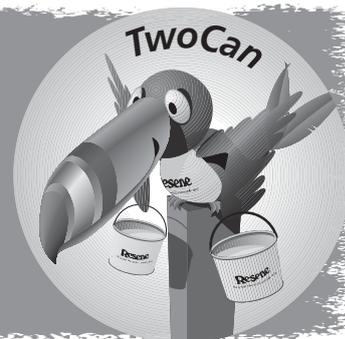


“ We’ve been going through a bit of a colour explosion at Resene, with the new **The Range 2010** debut and the new **The Range Whites & Neutrals** fandeck, plus our new top 20 line up. With many customers tightening their spend, paint can be a superb and affordable ‘pick me up’ that can make a huge difference to a house or building without the price tag of more extensive renovations. If people can’t afford to move home or building, then investing in their own place with a decent paint job might be all they need to make it liveable or workable until such time as they can afford to shift in the future... ”



Five becomes six

Hands up all those who have ever been asked for **Resene Eighth Tea** or **Resene Eighth Spanish White**? We know you’re not alone as we’ve had lots of requests too.

updated the **Resene The Range Whites & Neutrals**. The first **The Range Whites & Neutrals** fandecks featured five strengths of one hue, which was a massive breakthrough at the time when, if you were lucky, you might have been able to wrangle a half strength colour sample of a handful of colours and beyond that you were almost out of luck.

In today’s world of choice, it seems even five strength options isn’t quite enough for the most popular Resene colours, so we’ve expanded this to six colour options – so now you can get **Resene Tea** in everything from Triple to Eighth strength off the shelf. The strength variations are presented on a single page in the new fandeck so you



can work your way up or down the page depending on how dark or light the client wants to go.

As well as the extra variations of colours already in the fandeck, we’ve added some new shades as well, such as **Resene Perfect Taupe**, **Resene Craigieburn** and **Resene Gargoyle**, which have all proved popular in recent times. The full new fandeck now includes 360 whites and neutrals hues spanning from white through to black.

The Range Whites & Neutrals is available from Resene ColorShops and Resellers nationwide. **The Range** hues are available in your favourite colour tools including A4 drawdowns, self-adhesives and testpots, plus for those working with specifiers or creating drawings or images for clients, colour pencil and RGB formulations are available online or from your Resene representative.

Top twenty

As we all know, whites and neutrals dominate the decorating scene. Looking at **Resene testpot** sales each year, it’s fascinating to see the top colours vie for the honour of most popular colour and how, even with the whites and neutrals, popularity is constantly on the move.

For the second time in Resene’s history, Resene has launched an official top 20 paint colour list based on **Resene testpot** sales:

- | | |
|---------------------------------|---------------------------------|
| 1. Resene Tea | 11. Resene Sisal |
| 2. Resene Spanish White | 12. Resene Half Napa |
| 3. Resene Half Tea | 13. Resene Double Spanish White |
| 4. Resene Half Spanish White | 14. Resene Parchment |
| 5. Resene Quarter Tea | 15. Resene Double Tea |
| 6. Resene Pearl Lusta | 16. Resene Biscotti |
| 7. Resene Quarter Spanish White | 17. Resene Half Pearl Lusta |
| 8. Resene Alabaster | 18. Resene Sea Fog |
| 9. Resene Black White | 19. Resene Half Sisal |
| 10. Resene Napa | 20. Resene Mondo |

These colours are all included in the **Resene Whites & Neutrals colour chart** for quick and easy reference, though most of them are so popular you’ve probably already had them on the end of your brush, roller or spray gear by now. We have a handy wee card in our **Resene ColorShops** that lists the top 20 and it’s useful to keep on hand with a **Resene Whites & neutrals flat chart** when you have a client wanting you to suggest a ‘safe’ neutral with universal appeal as you can give them an immediate list of 20 options that you know are popular.

Resene charts now showcase thousands of colours – a giant leap forward when you consider around half a century ago the full Resene colour range was just six colours!

The Range strikes again!

And here we are, the eleventh in the series of **The Range fashion fandek** – **The Range 2010** – is just starting to show its face.

Contrast and contradiction drive the latest colour trends – bringing old and new together, blending layers, textures and the combining of new and old colours in unique combinations – which basically means that ‘anything goes’!

To make life easy we have created the **Resene Paint colour cues for 2010 brochure** that has the full rundown on the trends. The brochures are available free from **Resene ColorShops** so keep a small pile handy and pass them onto new clients keen to ensure their walls look as fashionable as their clothing.



