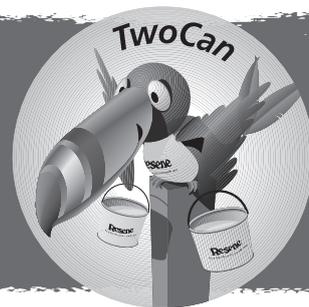


“ Sometimes the simplest solutions are right there in front of you – you just have to be open to seeing them and taking the time to make the change. So it is with our testpots. Just under 20 years ago they were in small metal tricky to open cans. After many suppliers laughing at our plans at the time, a local supplier was willing to take up the risk and help us move them to a custom made screw top plastic container. Customers immediately chose the handy plastic pots over the old metal ones and that same supplier is still making them for us today. There are always improvements that can be made and now those same testpots are evolving again to make them even easier to use... ”



Clearly tough

New Resene SpaceCote Clear is a low sheen clear finish, designed to bring enamel style toughness to broadwall areas, allowing you to get a low sheen finish without sacrificing durability. It's ideal to protect interior wall paints (in wet and dry areas) and Mason wallpaper.



Resene SpaceCote Clear is a durable low odour finish with scuff, scrub and burnish resistance.

See Data Sheet D513.

Quick view

Ever had customers opening testpots because they want to see which colour is inside? Or perhaps you've been painting with testpots yourself and found you need to open each one to find the colour you want.

The Resene testpot is changing to a new format lid... with a clear viewing panel so you and your customers can see what colour is inside, without having to open the testpot.

The overall size, fill level, labelling and pricing is the same, just with a new lid and a flatter finish, which provides a little extra grip when opening the lid.

The new testpot lids will come through on future production batches as the old lids run out.

Always remember: Wet paint does not look identical to dry paint so the colour through the viewing hole is just a guideline of the colour. Once dry the colour may look a little different so always use the Resene colour charts or the colour library folders to view the colour when dry.



Wintergrade for winter

Paint is very much like a human – it likes warm weather – not too hot and not too cold. With the colder temperatures around you may find you need to switch to Resene Wintergrade products to help keep your project moving along.

The Resene Wintergrade paint range includes Resene Wintergrade Lumbersider, Resene Wintergrade Sonyx 101, Resene Wintergrade Hi-Glo, Resene Wintergrade X-200, Resene Wintergrade Quick Dry, Resene Wintergrade Roof Primer (made to order) and Resene Wintergrade Summit Roof (made to order).



Get your work seen

If you've painted a project recently that has an interesting use of Resene colours or products, we'd love to hear from you.

We may be able to feature it through one of the Habitat or Resene marketing channels and get you some more exposure for your decorating work. Simply send to us at update@resene.co.nz with details about the project. It's a great way to show off your work without having to fork out money for advertisements.



Tea break delays

Keeping a job on track is easiest if you can keep interruptions to a minimum as Richard tells us:

"Back in the sixties I was doing a job in Golders Green London for this lovely old lady. She looked after me very well, introduced me to all her friends as "this is Mr Hart my interior decorator". Made me feel important like I had a title or something.

She had an old Victorian house with 12 foot high ceilings. I was wobbling about standing on the top of the steps hanging wallpaper, when the door opened and the words "Tea up" rang in my ears. She said "I'll put it on the edge of your papering table". Thinking tea might get spilt on the cut paper, I said "I'll get it".



Not thinking I stepped off the rung and came crashing down smashing the table to pieces with bits of wood flying everywhere.

The tea and jam scones catapulted off the table, the tea going all over her dress and a scone hitting her in the face. I was shaking.

She was devastated and took all the blame on herself. I did have a title therefore an appointment for tea break was necessary. That was the most expensive cup of tea I never had."

How to optimise your website for mobile (and why you should)

As much as any trade is all about physical skills and tools, a lot of your branding and marketing is locked behind a digital screen.

For a long time, a well-designed, helpful and appealing desktop website was the key ingredient to marketing yourself online. While it's certainly still important, the relevance of a mobile site has grown exponentially, to the point where it has even surpassed that of a desktop site.

Read on to learn about why a mobile site is so vital, and how you can improve yours for the best user experience.

Why mobile is more important than ever

It's been over two years since the scales tipped in favour of mobile searches, with more people using their mobile phones to look things up online than they use their desktop computers. Now, consumer data company Hitwise reports that almost 60 per cent of searches are carried out on mobile, meaning that when people view your website, they may well be looking at it on a small screen.

"Almost 60 per cent of searches are carried out on mobile."

So how can you boost your mobile site?

Keep it simple

Keeping it simple means trying to keep all your basic contact information on the front page, to editing down your content. While you should certainly still include all the important information as well as lots of useful content, your users will want to be able to find that information quickly, so extraneous words, pages, and links may just get in the way.

Avoid pop-ups at all costs

Pop-ups are bad enough on a desktop – but at least then your users can easily click the 'x' to close it down. On mobile, it's not always so easy, and it can again turn your customers away.

This is usually because when something pops up, either the 'close' button will be too small or the pop-up is larger than the screen and the user has to zoom out or scroll to close it. If you've ever experienced this in your own searches, you'll know just how frustrating and off-putting it can be.

Make it touch-ready

For a while there, smart phones were just getting smaller; these days they seem to be offering larger screens than ever. Whether your customers are visiting your site on a large screen or a small one, they'll need to be able to navigate your site with a touch.

In terms of user-friendliness, this means that fonts should be large and easy to read, links should be obvious and easy to click, and your visitors should never have to zoom in or out to see the page.

Phone a friend

Call in a favour from a friend and get them to visit your mobile website. Either let them roam around the site on their own, or give them a list of simple tasks such as 'find my contact phone number', 'find examples of my work', or 'sign up to the newsletter'.

This way, they can offer feedback on how easy or difficult it was to carry out the same tasks that people visiting your site on mobile might be doing. Ideally, you'll be able to find a friend who perfectly fits into your usual audience demographic, such as a baby boomer, so that you can get a good idea of how your targeted customers will experience your website.

You can carry out this test before you start making changes for some initial insights, but it's also important to follow up (with a new volunteer) once you've finished to ensure you've made your site as user-friendly as possible.

If you're unsure about how to make these changes, consider investing in a specialist to go over your mobile site to make any improvements needed.

And remember, when it comes to a website, it's never really finished so you do need to keep looking after it to keep it up to date.



Catch you next month!

TwoCan, Editor.

