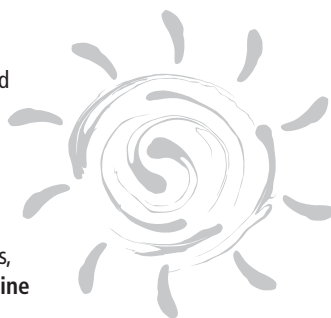


“ Ah the midst of winter. Luckily for us we have the striking tones of the new **The Range 2010** and a new metallic paint to brighten up the walls. And as you might have time for a longer cuppa than normal to defrost your fingers, we've rustled up some info on VOCs for those who have heard all about them but still aren't quite sure what they are... ”



## Fine fine fine!

There's one thing you can be sure of – tastes will change and as they do, so too must products! When we first launched metallic paints, the dazzle of the blast grey tone was very popular with most adoring the coarse metallic look. As time has gone by, the metallic sheen of the Silver Aluminium tone has found favour instead. And as people have changed to the softer metallic look but still want a choice of finishes, Resene has introduced a new **Resene Enamacryl Metallic Fine**



**Aluminium** tone to keep metallics fans happy. This product uses a very fine grade aluminium flake to give a superb metallic sheen, without the dazzle of coarser metallics. It creates a softer metallic effect finish, ideal for those who love the sheen of metallics but perhaps don't want to splash out on anything too dazzling.

The new **The Range 2010** features a selection of colours off the new **Fine Aluminium** tone, and other colours will be introduced in the future.



## Wet weather woes

With the weather turning wet, moss and mould tends to become a more annoying problem, thriving on the moisture and sprouting where you'd least want it.

Resene has a handy problem solver section on its website that covers off the most common problems you might strike when you are preparing, painting or after you have finished the decorating. One of the topics is moss and mould and given the current

weather, it seems timely to include the information here as a reminder...

On painted surfaces, mould looks like dirt, and frequently the two cannot be visually distinguished.

The most common species are black, but others can be brown or green. By wetting the surface and rubbing, mould will show up as slime.

Mould is a major cause of paint disfigurement. It destroys the paint's fresh clean appearance, and if left unchecked it shortens the life of the paint film. Unless removed within a few months of its appearance, mould penetrates the body of the existing film and once firmly established, will grow through subsequent paint coatings, impairing adhesion and ruining the appearance of the paint work.

## What to do!

Thoroughly clean down to remove all loosely adhered material. Treat areas of moss or mould infestation with **Resene Moss & Mould Killer**, correctly diluted (see pack) with clean water. As soon as the mould has been completely de-colourised (which indicates it has been killed) wash thoroughly with clean water to remove residues.

Once the moss and mould is completely removed and the surfaces have been correctly prepared, proceed with the Resene recommended paint system.

Whatever you do, don't just paint over existing mould – it'll just grow through the new paint surface and you'll only have to go back and treat it and then start the painting process again. The key is to kill the moss and mould, not just to hide it temporarily!

Once you have tackled the moss and mould, check out the Resene website problem solver section for handy information on other problems you may come up against... [www.resene.co.nz/homeown/probsolv/probsolv.htm](http://www.resene.co.nz/homeown/probsolv/probsolv.htm)

## Would be graffiti artist

*T Hook of Palmerston North has shared his funny painting story with us...*

I used to work for a maintenance painting firm and part of my work was to fix graffiti in schools. Working on this job I used to use spray cans to cover graffiti. On this one day, I used the spray can as per normal

**WHERE'S THE TAGGER?!**

to cover the graffiti and walked back to my van. A cop car screamed in the front gate and the cop dashed around back and the second cop yelled out to me 'where's the tagger?' I cracked up laughing – someone had rung the police saying someone's tagging the school and it was me trying to cover the graffiti up. The cops didn't see the funny side of it... but I certainly did!!!

## VOC in a nutshell

**With more and more people talking about VOCs and VOC free, non VOC and low VOC products hitting the market in many areas, it pays to be up with the play as to exactly what this means so that should your customers ask what a VOC is and why should they care about it, you can answer with confidence. So to make sure you have the bare facts, here's VOC in a nutshell!**

A VOC is a **volatile organic compound** – in the case of paint, this is solvents that are released into the air as the coating cures. Most waterborne paints now have VOC levels of 100gm or less per litre. Traditional solventborne paints have considerably higher levels of VOCs. For example 7 litres of **Resene Waterborne Woodsman** has around the same VOCs as just 1 litre of **Resene Solventborne Woodsman** and it is more durable so will last longer before requiring recoating. So just by changing from a solventborne product to a waterborne product, the VOCs will probably drop by at least 75%, if not a lot more!

Often you hear about the emissions from cattle and the effects on the environment. If we compare paint VOC levels to cattle, the San Joaquin Valley Air Pollution Control District estimates that the average dairy cow emits 19.3 pounds (8.75kg) of VOCs a year. This equates to 23gm VOC emitted per day per cow.

