my free pot all I need to figure out is whether the boss will notice if I only turn up to work on wet days.

### Boys Revenge

This month is a chance for the boys to get their revenge with what women say and really mean...

"I just need some space  
... without you in it".

"Do I look fat in this dress?"  
We haven't had a fight in a while.

"I'll be ready in a minute".  
I'm ready, but I'm going to make you wait because I know you will.

"You never listen".  
You never listen.

If you know any good (clean!) jokes, e-mail or snail-mail them to me and I'll get them into print. Ed.

## Telling Tales

**Grand Clan Plan** Two new ColorShops join the Resene clan. Resene Warkworth, 29 Glenmore Drive, Ph: 422-2150 and Resene Takapuna at cnr Auburn & Huron Streets, Ph: 489-1540 are the latest ColorShops to join our nationwide chain of stores.

**Massive Makeover** The Resene ColorShop in Cashel Street has been treated to a major makeover. Not only has it been given a good old fresh coat of paint or two, but it has also grown sideways into the building next door. The extra space, so I'm told, came in very handy when throwing the shop opening party.

### He's Got the Edge

Rodney Edge, our Whangarei ColorShop Manager currently has his own art exhibition on show at the Reyburn House Gallery in Whangarei. His work has also been featured in the Northern Advocate - no mean feat for Rodney who has no formal art training but tonnes of natural talent.



## Tips 'n Tricks

**Beat the Heat:** It's that time of year again. The hot weather will soon start to play havoc with your paints' wet edge, so make sure you keep **Resene Hot Weather Thinner** handy, especially when you are using Lustacryl and Enamacryl. Of course, you can apply these products without Hot Weather Thinner, but there is no point making your job harder work than it needs to be.

**Super Smooooooth:** For a really top finish on Gib Board, use **Broadwall Surface Prep** to skimcoat the entire surface and then apply your chosen sealer. If you don't skimcoat, you'll only have to spend more time fixing the bad bits later. To apply Broadwall Surface Prep just take the roller as close to the edge as possible using a Paint Aids Hi-Solids Roller and then feather it off when you sand.

**Don't fall for it:** If you injure yourself painting, it will probably be because you have fallen off something, so make sure you are extra careful when you are working at any height. Ladders are particularly hazardous but if you follow the key points of ladder safety you should be hunky dory....

- Make sure your ladder has four solid contact points.
- Don't climb past the third step from the top.
- Ensure locking bars are in place.
- Remember the 1 in 3 rule. For every extra 3 metres of height have the ladder 1 extra metre from the wall.
- Watch out for power lines especially with aluminium ladders.

If you do all these, you'll keep yourself safe. And while you are practicing ladder safety you might as well avoid walking under ladders too - no point encouraging bad luck when you have done everything else right.

More news in December

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**Resene - the paint the professionals use**

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