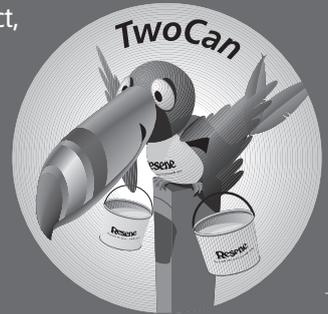


“ If there is one sure thing for a paint maker like us, no sooner do you make a product, than someone wants it in another colour or size. No matter how many sizes and colours we make, there’s always another variant someone would like to get. In recent years Resene has started to make a range of additives available so that you can adjust your paint to suit your painting preferences, what you’re painting, how prone to mould it is, whether the homeowner detests flies, how hot it is and even if there are showers! Think Resene Spray Additive, Resene Brushing Additive, Resene MoulDefender, Resene Fly Deterrent, Resene Hot Weather Additive and Resene Umbrella Additive. And now we have a new additive to help you winterise your paint... ”



Chill out

When the weather starts getting cold, the Resene production team starts cranking up production of our wintergrade products, but this year, the product line up has changed to give you even more choice.

Traditionally we have been able to provide you with wintergrade finishes in Resene Lumbersider, Resene Sonyx 101, Resene Hi-Glo, Resene X-200 in white and off white, and Resene Quick Dry white in 10L. To make it even easier to choose a wintergrade finish, this year we have some new options for you:

- Ready to go Wintergrade Lumbersider, Resene Wintergrade Sonyx 101 10L white, which can be tinted to off-white colours also, and Resene Wintergrade Quick Dry 10L.
- A new Wintergrade additive, which you can add to a range of other waterborne Resene paints to winterise them! This will allow you to winterise a wider range of paints and colours.
- Plus we offer a made to order service, so if you need 200L or more of your chosen wintergrade finish, we can add the wintergrade additive and do the mixing for you.

Resene wintergrade paints can dry at temperatures down to a chilly 3°C,



which means you are buying yourself an insurance policy against the cold.

A paint film dried in the cold can crack and even just dry to a powder. This is because the acrylic base needs some warmth to make the particles soft enough to stick together. There’s an intermediate set of temperatures between 5°C to 10°C where the film appears normal but looks can be deceptive as the coating is likely to have much poorer than normal durability. The surface temperature of the substrate may be considerably colder than the ambient air temperature, which creates even more of a challenge for normal paints.

Finishes of wintergrade products can differ slightly from the standard products so we recommend using the same product consistently for a project. Wintergrade products are available for ordering from Resene ColorShops and selected resellers from mid-autumn through until the end of winter.

If your hands start to feel the chill too, ask your Resene ColorShop for your free handwarmer – only while stocks last.

Remember when you’re using standard paint over the winter, keep an eye on the temperature, both on the surface and in the air. A surface can be a lot colder than the air that surrounds it so you may find it’s best to change your order of work and work on surfaces like plasterboard in the early morning and move to areas like concrete, which tend to be cooler in cold weather, until they have had a chance to warm up a little.

Top of the pots!

If we asked you which colours were in Resene’s top 20 list, we reckon you could guess most of them as chances are you have probably used them in the last year, and perhaps even many in the last week.

The top 20 are:

- | | |
|-------------------------------|-------------------------------|
| 1. Resene Black White | 8. Resene Half Sea Fog |
| 2. Resene Alabaster | 9. Resene Quarter Tea |
| 3. Resene Half Black White | 10. Resene Merino |
| 4. Resene Sea Fog | 11. Resene Rice Cake |
| 5. Resene Double Alabaster | 12. Resene Half White Pointer |
| 6. Resene White Pointer | 13. Resene Half Alabaster |
| 7. Resene Quarter Black White | 14. Resene Half Tea |



- | | |
|----------------------------------|-------------------------------|
| 15. Resene Black | 18. Resene Half Rice Cake |
| 16. Resene Half Spanish White | 19. Resene Pitch Black |
| 17. Resene Quarter Spanish White | 20. Resene Double Black White |

The Black White and Sea Fog/Alabaster colour families all rule the roost, taking out the top five spots and nine of the top 20 places altogether! So if you thought you were seeing a lot of those colours around, you’d be right! Feedback from customers tells us these colours suit a huge range of projects and are easy to team with so many other colours.



Too good to be true

Sometimes you can have a lucky streak, but sometimes it can also be a little too good to be true, as Ben tells us...

"One day many years ago at our little shop in Masterton there was a trade promo that was run nationwide. There were counters randomly put into 10L pail buckets. So I thought it would be a good idea to make one up to slip into a paint bucket for one of the boys to open and find. We had a new guy start that day so when the bucket was wiped out the counter slipped into the tray. It was \$850 – next minute a fishing trip was going to get booked and there were all these other plans of what to spend the money on – so many options. The boss rang the rep and he said bring it into the shop to get a picture for the local paper. So I had to come clean and reveal what I had done before the boss was made a



fool. Long story short – the boys were not happy... and there was no more fishing trip..."

Market segmentation: How to make the most of this marketing principle

Market segmentation is a classic principle that can be used by any business in the world – including tradies.

Take a look at what it is, how it works and how it might benefit your marketing strategy.

What is market segmentation?

The idea behind market segmentation is to break up your target audience into smaller groups. While it may be tempting to simply hope that everyone would want to buy your service, it's unrealistic to expect high levels of demand from across the board.

Instead, study your potential audience to break it down into manageable groups. Once you have these specific groups, you're better able to create targeted advertising and marketing campaigns to appeal to each group in particular. Therefore, even though you may be advertising to a smaller group, you may be more likely to create new sales as members of that group are more interested in your service.

How to segment your markets

The trick to market segmentation is deciding where to draw the lines between groups. This will be unique across different industries, so it's important to think carefully about how you create yours. Many companies will use geography as a segment, dividing markets between cities or even countries. If you're a trade painter working in a specific

town, it doesn't make as much sense to divide that way as it would for an online retailer.

Instead, create segments from customer characteristics.

For example, you could divide potential customers into a group of those who are renovating a home, another for those who are building fresh, and another for those who need services for their business. These groups clearly have different needs and priorities, so separating them out and advertising in different ways to each one may help you attract their attention in turn. This type of division is known as 'behavioural', as it relates to a customer's purchasing behaviour.

Other ways of grouping your segments include;

- Demographic (divide by age, gender, income etc)
- Distribution (how they purchase your service, such as through you directly or through another company etc)
- Psychographic (cultural and lifestyle groups)

You know your audience, so you may be best to make your divisions from your own knowledge. Keep in mind that you can always experiment with different groups to see which ones are most interested in your service.

Making the most of your market segments

Once you have your segments, you can begin planning ways to get in touch with them to best market your services.

Perhaps you can look to specific magazines or websites to buy advertising space on. For example, a website targeted to home builders could be the ideal spot to promote business in that area, whereas a renovation magazine could see you pick up new customers there. If you do decide to segment your market geographically – for example by rural and urban, or by suburb – you may be able to research local newspapers and flyers that offer ad space in those specific regions. If you are keen to help those moving homes, you may be able to partner with a local real estate agent for referrals.

You might even segment your market to include a group for past customers, in which case you may be able to contact them directly via email or in the post with a special deal for repeat business or with a special offer if they refer to you their friends and family.



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.

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 downpour!



Catch you next month!

TwoCan, Editor.