New Zealand has a dairy population of 5.35 million cows (2006). With an average VOC emission rate of 23gms per cow per day, the total daily VOC emissions of the NZ cattle population is 128,319kg of VOC. The annual VOC emissions for the NZ cattle population is 46,836,468kgs.

Australia has a cattle population of 27 million cows. With an average VOC emission rate of 23gms per cow per day, the total daily VOC emissions of the Australian cattle population is 647,592kg of VOC. The annual VOC emissions for the Australian cattle population is 236,370,960kgs.

The VOC emissions from paint are dwarfed by the emissions from cows. Total Resene VOC emissions from **all** decorative paint manufactured in NZ/Australia **both** waterborne **and** solventborne would be equivalent to less than a fortnight of Australasian cow emissions. For waterborne

products only, which comprise over 92% of Resene's decorative paint production, Australasian made Resene decorative paint VOC emissions would be less than a week of NZ cow emissions. Over a period of 10 years, 1L of **Resene Lumbersider** will emit a total of just 35gm of VOCs while one average cow will emit 87,545gm (87kg) of VOCs!

A Californian study of vehicle VOC emissions in 1997, showed an average VOC emission of 9.3gms per litre of petrol. The average car used 5.9 litres per day, so the total average car usage resulted in 55gm of VOC emissions per day. Over a period of 10 years, 1L of **Resene Lumbersider** will emit a total of just 35gm of VOCs while (based on the California study) one car with average usage will emit over 200,000 grams (200kg) of VOCs.

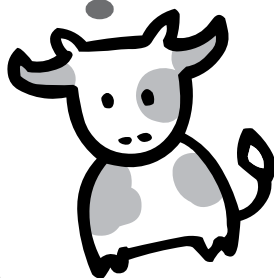
In the home, hairsprays, deodorant sprays and many cleaning products release VOCs. In early 2007, Hong Kong enacted a regulation for hairsprays that no more than 80% of their content by weight could be VOCs. For a 500gm can of hairspray, this means potentially 400gm is VOCs. Most hairspray users would use a can every 1-2 months, which would equate to up to 4800gm of VOCs emitted per annum. This is the same level of VOCs emissions as you would get from using 87 litres of paint of a low VOC waterborne enamel, such as **Resene SpaceCote Low Sheen**, which would be sufficient to apply one coat to an area of around 1000 square metres. Over a period of 10 years, 1L of **Resene SpaceCote Low Sheen** will emit a total of just 55gm of VOCs while someone using one can of hairspray per month will emit up to 48,000 grams (48kg) of VOCs.

The stated paint VOC level is the total VOC that will be released for the full life of the paint, which means that the total environmental impact over the product's life is minimal compared to the long term protective benefit of the paint... and the environmental burden is considerably less than items such as motor vehicles, hairsprays and cattle, which continue to emit VOCs on an ongoing basis.

If you're keen to learn more, see the **Resene Architects Memo Very 'orrible compounds** (available from the Resene website) for more information on VOCs.

If you're keen to promote VOC free, non VOC and low VOC products in your work, then check out Resene Zylone Sheen VOC Free, Resene Non VOC tinters and the Resene Environmental Choice approved paint range.

who moi??



## Gender bender

And to end on a smile, a celebration of how men and women differ...

### Nicknames

- If Laura, Suzanne, Kate and Sarah go out for lunch, they will call each other Laura, Suzanne, Kate and Sarah.
- If Mike, Charlie, Dave and John go out, they will affectionately refer to each other as Fat Boy, Godzilla, Sh\*t-Head and Four-eyes.

### Eating out

- When the bill arrives, Mike, Charlie, Dave and John will each throw in \$20, even though it's only for \$52.50. None of them will have anything smaller and none will actually admit they want change back.
- When the girls get their bill, out come the pocket calculators.

### Bathrooms

- A man has six items in his bathroom: toothbrush and toothpaste, shaving cream, razor, a bar of soap, and a towel.
- The average number of items in the typical woman's bathroom is 337. A man would not be able to identify more than 20 of these items.

## Future

- A woman worries about the future until she gets a husband.
- A man never worries about the future until he gets a wife.

## Marriage

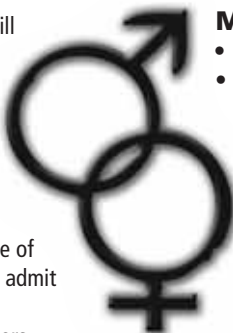
- A woman marries a man expecting he will change, but he doesn't.
- A man marries a woman expecting that she won't change, but she does.

## Natural

- Men wake up as good-looking as they went to bed.
- Women somehow deteriorate during the night.

## Offspring

- Ah, children. A woman knows all about her children. She knows about dentist appointments and romances, best friends, favourite foods, secret fears and hopes and dreams.
- A man is vaguely aware of some short people living in the house.



That's all for now –  
catch you next month!

TwoCan, Editor.

