

“ While we love bold colour at Resene, we also can’t resist the whites and neutrals, the perfect backdrop to so many projects. With so many subtle undertones hidden in each white, being able to see and understand these variations gets you and your client a long way towards an eye pleasing colour scheme. To help make choosing whites and neutrals easier for your clients, we have a handy new Habitat plus – whites and neutrals... ”



## The right white

It seems like everywhere you look there is white, more white, off white and then neutrals. While many default to white as a safe option, there are a whole range of whites and neutrals to choose from that can help bring out the best in a project.



We’ve put together a new Habitat Plus – whites and neutrals, to help you get your clients thinking about what sort of look they are trying to achieve with their neutral colour scheme. You can view it online at [www.resene.com/habitatplus](http://www.resene.com/habitatplus). Or pick up a free copy or two from your local Resene ColorShop or reseller to help your clients with their colour choices.

## Handy productivity (and safety) tip

“Improve the safety of your painter’s trestles/plank set up (plank spanned with trestles on each end) by adding a handrail. I achieved this by purchasing two 6 metre lengths of aluminium pipe. These are attached (a lower and higher one) above the plank using ‘fasty ties’ for quick setup/release. For heights below two metres, this makes your work platform safe and helps comply with Health and Safety requirements.”

Thanks to Dave.

## Watch the water

While painters are busy at work, there is often lots of other activity going on... and often that activity can end up somewhat of a distraction to getting any painting done, as Alex tells us...

“I was asked by my son to come to London and be his painter in his construction team. We were working in Old St converting an old warehouse into an apartment. Below us was an office complex.

While I was painting my son was removing a double brick wall as part of the extension. In the process we had to move and reconnect a large radiator, under the window I was painting. The boys reconnected the heater and fired up the boiler but the piping under the floor to the radiator began to leak quite badly. Panic stations set in as we tried to shut down the boiler and stop the leak.

For a start I found a bucket but it quickly filled. Then I found a large plastic bag to replace the bucket. We thought we had the situation under control! When suddenly the large plastic bag and about 10 gallons of water disappeared through a ceiling panel down on top of a gentleman at his computer desk. As you can imagine he wasn’t impressed; he was totally drenched.”

Thanks to Alex.



## A painter's guide to Facebook

Facebook can be a great marketing tool for a painter to help create brand awareness. Here are a few basics on how to manage a company page.

Every day, more than 1.23 billion users log into Facebook to check the latest from their friends, see updates from companies they follow and watch the odd cat video. That's just slightly fewer people than the entire population of China.

If you're not already making the most of this free marketing tool, today might be a good day to create a company account and get sharing. For those who have never used Facebook before, it may pay to ask a friend to sit down with you and show you how this social media platform works. Once you have a solid working knowledge of the basics of Facebook, here's what you need to know to help turn it into a marketing platform for you and your business.



### Setting up your account

Firstly, you need to create a company profile.

Write a short description of exactly what your business does and where you are willing to work. Add a profile image (your logo is likely best) and a handful of images of your work to get you started so the first people to visit your page have something to browse through.

Also ensure that if your company name is simply your name, include the title 'painter' (or 'painting' etc) so people know that this is your professional page, and list your profile in the correct business category. Be sure to fill out the details section with your contact information so people can get in touch right away.

Ask your family and friends to 'like' the page, then once you have 25 likes, you can change your Facebook URL from a series of random numbers to a 'vanity URL', which includes your company name. This makes it easier for people to find you in searches and helps solidify your page as a professional one.

Creating a Facebook page for business is all about getting followers to boost your brand awareness. It all starts with images

Research from eMarketer shows that Facebook posts with photos enjoy as much as an 87 per cent interaction rate. This is a huge statistic, and is even more pertinent when you consider that the same research found that other post types (such as links) only got roughly 4 per cent interaction.

Therefore, start with photos. Even if you're sharing a basic update, add an image to the status to help it get seen. You can use shots that you've taken of you and your employees at work to give your page a personal feel, you can include before-and-after photos to showcase your work, and you can even share fun memes (internet jokes) that are relevant to your work or the industry.

Don't be tempted to make all your images and shares about promoting your service and trying to make people hire you. Each post should be something your followers can engage with in some way, rather than being a blatant sales grab, as this will quickly put people off.

### Don't forget your hashtags

Hashtags are a growing part of Facebook, so be sure to always include a few relevant words and short phrases such as 'painting' or 'painter' to help the post achieve higher visibility. Use hashtags in your Facebook posts to help increase visibility.

### The best times to post

There have been a number of research projects that have looked at the best times to post on Facebook in order to get the most likes, shares and comments on your updates. While they often vary slightly, the rule of thumb is the same across all social platforms: post when people have a little time.

For example, 9am on a Monday morning when people are sitting down to work is not a great time to post as your followers won't be on Facebook. However, at 3pm when they're taking breaks, or at 8pm after they've had dinner, are often good times as that's when they're logging into their accounts. Just remember not to post more than once every two or three days, as you might put your followers off by appearing on their feeds too often.

### More marketing?

Note that Facebook also offers additional paid options to further boost your business. This includes everything from placing advertisements on the site to paying to promote a particular update that you've shared. Once you've mastered the basics of managing a Facebook page and are comfortable with it, one or more of these options could be a good next step.



### Ask us anytime online

Need help with a painting project or perhaps you've got a burning paint or colour question and are not sure who to ask? Ask our Resene experts and they can help you with free advice and information direct to your inbox. We've

noticed more and more painters are using the Ask a Colour Expert service to get some colour ideas for their clients – so do feel free to get in touch with us and our colour expert can give you some ideas to share with your clients.

Try out the free Resene Ask a Technical Expert service online.  
[www.resene.com/techexpert](http://www.resene.com/techexpert)

Or try out the free Resene Ask a Colour Expert service online.  
[www.resene.com/colourexpert](http://www.resene.com/colourexpert)

Or you can call our freephone number for advice over the phone during normal working hours Monday – Friday on **0800 RESENE (737 363)** in New Zealand or **1800 738 383** in Australia.

### Upsize me

Thanks to your feedback, new upsized packs of Resene Umbrella Additive (now available in a larger 1L size), Resene Roof Spray Additive (now available in a larger 4L size) and Resene Brushing Additive (now available in a larger 4L size) are heading to your local store.

We appreciate your feedback on these new products and the need for the larger pack size to enable regular use across a range of projects.



Catch you next month!

TwoCan, Editor.

