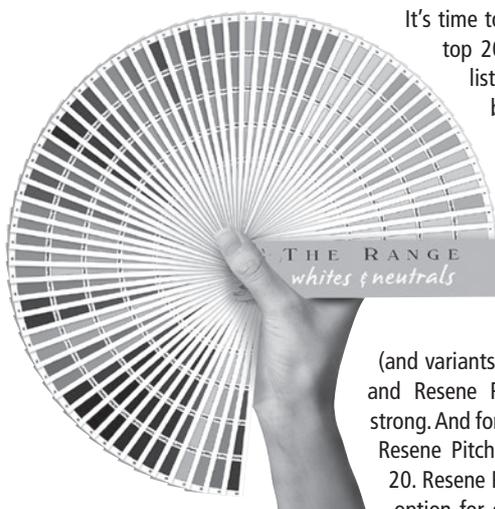


“ This issue we have our latest Top 20 colour list for you, though chances are you can already guess what they are as you have probably applied them to walls, trims and ceilings. In the old days, it was common for customers to opt for straight white. Fast forward to now and pure white sales have dropped dramatically and even ceiling paint is usually tinted to Resene Alabaster or a fraction of the wall colour... ”



Top 20



It's time to celebrate the new Resene top 20 colours – and top of the list is Resene Alabaster! Right behind it is Resene Black White and Resene Sea Fog. Chances are you have applied most of these colours on recent projects.

Long time favourites Resene Spanish White (and variants), Resene Tea (and variants) and Resene Pearl Lusta are still going strong. And for the first time, a wood stain, Resene Pitch Black, features in the top 20. Resene Pitch Black is a very popular option for exterior weatherboards and

fences and is available as a CoolColour option to reduce heat and stress on the substrate.

- | | |
|------------------------------|-----------------------------------|
| 1. Resene Alabaster | 9. Resene Quarter Spanish White |
| 2. Resene Black White | 10. Resene White Pointer |
| 3. Resene Sea Fog | 11. Resene Rice Cake |
| 4. Resene Double Alabaster | 12. Resene Spanish White |
| 5. Resene Quarter Tea | 13. Resene Pearl Lusta |
| 6. Resene Half Tea | 14. Resene Merino |
| 7. Resene Half Black White | 15. Resene Tea |
| 8. Resene Half Spanish White | 16. Resene Quarter Thorndon Cream |

- | | |
|-------------------------------------|---------------------------|
| 17. Resene Pitch Black (wood stain) | 19. Resene Black |
| 18. Resene Half Thorndon Cream | 20. Resene Half Alabaster |

See the Resene Whites & Neutrals colour chart and The Range Whites & Neutrals for a great range of popular Resene whites and neutrals hues.

As many popular colours are very pale off whites some with just a hint of colour, it is timely to consider what can be done to ensure both coverage and the correct colour is achieved. This can be an issue when light shades are used over new plasterboard, in particular the coloured boards developed for bracing and wet areas. In addition some of the branding references used on the front of some plasterboards can also be an issue.

Our recommendation when using colours such as Resene Alabaster, Sea Fog, Black White etc is to use a wallboard sealer tinted to a particular varishade colour. Varishades are a series of greys that ensure coverage and colour accuracy of topcoats is achieved.

There are five varishades, with Varishade 1 being the lightest and Varishade 5 the darkest. The darker varishade greys are generally used for strong colours but also for reds, yellows and oranges. Varishade 1 is our recommendation for paperfaced plasterboards when using light shades such as Resene Alabaster.

We recommend that you spot apply the sealer to any pronounced branding or writing on the plasterboard sheet before applying the full coat of sealer. Also for some plasterboards, such as the blue or green noted above, Resene Broadwall Surface Prep & Seal can be used. It is slightly higher build and the additional coverage will make a difference. It is also important to use the recommended roller and apply the recommended film build.

With pale yellows and creams use a sealer such as Resene Broadwall Waterborne Wallboard Sealer or Resene Decorator Acrylic Wallboard Sealer. Alternatively with coloured boards use Resene Broadwall Surface Prep & Seal in a clean white.

