



Issue 12 - 2007

“ Christmas again... how on earth did that sneak up so quickly?! Well no point worrying about that now I guess. Instead I'll have to get busy planning my 'doing no work' holiday schedule – by the time I have done everything I have in mind I'll have to go back to work to have a holiday from my holiday! Thank you from all the Resene team for your support in 2007. We wish you and your family and friends a safe and happy holiday period and look forward to working with you in the New Year. ”

## How to confuse Santa

1. Instead of milk and cookies, leave him a salad, and a note explaining that you think he could stand to lose a few kilos.
2. While he's in the house, go find his sleigh and write him a speeding ticket.
3. Leave him a note, explaining that you've gone away for the holidays. Ask if he would mind watering your plants.
4. While he's in the house, replace all his reindeer with exact replicas. Then wait and see what happens when he tries to get them to fly.
5. Keep an angry bull in your living room. If you think a bull goes crazy when he sees a little red cape, wait until he sees that big, red Santa suit!
6. Leave a note by the telephone, telling Santa that Mrs. Claus called and wanted to remind him to pick up some milk and a loaf of bread on his way home.
7. While he's in the house, find the sleigh and sit in it. As soon as he comes back and sees you, tell him that he shouldn't have missed that last payment, and take off.
8. Take everything out of your house as if it's just been robbed. When Santa arrives, show up dressed like a policeman and say, "Well, well. They always return to the scene of the crime."
9. Leave out a copy of your Christmas list with last-minute changes and corrections.
10. Leave Santa a note, explaining that you've moved. Include a map with unclear and hard-to-read directions to your new house.
11. Set a bear trap at the bottom of the chimney. Wait for Santa to get caught in it, and then explain that you're sorry, but from a distance, he looked like a bear.
12. Leave out a Santa suit, with a drycleaning bill.
13. Paint 'hoof-prints' all over your face and clothes. While he's in the house, go out on the roof. When he comes back up, act like you've been 'trampled.'
14. Instead of ornaments, decorate your tree with Easter eggs.
15. Dress up like the Easter Bunny. Wait for Santa to come and then say, "This neighbourhood ain't big enough for the both of us."

*Thanks to a productive Sunday afternoon 'researching' the web!*

Happy holidays!

Now that you've mastered confusing Santa, we thought we'd give you a **highlights package of 2007** Resene style just to make sure you're up with the play...

Another house with that pesky fly deterrent paint - time to buzz off to the neighbour's place!



2007 was a year of colourful projects with **Resene SpaceCote Flat** multiplying into many new tones and thousands of extra colours to choose from for those interior and exterior projects where the client wants a flat flat flat finish.

Just to prove there are no flies on Resene, the Resene tech team got extra clever and found a way to stop pesky flies landing on painted surfaces and leaving behind

their little unwanted 'gifts'. Flies don't like landing on the **Resene SpaceCote Flat Fly Deterrent** surface so buzz off elsewhere.

Having dealt with the flies, indoor air quality was next on the agenda. With VOCs - aka volatile organic compounds - aka solvents that get released - seeming to be on lots of people's hit list, we decided to give everyone the choice - buy normal **Resene Zylone Sheen** just the way you have always liked it, or buy **Resene Zylone Sheen** just the way you have always liked it but without the VOCs. And to make the choice real simple we kept the price the same for both so fresh thinkers could get the one they wanted without

having to pay any more. Best of all, it was the first paint in NZ that met the Green Star VOC limit of the time for interior low sheens/flats and had Environmental Choice approval.

We then headed into rough territory with the new **The Range Textures and Specialist Finishes**, the latest in **The Range fandeck** series. Unlike the colour ones this one was packed with samples of popular Resene textures, X-200, Metallics and more. If you missed out and work with textures and specialist finishes be sure to ask your Resene rep to rustle you up one.

Ok, everyone find your place... Lustacryl, you're over here. Quick Dry, top left please...



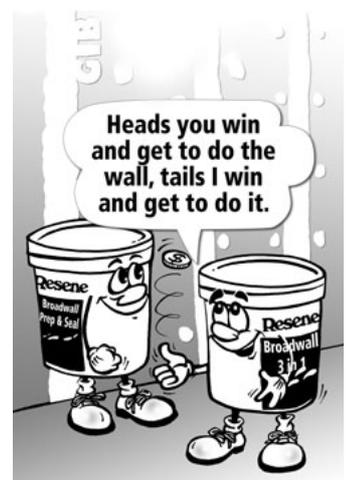
From the rough to the smooth, out came **Resene Broadwall Surface Prep & Seal**. Not just any old product improvement, this new product acts as a skim coat for the surface and a sealer, saving the labour of applying two separate coats. Needless to say it was a bit of a runaway success with requests for stock coming in faster than we could get the product out - still we're hardly complaining as it is always nice when a new product hits the spot!

Of course 2007 wouldn't be 2007, without **The Range 2008** brightening up the place. Colours such as Livewire, Red Hot and Party Animal burst onto the scene to add a splash of colour on wet and grey winter days and a fun blast through the warmer months.

After years of slaving over a keyboard, the **EzyPaint** IT wizards mastered the code and came out with an all new **EzyPaint**... easier and faster with lots more colours and finishes. With everyone downloading it free from the Resene website, a new mirror site has had to be created to handle all the traffic!

The product range grew further through the year with **Resene Crown Timber Colour White**, **Resene Crown Wallboard Sealer**, new **Resene Sonyx 101** tones and new 10L pails to keep you all humming along.

And that's just the half of it! Phew - just thinking about all that work makes me feel exhausted. That's it from me - I hope you get time out to have a break over the holiday period. Catch you in 2008!



More news next year!  
Eneser Buckett, Editor.

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