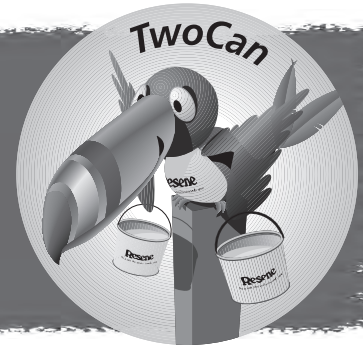


“ In the old days, there were just six Resene colours and probably only a few handfuls of wallpaper options. It was hard to be different with so little choice. Customers now want to be able to customise their home decorating to suit their likes and lifestyle. These days not only can you choose from thousands of colours and designs, but you can also create your own paint colour and now, with Resene WallPrint, you can also create your own wallpaper design... wallpaper designed by you for you... ”



Winning ones

We had a lot of laughs going through the Decorating stories entries and also found some very handy tips.

We couldn't decide on one story winner, so ended up choosing two, plus we've sent prizes out to all those who entered.

Here's our favourite stories...

Mystery solved

Sometimes things are not quite as they appear, as Ian Wilson found...

"We painted a three storey office block in Highland Park.

Weeks after we finished I was called back because of a mark at the front of the building.

Luckily my big ladder could reach. It was indeed a mark? Almost dirty? Had a bird flown into it? Something bleeding through?

Anyway, I resealed with Resene StainLock and repainted with Resene X-200.

Another month went by and another phone call same problem?

Got the ladder out again same stain?? I did the same as before... sealed and painted.

I did it four times over an eight month period, scratching my head each time. Then I heard nothing. Must have finally worked – Hallelujah!!

" Bumped into the owner last month, and said how we must have finally sealed the bleeding.

He embarrassedly said "the cleaner was opening the window and banging his used vacuum bags on the wall."

He would only do it when the vacuum was full, so only every three to four weeks... I did laugh!!!!"



Aachoo!

"He sneezed violently. We looked on in stunned silence, didn't dare laugh. He's not a nice man, given to mood swings and implied violence. But he paid our wages and we paid him respect for conquering alcohol addiction.

His diet was cigarettes, coffee and biscuits. Times were tough, but he got the work and could be charming and funny. With his thin frame, piercing black eyes and ill fitting dentures he haunted many a building site.

But now he has just sneezed his upper dentures into a newly opened drum of Polythane. The air was thick with blue language and cigarette smoke. Gave him plenty of space that day.

In the days that followed, with his teeth back in their rightful home he seemed to smoke less and less. Even though he vigorously cleaned them he said cigarettes now tasted terrible. Eventually he quit. Two addictions conquered!"

Thanks to Ben Prattley.



Winning tip

And Mike Treves sent in a clever and winning tip to help you with those roof painting projects...

"The best tip I can give in painting is spraying of long run iron by using the Graco pole gun which I modified the valve of the single tip and made a two-tip valve to spray the upstands on flat trays. After testing and adjusting, it worked fantastically well.

I was able to spray 15-20 metre lengths in no time at all, also getting no runs, sags and no laps on the flat trays. Just walking up and down each length.

I saved two weeks labour and used less of my order. Property Engineers checked my film thickness with a micrometer for two coats and I had put on an extra 50 microns with their readings so they signed the completion order and paid within 7 days. They even said they couldn't believe what a short time it had taken me to do it myself. Also other roof jobs followed and yes that pole gun did it again. Used with Resene Galvo One primer and Resene Summit Roof."



Three new

Just to keep the tech team on their toes they have been busy formulating some new products...



Resene Forester is a semi-transparent film forming timber stain effect finish based on a tough 100% acrylic resin formulated for durability.

Unlike a traditional wood stain for bare timber, Resene Forester is designed to give a timber stain finish over a specific pigmented basecoat colour on properly prepared substrates and particularly those with a wood grain effect, such as Shadowclad® Ultra.

