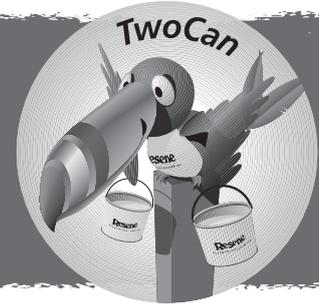


“ When you think about it, it’s quite incredible the difference a coat of paint, stain or clear can make to so many surfaces – everything from much needed protection, a fresh new look or just a temporary refurbishment while owners save up for more extensive renovations. Because our products can be used in so many different ways, even the most experienced painters sometimes need a little extra advice, which is why we have a range of technical services available to you via our reps, ColorShop staff, online and over the phone... ”



Some things you might not have considered painting...

When you’re at a project, it’s always a good idea to look for any other areas that may need coating or painting while you are there, and offer these as an extra service to the owner.

These latest tech q & a may give you some thought starters of extra areas that are present in many projects that could do with a fresh coat or two of paint:

Q. I am trying to remove efflorescence on a block concrete wall in my garage but it keeps coming back! Are you able to advise the best treatment please?

A. Efflorescence occurs when water passes through the wall and brings soluble salts to the interior face where they crystallise after the water evaporates. The best way to stop this is to render the exterior face of the wall weathertight with a **Resene X-200** paint system.

After preparing the areas showing efflorescence back to bare concrete, spot prime with **Resene Sureseal** then apply the Resene X-200 system. Resene X-200 can be left as a finish coat and tinted to a large number of Resene colours.

Q. I’m looking at painting my ceramic floor tiles in the kitchen and bathroom a different colour and wondered what kind of paint I’d need for that and if you stock these products?

A. Using **Resene Interior Paintwork Cleaner** ensure the surfaces to be painted are clean and free from grease, paying particular attention to hand contact areas.

Apply a thin coat of **Resene Waterborne Smooth Surface Sealer** and allow to cure without water contact for at least 48 hours before overcoating. The sealer is not designed to be applied as a thick wet film thickness or give opacity, the thinner the coat the better.

Then apply two coats of **Resene Lustacryl**.

The new paint system will take five days to develop good initial adhesion and continue to cure for an additional three weeks until full cure occurs. In the early stages the paint surface will not have good resistance to cleaners or abrasion as these features develop as the film undergoes curing.

Note that painting will not reproduce the original features of the tiles.

Q. We have a couple of internal decks and an area of roof that are covered in Butynol membrane. This is all structurally sound, however is starting oxidise slightly. Some powder comes off if you walk on these surfaces. Rather than replacing at this stage, is there a Resene product or system that can be used to refresh this material?

A. Scrub down using **Resene Paint Prep and Housewash** diluted and used to label directions then apply a coat of **Resene Membrane Primer** and two coats of **Resene Lumbersider**. If using a dark colour topcoat apply the **Resene CoolColour™** version of the topcoat colour. The CoolColour topcoat will not render the painted surface cool to touch but the CoolColour version will reflect more heat than the same colour made on non-cool technology.

Q. My interior basement block wall has damp coming through in various spots and the paint has started to peel/flake in places. I am wondering which paint/product option would be the best to apply to stop this.

A. We recommend **Resene HydraBlock**.

Q. Have you got a suitable paint to go over MDF panel in a wet area?

A. MDF in wet areas can be an issue if there is water uptake by the MDF. The only way to address this is to apply an envelope seal coat of **Resene Quick Dry** and then a coat of **Resene Enamel Undercoat** and then topcoat the exposed face with **Resene Room Velvet**.

Q. We want to whitewash our original wooden flooring in a bathroom. The timber appears to be coated with a clear varnish. Can you please advise what to use?

A. Degrease and sand to profile then apply a coat of **Resene Colorwood Whitewash**, then two coats of **Resene Aquaclear**.

Q. Can I paint polycarbonate plastic conservatory roof panels?

A. Any Resene exterior waterborne paint, such as **Resene Sonyx 101**, will achieve very good adhesion to polycarbonate. Ensure two coats are applied and the polycarbonate is clean.

You can also browse through a huge range of technical q&a’s that have already been answered, online at www.resene.com/techexpert. It’s a great way to build up your product knowledge and get new ideas for other projects that can be finished in paint, stain or clear finishes.

If you have any technical queries you’d like answered, ask your local Resene representative, Resene ColorShop, use our free online Ask a Technical Expert service, www.resene.com/techexpert or call **0800 RESENE (737 363)** in NZ or **1800 738 383** in Australia.



Avoiding distractions

Distractions are responsible for many a job taking far longer than it should. From kids and pets, to lovely clients feeding you lots of morning and afternoon tea, it's very easy for the time to slip away. And of course, there's also the distraction those near the painting project face too, as Dave tells us...