And here's a quick rundown on some of the key trends...

- A move away from basic earthiness towards the warmth and comfort of copper, a shift from gold towards yellows, while healthy oranges and pinks pack some punch.
- Warming of the green palette sees brown enhanced golds, warmed yellow greens and rich dusty greens growing in popularity.
- There is a misty soft and thoughtful cast over sectors of the green and blue palette, with frosted, pale aquatic colours. The feeling is cool, dominated by blues with additions of pale greens and soft putty hues for a complete look.
- The increasing prevalence of blues in the palette reflects their growing popularity.
- Ambiguous colours difficult to place in a single colour palette cross the line between blue and green
- The desire to ‘escape’ is made possible with refreshing and dynamic colour inspired by exotic places and flowers. Hot reds meet rust and exotic oranges, all providing strong punctuation.
- The mysterious hues of taupe continue to strengthen as a key anchoring neutral as interior neutrals start to trend away from cooler grey tones. Browns are softening towards taupe.
- And of course there will always be the neutrals to act as a backdrop to the stronger colours.

So now you know the basics, feel free to combine, contrast and contradict at will!

Key consumer trends for an uncertain 2009

Against a global background of citizens and businesses being shaken rudely into uncertainty by the economic crisis, Mintel (www.mintel.co.nz) has forecast the five main ways in which consumers are likely to adapt and make the best of 2009.

Faced with financial insecurity, shoppers will seek out businesses and products they feel they can trust.

The five consumer trends predicted for 2009 are:

1. Consumers in control

Over the years, people have become more confident and demanding about how they live their lives and spend their money. Even as a recession hits, they'll want to stay in control of their choices wherever they can. Consumers will seek out products and services that give them exactly what they want, when they want it, especially as their budgets tighten.

2. Simplify and purify

Faced with fast-paced modern life, many people will seek convenience and simplicity. As people take control of their everyday lives, they will also demand that companies communicate with them honestly and openly. From understandable ingredients to clear company practices, consumers will want complete transparency when it comes to the products they buy. Brands that can communicate what they really stand for and show how they can make life easier will earn consumers' trust and loyalty.

3. Rebuilding trust

Today's consumers have high standards and will demand value for money, as well as consistently high levels of quality, safety and service. Throughout 2009, people will seek out trusting, open relationships wherever they can, and they will want to know all about the products they buy, from where they were sourced to how they were manufactured. Because of this, people will cling to the long-standing, nostalgic brands they know and love, looking for products with a real sense of familiarity.

4. Trading down

As purse strings tighten, consumers will look to make their budgets stretch further. As consumers split between the low and high end of the market, manufacturers will follow suit focusing on the premium or budget ends of the market while the middle market will increasingly be squeezed.

5. Playfulness, lightening the mood

In tough times, people don't only crave life's little luxuries but they also need to enjoy themselves. Small playful distractions will become increasingly popular as people look to let their hair down a little and have some fun. Paint is a superb way to enhance people's moods – brighten their living spaces and soothe their senses, all with a can of paint.

Textured effect

They always say you shouldn't work with animals or children, and Byron Roil from Cottages NZ reminds us of just one of the reasons why...

"Having done a lot of DIY the hard way over the years I was thrilled when the (very generous!) boss at Cottages New Zealand let me borrow the new sprayer for a home job on the weekend. After numerous lessons from the chief painter on how to use his very prized tool, I took it home for the weekend to paint the house.

Having huge plans, and being such an efficient way to paint, especially after painstakingly using rollers for past jobs, I arrived home with a supply of Resene paint and the sprayer confidently telling the wife it had taken her longer to pick the paint than it would for me to paint the whole house! – if only that were the case!

The roof prepared, I tipped the paint into the bucket, fired it up and positioned myself on the roof. I called the wife out after the first 10 minutes to make her remark on my impressive job and as she did that she took her eyes off our darling 2 year old in the sandpit and reluctantly admired the work of the super sprayer. I carried on happily for the next few minutes while my two year old decided to quietly blend up a new kind of paint in the 'spray cake mixer' with her bucket of sand.

While I was momentarily, blissfully unaware, she made 'Ironsand' mud cakes in the bucket below me, giving a new meaning to the sand in the name and making my super speedy paint job a little less than super speedy!"



Who said spray painting the house was child's play?!



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

TwoCan, Editor.