It is our experience that the use of different sleeves can dramatically affect the final finish – make sure you use the right one to get the right coverage.

Introduction to business planning

Business planning helps you step out of day-to-day tasks to set goals for your business and how you're going to get there.

What is business planning

Business planning is about setting a clear plan of where your business is

going and how to achieve your goals. It also involves regular monitoring to make sure you're on track.

It helps you map out how you're going to make money, have the lifestyle you want and deliver value to your customers.

Why it's important

Regular business planning helps you:

- Have a clear plan of where you're going and the path ahead. >>



- >> • Understand your current business skills and identify any gaps.
- Spot opportunities that can help you reach your end goal.
- Use your resources wisely – without a plan you can end up spreading your time, money and energy too thinly.
- Know whether to say yes or no to opportunities that come up – if it doesn't support your vision, move on.

Common elements in business planning

What goes into a business plan can vary, but often includes:

- An overview of your business – name, products or services you offer, revenue, key partners.
- An overview of your market – your customers, your industry, how many people will buy your product or service.
- Your marketing strategy – how you'll get customers, the cost of attracting customers.
- Competitor analysis – your rivals, how your strengths and weaknesses compare, your competitive edge.
- Financials – your costs, revenues, growth rates, measures of success.
- Team – employees, skills, skills you need, your mentors and advisors.
- Operations information – IT, systems, compliance.

Business planning tips

- Put time in your diary to do business planning – it's something you should do regularly to monitor progress.
- Set short-term, mid-term, and long-term goals to help you understand the milestones you're trying to reach.
- Do it offsite – getting out of your normal workplace can put you in a different mindset and see things you wouldn't normally.
- It can be great to get your team involved in business planning, but it isn't something you should delegate – it's important for the owner or manager to be involved in setting the direction of the business.

Common pitfalls

Avoid these common pitfalls:

- Getting caught up in the day-to-day running of the business without taking the time to look forward.
- Reacting to things as they pop up as opposed to setting clear goals.
- Investing time and money into things outside your value proposition.
- Creating a business plan that sits on the shelf and doesn't get used.
- Not regularly checking in on how you're tracking to your plan.

Article courtesy of www.business.govt.nz.

Last laugh

"I was in my local Resene shop the other day explaining that I wanted to patch up the ceiling in a porch that had a texture finish.

My friendly staff member suggested SRG grit which wasn't thick enough. Just then an oldish painter came along and suggested I could sprinkle on a coarse sand type grit. Have you ever sprinkled on a ceiling?!!!"

He had obviously missed the start of my request!"

Thanks to First Impressions.



What's in a colour contrast?

We are often asked about colour contrast and how to figure out what is enough of a colour contrast.

LRV (Light Reflectance Values) work on a 0-100% scale and are a measure of what the colour looks like. So if you need a contrast of 30% LRV then you would need a colour of say 40 LRV and 70 LRV to give the required colour contrast difference of 30% LRV.

However if you have an LRV change of 30 you could end up with a dark green and a lighter green, which wouldn't necessarily be enough contrast for someone who is colourblind. Ideally as well as a strength difference, you would also use contrasting colours (e.g. yellow with blue), different sheen levels and good lighting to help emphasise the colour contrast.

You can use Resene colour codes to help identify colour differences. e.g. For the Resene colour code B54-058-237, the '54' is the luminance (which is similar in many ways to LRV), the middle part '058' is the saturation and

the '237' is the position on the colour wheel. Each of those elements can be used to compare colours to add additional contrast.

LRVs only normally apply to solid colour finishes, not stained finishes so if you are comparing stains you would need to visually check there is sufficient contrast. If comparing two surfaces from different suppliers that will be used side by side and need to be contrasting you may need to check how they are measured or do a visual check to ensure they provide sufficient contrast.

In the case of Resene you can view colours by reflectance value in our online colour library www.resene.com/colour – this gives you a quick reference to what colours of various LRV values look like.



Catch you next month!

TwoCan, Editor.