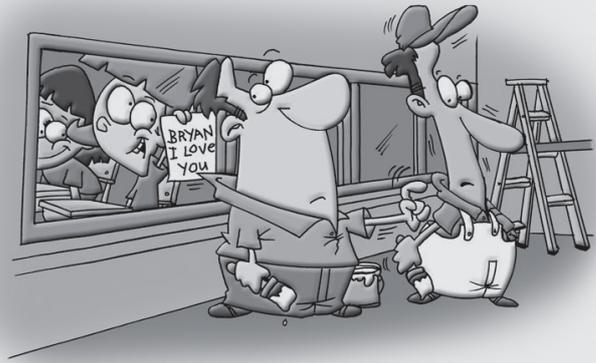
"A few decades back, myself and another tradesman were working on a Primary School job doing exterior work. We had fixed windows to paint. We set up the trestle and planks and started to sand down.

The teacher got his guitar out and started to play 'Puff the Magic Dragon'. The kids all started singing so we started to join in. After about 10 seconds the kids all stopped singing and it was just us two with the teacher still playing. He gave us a dirty look and the kids all just laughed.

Next day, were back doing the same windows in a final coat. We said that we better not upset the teacher again. This time he was writing on the blackboard while the kids were all doing reading. No problem, so we thought!

My workmate then tapped me on the shoulder and said "Houston, we have a problem". He said have a look at what two of the girls sitting together at the back have done and I had a look. They had written on a pad in large letters and were holding it up to show us. It read – Bryan – I LOVE YOU.

We got down off the trestle as quick as we could and finished the windows in the next break the kids had."



Marketing skills you don't know you have

As a painter, you might automatically assume you don't know much about marketing, and therefore couldn't manage doing a bit of promotion for yourself.

While a professional marketer can certainly add a depth of knowledge to any small business, there are still a number of skills you probably already have that can help boost your trade. The trick is to remind yourself that they are in fact marketing assets, and to ensure you use them as much as possible.

Here are a few skills you can use to market yourself and your business, even if you didn't know you already had them!

Photography

You don't need to be a professional photographer to take a few nice shots of your work for your social media pages. A Hubspot study found that Facebook updates with photos get as much as 53 per cent more likes than your average post, and a massive 104 per cent more comments, too. This additional engagement with your posts can be a good way to keep your brand front-of-mind for your potential future clients, even if the photos aren't quite 'professional' standard.

And if you are planning to post regularly on Instagram then you won't get far without photos! When it comes to Instagram photos really do say 1000 words.

Use your smartphone or a basic digital camera to snap a few before and after shots, and photos of other aspects of your work, to share with followers across Facebook and Instagram. These social media platforms are great marketing tools you can use, and those photos are a vital part of that!

Listening

A lot of people think of marketing and advertising as talking at your customers, but a huge part of marketing well is to simply listen. Anybody is capable of listening, and it's likely something you're already doing plenty of. Try adding a little time to the start of each project to spend just listening to your client to make sure you fully understand exactly what they're after.

Listening to your clients means a number of things. Firstly, it can help ensure the client gets what they want, as listening to their demands early on can avoid misunderstandings later.

A client who feels as though they were listened to throughout the process is one who may be more likely to use your services again in future, or recommend you to a friend. And you might just uncover some other painting services or future project work you can do for the client if you take the time to listen to the bigger picture of what they are trying to achieve.

Plus, listening to feedback can help you to fine tune your business for continued improvements.

Product knowledge

As a painter, your product knowledge is likely second-to-none, and this is a huge benefit for any marketing work.

When it comes to social media, you can share useful tips and tricks that only a professional painter would know. This will help show your clients that you know what you're doing. When you listen to your clients, you can use your product knowledge to reassure them that their chosen paint will create the look they're after, or you can help steer them in the right direction towards an option you know will do a better job.

Your extensive product knowledge may also help you upsell your services to create more work. For example, if you are hired for a job to paint a home's interior but hear the client talking about how their driveway is looking old and worn, your knowledge of Resene Blacktop could not only revitalise the client's entranceway, but also add an extra job while you're on site.

Co-branding

Homeowners and clients are more aware of paint brands and the importance of using a quality brand. Many will ask or base their acceptance of a quote on the paint brand that will be used.

When you're undertaking a painting contract you are supplying your skills as the painter, your skills as the project manager, your knowledge to choose the right products for the job, and the paint and paint brand you are applying. Use this as part of your marketing when you're providing quotes to customers and promoting yourself. If your customers can see that you are using a good quality paint, this will impact positively on their perception of your service.



Catch you next month!

TwoCan, Editor.

