

# Resene TradeLines

October 2000



“ I'm scribbling this as I'm watching the opening ceremony of the Olympics. I just love the games and not only for all those athletic hunks competing (but what girl could forget Linford 'Banana' Christie!). For all the corruption of the I.O.C., and the politics of the Sydney organising committee; when those athletes go head to head there is nothing to compete with the adrenalin rush. And when (if) they get to play 'God Defend N.Z.' I can tell you that I'm the biggest sook of the lot! So let's hope it's a beauty, free of drugs, scandals, aggro and maybe a few medals for us into the bargain. ”

## Brushstrokes

### Sealers 'n Stuff

I hate to admit it but one thing the paint industry doesn't do well is clearly define its products. I could give several examples, but 'Sealer' is the one on my mind at the moment. Sealer can be used for something that holds back staining or bleeding; that prevents the softening of one paint by another; that prevents the passage of water into a substrate, or equalises the porosity of a surface.

Stopped Gib board is a surface with a whole mix of porosities. You have the paper itself, the plaster stopping, the feathered edges of the plaster, and nowadays a range of air-drying jointing compounds.

In the old days you just gave everything a decent whack with Sureseal and that fixed everything. Changes in the sizing of the paper used meant that you could no longer use solventbased stuff as it raised the fibres and no-one wanted to do all that sanding. 'Waterbased' sealers went well over the paper but couldn't bind up the weak plaster to save themselves. Our lab team did a lot of work to produce a waterbased version of Sureseal and the closest they got was Acrylic Wallboard Sealer. This was something of a breakthrough product that matched Sureseal in all areas apart from stain-blocking.

The biggest problem area remained where paper got roughed up when rough joints needed sanding.

It's an interesting reflection that while the Kiwi approach to the problem was to try and make the surface uniformly tough, the Yanks went completely the

other way and made the surface uniformly weak! The answer was to skim the walls with plaster to give it a very weak (but uniform) coating of undercured plaster.

Although in practice this technique produced some disasters, it did contain the nucleus of a good idea.

The N.Z. paint industry tried to improve on this idea by producing highly-filled, easily sanded coatings while trying for maximum toughness and water resistance (our technos tell me that these are 'mutually opposing properties!'). How well they succeeded is for you to say but we believe our Broadwall Surface Prep takes some beating.

As you can imagine between the relatively weak Surface Prep and the 'tough as bulls lugs' (quote from the Marketing Department) Acrylic Wallboard Sealer a whole variety of products could exist. The trade is obviously looking for something in between so we have tried to combine all the best features of both products.

What we have come up with is Resene Decorator Easy Sand Acrylic Wallboard Sealer, a general-purpose wallboard sealer with great coverage, good compatibility over stoppings and, as the name implies, easy sanding that doesn't clog the paper.

Broadwall Surface Prep is still the best for Level 5 and Acrylic Wallboard Sealer is still the toughest, but there is a big niche in between just waiting for Decorator Easy Sand.

And for the really tough jobs old 'Tuaman' Sureseal is still around.



**Resene - the paint the professionals use**

## Tips 'n Tricks

**Wrong way up:** To assist in easy mixing of settled pigments following paint storage, turn the can upside down, ensuring that the lid is firmly secure first.

**Email OK:** Email your completed EzyPaint colour scheme to your client and save yourself time and printer costs. Once your EzyPaint colour scheme is looking good, simply save it and send it to your customer as an email attachment. Your customer can then load EzyPaint from the Resene website or a CD-Rom and check out the colour scheme you have developed.

**Quick Clicks:** The Resene website has just been upgraded and now includes an all new Painters & Decorators section so you can find the information you need quickly without having to navigate your way through the entire site. Data sheets, MSDS, colour tools and more are just a few mouse clicks away.

**Beat the Rush:** Stock up now as the Resene October sale gets pretty busy mid-month. Factory staff have been busy producing thousands of litres so we now have a warehouse full of paint raring to go.

**Girls Revenge** A few male-to-female translations you may find useful in your day-to-day job, courtesy of Kerry, one of our female readers...

"It would take too long to explain"  
*Really means:* "I have no idea how it works!"

"Take a break, honey, you're working too hard"  
*Really means:* "I can't hear the game over the vacuum cleaner."

"I can't find it"  
*Really means:* "It didn't fall into my outstretched hands, so I'm completely clueless."

"It's a guy thing"  
*Really means:* "There is no rational thought pattern connected with it and you have no chance at all of making it logical."

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

**One Spec Ahead of the Rest:** Andy McDonald, previously central region engineered coating sales consultant takes over from Mike James as architectural services manager.

**Double Trouble:** Averil Ballantyne has been promoted to assistant shop manager of Thorndon Quay to help Steve Hazlewood manage this extremely busy store.

**World Famous in NZ:** Nelson Branch Manager Richard Haynes is building a celebrity profile for himself and NPC facepaint with his recent front page appearance.

## Editor's Choice

### Product of the Month:

Even though we have already spent most of this issue raving on about it, product of the month has to be **Decorator Easy Sand**. The bean counters are tearing their hair out in despair at our hot trade launch special of just \$65 for 10 litres during October, so now is a good chance to try Dec Easy Sand out at a great price before the bean counters make us put the price up!


### Accessory of the Month:

Resene has recently launched the **Whites & Neutrals Colour Chart** that features a selection of 36 terrific white and neutral colours - everything from bright whites through to rich creams.

Great on their own or to tone down any wacky colour schemes you may encounter. These colours are so neutral they will go with just about anything, although if your customer insists on you painting pink, purple, lime and rich cream in one room, don't blame me if it doesn't look right!



More news in November

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Buckett

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Painting with  
Eneser Buckett No.14

## Resene - the paint the professionals use

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