esene TradeLines

Issue 12 - 2017

December again?! Where did the last eleven months go? As we're all on the countdown to the end of year, it's time to re-assess that to do list to nail it before the holidays. You've still got time to sort out those loose ends. And to help you get into the Christmas Spirit we have a unique Christmas cake recipe for you...



Mastering the art of Christmas cakes

Christmas is a great time to recycle Christmas paper, if you can resist tearing it to shreds trying to release the present it's hiding. We also thought it was a great time to recycle this interesting cake recipe, just don't blame us if it, or you, are not presentable on Christmas Day...

Ingredients:

1 cup of water Lemon juice 1 tsp baking soda 4 large eggs 1 cup of sugar Lots of nuts 1 tsp salt 1 bottle brandy 1 cup of brown sugar 2 cups of dried fruit



Method:

Sample the brandy to check the quality.

Take a large bowl, check the brandy again to be sure it is the highest quality.

Turn on the electric mixer. Beat one cup of butter in a large fluffy bowl.

Add one teaspoon of sugar. Beat again.

At this point it's best to make sure the brandy is shtill OK.

Try another taste... just in case. Turn off the mixerer.

Break 2 leggs and add to the bowl and chuck in the cup of dried fruit.

Pick fruit off floor.

Mix on the turner.

If the fried druit gets stuck in the beaterers pry it loose with a sdrewscriver.

Sample the brandy to check for tonsisticity.

Next, sift two cups of salt.

Or something – who carez.

Check the brandy.

Now shift the lemon juice and strain the nuts.

Add one table.

Add a spoon of sugar, or somefing. Whadever you can find.

Greash the oven.

Turn the cake tin 360 degrees and try not to fall over.

Don't forget to beat off the turner.

Finally, throw the bowl through the window and double check the brandy.

CHERRY MISTMAS!

And the next day? Send someone else out to buy cake!

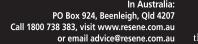
The year that was

Every year when we think it can't get any busier, somehow or other it seems to.

Sometimes it seems like things are standing still, but when you start to look back you realise just how far things have come. It wasn't so long ago that paint was often just a way to get a pretty colour on the wall. Choose a nice colour, paint it on and that was the end of that... until you got tired of the colour and wanted another one.

Fast forward to now and a thin layer of paint can be designed to keep working long after it is applied. Resene CoolColour paints designed to reflect more heat, once only available in waterborne paints, have now been extended >>





>> to Resene Woodsman wood oil stain and Resene Super Gloss, to improve the heat reflectance of dark colours made into solventborne products.

> Coatings can be interactive with Resene Blackboard Paint, Resene Magnetic Magic and Resene Write-on Wall Paint designed to let you turn your walls into handy writing spaces. And they can provide

Resene

magnetic

magic

blackboard

benefits to improve the interior air quality

with Resene kitchen and bathroom paints with antibacterial and MoulDefender, fly deterrent paint and this year, formaldehyde abatement technology has been incorporated into Resene waterborne enamels to help

mitigate the formaldehyde emitted by other materials used in homes, plus they come with an even tougher finish too.

And to top it off, after many years of intensive R&D, the Resene tech team have created Resene SmartTouch conductive coating, which can be tapped to turn the lights on and off. So now your wall can become your light switch - no more fumbling around in the dark trying to find the light switch.

Best of all, it's designed to be used underneath the topcoats so you can still get the Resene colour and finish you are after.

Our tech team are always a hive of activity, full of creative ideas as to what paints and coatings could be designed to do. New Resene HydraBlock

is designed to withstand hydrostatic pressure, while new Resene High Temp Black Enamel is designed to withstand temperatures over 500 degrees. When

they're not busy creating something

neutrals





High Temp

Black Enamel WARNING Resene HydraBlock epoxy barrier

new, they are busy trying to pull apart and redesign our existing products to make them even better.

Along with the paint, we've always loved colour. This year the colour changes were a little more subdued, with a focus on developing

> Resene Whites & Neutrals collection with an updated Resene Whites & Neutrals A4 colour chart, an updated The Range Whites & Neutrals, plus a new Habitat plus - whites and neutrals - all combined to give you and your clients a helping hand with your colour choices. And as we

roll into 2018, the whites and neutrals palettes will be updated too – keep an eye out for these at Resene ColorShops in the New Year.

The Karen Walker Paints collection got a new look and we welcomed back paint effects, albeit using more relaxed freehand techniques than

we might have seen a couple of decades ago.

Resene's wallpaper range has continued to grow too. It's often been tricky to find the right colour and design pattern, so we've made that easier with the Mason handpainted wallpaper collection - choose a pattern and your preferred Resene colours, and the wallpaper will be handprinted for you.

At Resene we like to give new technologies and ideas a go. This year we created the first virtual reality experience, Resene ColourVision, which enables you to decorate a home in Resene paint colours and wood stains using a VR headset. It's a glimpse into the future of how new technologies can help us all explore and experiment with colour options.



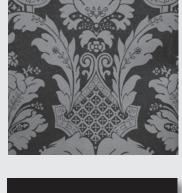
We were delighted to be named Most Trusted Paint Brand for the sixth year running! While it's always awesome to win, we know that we're not and never will be perfect, so do let us know your feedback as it helps us to keep improving the products and services we provide to you.

From all of us at Resene, we can't thank you enough for your ongoing support. It's

your projects, your clients and your suggestions that keep us inspired to continuously improve how we do things.

We hope you and your family and friends have a safe and happy holiday period and we look forward to working with you in the New Year.

Catch you next year!











Resene

