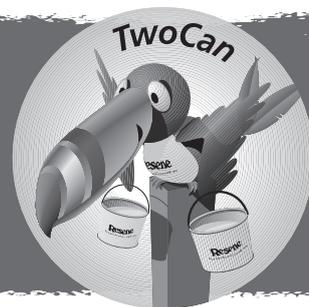


“ There’s nothing worse than finishing a paint job, standing back and admiring how good it looks, only to find someone else comes and sticks their fingers in the paint job (while asking if the paint is wet!) and you have to fix it. Resene has handy freestanding wet paint signs, which can be customised with your details, plus handy A4 flyers to help warn people of wet paint, which you can order through your Resene representative. And we have now added handy door hangers to your wet paint warning kit to help... ”



New wet paint warnings

We have often been told in busy interior areas, such as office spaces, it can be tricky to have wet paint signs without them becoming more of a hazard than the wet paint. To help warn of wet paint, without creating more clutter on the ground, we have created some handy wet paint door hangers.



Simply place over a door handle or similar to warn about wet paint. They can be used in areas where the door has already been painted and the paint is dry or the door isn't (or won't be) being painted.

Reuse them multiple times – simply remove



from the door handle and keep handy in your van for the next job.

They are available in the same colours as the existing A4 wet paint flyers we supply so you can use them in combination with each other.

Available free from Resene ColorShops and representatives.

Handy productivity tip

“Create a simple paint container made from a sauce bottle. This can be used for small painting jobs or cutting in and of course they come in different sizes.

The brush can be laid across the flat cut portion or the brush can be up ended with the handle part into the top of the container, when you need another hand free.

Cleaning is easy – put the brush in the container with the handle through the top hole and put the hose down the hole too. If the paint dries it's easy to pull the layers off and you have a clean container again.”

Thanks to Blair.

Always use a paint pot

As Anthony found out the hard way, never paint from the master tin...

“Many years ago I was painting a kitchen. I had basically finished but needed to put the cupboard doors back on and do the final coat on one window sill. All the client's plates, cups, bowls etc were back in the cupboard.

I couldn't be bothered pouring enamel out of a small pot for one window sill so I used the master pot.

After I finished painting the window sill I was walking back to the other end of the kitchen and caught my foot on the step ladder and fell forward. I tried to lift the paint tin to stop it hitting the ground. As my chest hit the ground the paint shot up like a volcano up my nose, face, over all the dishes. I spent the next two hours cleaning up my face and all the dishes in turps then washing all the dishes three times normally. P.S. Turps isn't nice up your nose!

Thanks to Anthony.

When you paint using a brush or roller, you are transferring whatever is on the surface back into the paint. Painting from a separate paint pot helps to keep the original master pot of paint in pristine condition, which will be especially helpful if some of it is going to be stored for use later.



6 things clients are looking for when hiring a tradesperson

When you're looking for your next work project, put yourself in your clients' shoes. Think about what they want from a tradesperson, then show them exactly how you tick all the boxes.

Here are six of the top things anyone wants from a tradesperson, and how you can go about proving that you fit the bill.

1 Positive reviews

Word of mouth is one of the most trusted kinds of marketing out there, so if you can generate positive reviews from past clients, this can greatly help with bringing in new ones. If you haven't already got one, set up a section on your company or personal website for reviews. Whenever a client is happy with your work, ask them to head online and write up a quick review of their experience. This could cover anything from your professionalism to the excellent workmanship of the project, and can help future clients to see an unbiased opinion of your work.

2 Work examples

As with many professions, examples of successful past projects are always a good way to prove your worth to a new client.

Whenever you finish a project, be sure to bring in a quality camera and snap a few photos with the client's permission. You can post the ones you are most proud of on your website or facebook page, or use one or two in any promotional materials. Even better, take a photo before you start work so you have an example of 'before-after' photos. This way, potential customers can see your workmanship.

An example of a great job can be a good way to show new clients what you're capable of.

3 Insurance

It might not seem like much of a selling point, but having insurance can certainly help attract new customers.

Of course, you should have income protection to ensure that you still have an income should you be injured on the job. You should also have liability insurance, which means that should the client's possessions or property become damaged during your work, your insurance plan will cover the costs of replacements or fixes.

This can help give customers peace of mind, and prove that you have all your bases covered just in case.



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

Or try out the free Resene Ask a Colour Expert service online.
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.

4 Written quotes and contracts

It's not uncommon for a tradesperson to say that a job will cost a certain amount or take a certain period of time, then change the price later. To reduce uncertainty, provide the client the price in writing and details of what this covers. Complications can and often do arise during a project, which should be outlined in the contract, but at least the client can feel more at ease knowing you have a signed agreement to start with.

5 Professionalism

Perhaps one of the most important aspects of hiring any contractor is professionalism, and this is something you can show in a number of ways.

The 2012 Digital Influence Index shows that as much as 89 per cent of customers use the internet to make purchasing decisions, so this is where you should start. Your website is often one of the first things a client sees of your business, so it should offer them an idea of what to expect from you and your company. Ensure that it offers plenty of information (such as reviews, examples, contact information), and is easy to navigate and attractive to look at.

Turning up when you say you will, tidy work uniform, van and a professional attitude and demeanour will all give the customer more confidence in your business.

6 Quality tools and materials

Choose quality materials, paints and accessories that will make your handiwork look good and keep looking good.

Using high-quality materials can be a big selling point for new customers as it gives them assurance that you value quality and are not going to take short-cuts.

2311 update

The Painting standard NS/NZ 2311 has been updated from a 2009 standard to a 2017 standard. This is a joint Australian and New Zealand standard and provides guidance and recommended good practice for the design, application and maintenance of decorative paint systems.

Shower saver

If there are light showers lurking about, make sure you have Resene Umbrella Additive ready to go.

Resene Umbrella Additive is an additive for exterior waterborne coatings providing rapid protection from showers and light rain even before the coating has dried. You can use it with Resene Wintergrade Lumbersider, Resene Wintergrade Sonyx 101 and Resene Wintergrade X-200.

Once applied, a coating containing Resene Umbrella Additive quickly starts to build a protective shell that then extends throughout the whole coating. Water is able to evaporate from the coating allowing it to dry but showers and light rain simply roll off leaving the still-drying coating firmly attached to the substrate.

Remember though, it is for light showers outside only... don't try it in a bathroom shower!



Catch you next month!

TwoCan, Editor.

