

Resene TradeLines

Issue 7 - 2006

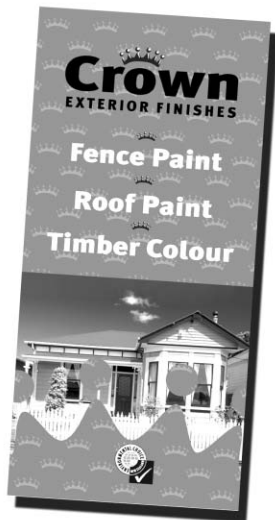


“ Each month seems to zoom by with more new products, colours, projects and ideas, each only a small step forward, but when you look back on everything it is amazing how far things have progressed. Think back on the first time you used a cellphone or an ATM - seemed strange at the time but you got used to it quickly and now many wouldn't know what to do without them. New technology in the paint world is much the same - when waterborne paints were first invented no-one believed they would stay on the wall... but stay they did and now most of the market is made up of waterborne paints. If you want a quick dive back into the past, check out the story on the back of this issue... and if you're into the here and now, here's an update for you. ”

New chart on the block

To help you keep your **Crown exterior** colour options in one location, Resene has created a Crown Fence, Crown Timber and Crown Roof colour chart all rolled into one.

With all your favourite Crown colours plus nine timber colours and three fence shades, when you're working on a tight budget you can cover a wide range of work with Crown paints.



Cool cool cool

With the Cool Colour concept catching on (try saying that quickly!) and the stained wooden exterior look becoming popular again, the Technical team put on their thinking caps and figured out a handy way of getting a cool colour in a stained finish, which means that we now have a selection of cool colours available in **Resene Waterborne Woodsman**.

Best of all, they look just like the normal colours, except they'll keep their cool longer and help the coating and the substrate look good for longer. Cool eh!



Forging links

We regularly get asked by professional painters as to whether they can borrow the Resene logo to use in their advertising to show their customers they use and recommend a quality brand and whether they can link to our website. The answer to both is yes, provided the logo and/or link are appropriate.

WE CHOOSE TO USE
Resene
the paint the professionals use

Tackling the logo side of things first, we are happy for clients who use and recommend Resene paints to use our logo in their advertising provided that they get the logo from us (just so we can make sure they have the right one), that they use words along the lines of "we choose to use" or similar in conjunction with the logo (just so those viewing the advertisement can immediately see the relationship between the advertiser and Resene), and that we get a chance to approve the artwork (just to make sure the logo is used correctly). We can't approve wording like "Recommended by Resene" because we are not a party to the service being offered.

If you are interested in including a Resene logo in your advertising following the guidelines above, just contact Resene Marketing. Send an email to advice@resene.co.nz " Attn: Logo from Marketing Manager", send a fax to (NZ) 04-577-0664 " Attn: Logo from Marketing Manager" or drop us a letter to: "Resene logo from Marketing", PO Box 38242, Wellington Mail Centre, NZ. Logos are available for use in both New Zealand and Australia.

Now to tackle the links side of things... you are welcome to place an appropriate link or links from your website to ours... to make it easy we even have a 'link to us' page that has all the code you need to create the hyperlink. Check out http://www.resene.co.nz/link_to_resene.html for links to the Resene New Zealand website or http://www.resene.co.nz/link_to_resene_australia.html for links to the Resene Australia website. And if you want to link direct to another area of the Resene website, such as the colour library, you are welcome to do so.

Best of all you can get a return link in one of two ways... complete a Professionals Wanted listing and get your business advertised in our **Professionals Wanted** section with a link back to your website/email plus a free listing of all your business details and/or submit a story for the Resene News. If the story is used it will also appear on our website. Again this opportunity is free! Just check in with your Resene rep for more details. For Resene News projects we generally look for projects that have something unique and/or interesting for readers, so let us know what's unique about your projects and enjoy free fame in return.

the Eneser news the professionals use

What a wonderful PC world (not)

For those born before 1986... According to today's regulators and bureaucrats, those of us who were kids in the 50s, 60s, 70s and early 80s probably shouldn't have survived, because our baby cots were covered with brightly coloured lead-based paint that was promptly chewed and licked.



We had no childproof lids on medicine bottles, or latches on doors or cabinets and it was fine to play with pans.

When we rode our bikes, we wore no helmets, just flip-flops and fluorescent 'spooky dokey's' on our wheels. As children, we would ride in cars with no seat belts or airbags and riding in the passenger seat was a treat.



We drank water from the garden hose and not from a bottle and it tasted the same. We ate chips, bread and butter pudding and drank fizzy juice with sugar in it, but we were never overweight because we were always outside playing. We shared one drink with four friends, from one bottle or can and no-one actually died from doing this.



We would spend hours building go-carts out of scraps and then went top speed down the hill, only to find out we forgot the brakes. After running into gorse a few times, we learned to solve the problem.

We would leave home in the morning and could play all day, as long as we were back before it got dark. No one was able to reach us and no-one minded. We did not have Playstations or X-Boxes, no video games at all. No 99 channels on TV, no videotape movies, no surround sound, no mobile phones, no personal computers, no DVDs, no Internet chat rooms. We had friends - we went outside and found them. We played elastics and rounders, and sometimes



that ball really hurt! We fell out of trees, got cut, and broke bones but there were no lawsuits. We had full on fistfights but no prosecution followed from other parents.



We played knock-the-door-run-away and were actually afraid of the owners catching us. We walked to friends' homes. We also, believe it or not, WALKED to school; we didn't rely on mummy or daddy to drive us to school, which was just round the corner.



We made up games with sticks and tennis balls. We rode bikes in packs of 7 and wore our coats by only the hood. The idea of a parent bailing us out if we broke a law was unheard of... they actually sided with the law.



This 'older' generation has produced some of the best risk-takers and problem solvers and inventors, ever. The past 50 years have been an explosion of innovation and new ideas. We had freedom, failure, success and responsibility, and we learned how to deal with it all. And if you're one of them, congratulations!



Pass this on to others who have had the luck to grow up as real kids, before lawyers and the government regulated our lives, (for our own good). For those of you who aren't old enough, thought you might like to read about us.



This is surprisingly frightening... and it might put a smile on your face: The majority of students in universities today were born after 1986... they are called Youth. They have never heard of 'We are the World - We are the children', and the 'Uptown Girl' they know is by Westlife not Billy Joel. They have never heard of Rick Astley, Bananarama, Nena Cherry or Belinda Carlisle. For them, there has always been only one Germany and one Vietnam... there's always been AIDS... there's always been CDs... Michael Jackson has always been white. To them John Travolta has always been round in shape and they can't imagine how this fat guy could have been the god of dance. They can never imagine life before computers. They'll never have pretended to be the A-Team or the Famous Five...



They can't believe a black and white television ever existed. And they will never understand how we could leave the house without a mobile phone.

Now let's check if you're getting old...

1. You understand what was written above and you smile.
2. You need to sleep more, usually until the afternoon, after a night out that ended before midnight.
3. Your friends' children are getting married/already married.
4. You are always surprised to see small children playing comfortably with computers.
5. When you see children with mobile phones, you shake your head.
6. Having read this story, you are thinking of passing it onto other friends because you think they will like it too...

Yes, you're getting old!!

(Story supplied courtesy of an 'Old Fogey' in a mid-afternoon email. **Ed**).



More news next month!

Eneser ♥
Buckett

Eneser Buckett, Editor.