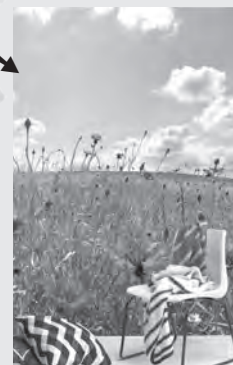
It's available as a low sheen and can be made using CoolColour technology to reflect more heat.

See Data Sheet D510 for more technical information.

Also new to the Resene range is **Resene GP Metal Primer**, an all-purpose high build primer for metals. It's based on a non saponifiable resin and a blend of anticorrosive pigments and is formulated especially for priming a range of new and weathered metals. See Data Sheet D411.



And the world of customised wallpaper is now available to you with **Resene WallPrint**, wallpaper designed by you or your client. Upload favourite photos or choose from a gallery of images, custom sized to suit your wall space. The ideal way to turn a boring wall into a feature. See www.wallprint.co.nz to try it out for yourself.



Tradie tips: What if the client's got it wrong?

Is your client asking for a quick-fix job? Perhaps their choice in paint makes you concerned. Here's how to deal with tricky clients!

Sometimes, your clients will have truly awful home decorating ideas.

Not everyone will be as clued up about the best approach to renovating their properties.

That's not to say people aren't dedicated to redecorating their homes – they just might need a gentle nudge about the best approach.

As a painter, you'll have a sound understanding of the best application methods and colour choices. Plus, you'll likely have an extensive understanding of paint products on the market, and which ones are right for the job at hand.

Sometimes, it can be hard to explain to a client that they've got it wrong. Here are some approaches that will help reiterate to clients that they might not be making the best decision!

1. Take a step back

Before you launch into a tirade about a client's paint or colour choice, step back for a moment. Being able to appreciate different preferences will come in handy.

If a client wants to paint their kitchen bright orange and hopes to sell their home in six months' time, it's worth gently explaining that this hue could decrease their pool of interested buyers.

If a client is keen to explore an interior design trend that you're not a big fan of, pause before you dismiss their idea.

In the world of home renovations and design, you're bound to deal with clients who have different tastes to you. If there's a negative ramification from undertaking particular renovations, tell the customer this. However, if their suggestions are simply different to your personal design aesthetic, appreciate their own creativity!

2. Say yes... with conditions

Sure, some clients will suggest things that are just plain silly. If someone is asking you to skip necessary preparatory steps before painting their property's exterior, you'll be understandably hesitant to take on the job.

However, clients don't want to hear you say no. Instead, rephrase your response so your client knows they're being listened to.

Tell them you'd be happy to take the job on and are impressed with their colour choice, for instance. Then, follow this positive reinforcement with your caveat. In this example, you will need to explain the importance of completing the appropriate steps before applying the paint colour. Once you present your clients with well-reasoned explanations, they're less likely to see you as someone who says no. Instead, you'll be viewed as a trusted professional.

3. Be confident

If you're convinced a client's home decorating ideas are sub par or there's simply a better choice open to them, you need to be confident about your convictions.

In order to make your voice heard, it's essential to explain the options clearly, with reasons to back up your suggestions. You may find that with many years of experience under your belt, you're already confident at explaining why certain approaches work better than others.

4. Don't compromise on quality

A client might want you to do a paint job for them that seems straightforward enough – until they give you a ridiculously tight deadline.

However, you might really want to take the job on. You're instantly presented with a conflict. On one hand, there's a financial benefit. On the other, you might not do a proper job or you may fall behind with other clients' tasks.

While it's great to keep your clients happy and say yes to jobs, you should never compromise on quality. This could come back to bite you if clients – despite their requests for a quick job – spread negative word of mouth comments about you.

Be upfront with a client in this example and explain why you can't complete the job per their timeline. If you emphasise that you're pressed for time because other homeowners have hired your services, this may show the client that you're great at your job, and worth waiting for.

Just be sure to suggest a time you can complete the job by, and follow up your offer.



Catch you next month!

TwoCan, Editor.

