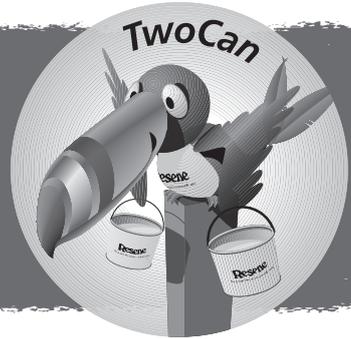


“ Ceilings are often the most underrated part of a project – they take up a huge surface area in most interior projects, yet you seldom get complimented for a superb ceiling finish. With everyone having different preferences for how a ceiling finish should look and feel, over the years we have collected quite a range of products together so you can pick and choose what suits the project, the gear, the customer and your preferred application style... ”



## Ceiling flattery

To complement new Resene Room Velvet low sheen solventborne paint for high wear and tear areas, Resene has released Resene Ceiling Velvet, a flat solventborne enamel. Like Resene Room Velvet, Resene Ceiling Velvet is based on a tough flexible alkyd resin, which makes it ideal for ceilings in wet areas.

Manufactured with less than 1% aromatic hydrocarbon content, Resene Ceiling Velvet is easy to apply and dries without the



unwanted and strong solvent odours associated with traditional alkyd flats. And to help keep the product lower odour, Resene has launched Resene Thinner No.2 lower odour for thinning and clean up.

Resene Ceiling Velvet will be available in white and a huge range of colours off white from **Resene ColorShops and Resellers**. Keep an eye out for it in your local store. See Data Sheet D321 for technical information.

## Ceiling wise

Our Resene ColorShops sell a wide variety of ceiling paints, including high opacity ceiling flat whites and flat paints that are durable and washable enough to be used on walls as well as ceilings, such as Resene SpaceCote Flat. Here's a guide of what to use and when so you can recommend the best options to your clients for their project.

### Let's start with what is a Ceiling Flat White...

Typically they are pigmented with Titanium Dioxide (TiO<sub>2</sub>) which provides the hiding power; filled extender pigments (like talcum powder) which adds bulk to the paint and flattened with flattening agents which are typically large and rough, protruding through the paint film to scatter and diffuse light.

The paint is made using a relatively simple acrylic resin (compared to the highly complex acrylic resins used in Resene SpaceCote for example). The result is a surface which under a microscope is rough looking (let's say like a P150 sandpaper compared to Resene Hi-Glo which would be more like a P400 sandpaper). As it is a rough surface, it diffuses and refracts the light, making the surface look flat and dull – while a smooth paint surface, say a gloss enamel on a flat substrate will, like a piece of glass, reflect light and look glossy.

When you have flattening agents protruding through the film, the film isn't very tough and so it's easily damaged and marked – and will become shiny (and therefore patchy) if wiped. On most ceilings this isn't an issue as they don't get bumped or wiped often. The flattening agents also don't present much of a barrier to steam so don't work well in bathroom or kitchen.

This characterises most Ceiling Flat Whites... but not all ceiling paints!

Resene SpaceCote Flat utilises different technology but provides an easily cleaned, easy to apply paint surface.

### So what are your choices?

- Shelfline ceiling paints (Ceiling Flat White)
- Tradeline ceiling paints
- Shelfline ceiling (and wall) paints
- Others

### Shelfline ceiling paint – Resene Ceiling Flat white

This is our premium Ceiling Flat White – it has low VOC, minimal odour and is very easy to apply. So for a tradesperson who wants to take a shelfline premium product onto their jobs, then the Resene Ceiling Paint is the ideal choice.

Many painters now take the time to explain what paint they are using and why; turning up with a recognised premium brand helps build the customer's confidence in your ability to complete the job well and to a degree justify the prices charged by showing that the materials used are of a high quality.

It is easily rolled on with the PAL No.1 roller sleeve or the similar PAL Contract 8mm Fine Dacron Sleeve. Or spray using a commercial LTX517 tip or the fine finishing FFT414. It can be tinted but the colour will not be an exact match to standard shades.

For DIY and many trade customers, this is the 'go to' product for most ceilings except those in open plan kitchens and bathrooms.

### Shelfline ceiling paint – Resene Earthsense Ceiling Paint

Resene Earthsense Ceiling Paint is low VOC and low odour like Resene Ceiling Paint, however it also has high levels of renewable content in the resin we use. From a sustainability perspective, this is better for the environment. Unfortunately the resin costs more and this is reflected in a higher price than the shelfline Resene Ceiling Paint.



>> It is applied using the same techniques, roller sleeves and tips as Resene Ceiling Paint.

For many customers, and this is a growing market segment, the renewable content of Resene Earthsense Ceiling Paint will be a strong driver behind their purchasing decisions.

### Tradeline ceiling paint – Resene Decorator Ceiling Flat White

This is our mainstay tradeline paint offer. It is our 'go to' product for many commercial users. It is easy to apply by both spray or roller – use the right sleeve, either the PAL No.1 or for the trade user, the Contract 8mm Fine Dacron and if spraying the LTX517 or Fine Finish FFT414. It can be tinted but the colour will not be an exact match to standard shades.

### Tradeline ceiling paint – Resene Decorator Tintable Ceiling Paint

For the reasons of colour accuracy outlined above for Decorator Ceiling Flat White, Resene introduced Resene Decorator Tintable Ceiling Paint. It is designed for colour accuracy so the colours tinted match the colour charts.

Apply with either the PAL No.1 roller or the Contract 8mm Fine Dacron sleeve. If spraying, you **must** use the fine finish tip FFT414. It is important not to 'overbuild' the product (apply too much) when spraying and occasionally rolling, as it will (like most ceiling paints) mud crack, especially in the areas that receive multiple spray passes such as the corners of the ceiling. Applicators who have taken this advice on board have quickly become committed users and swear by the product.

The addition of tinters will always slightly increase the gloss level of all paints, however as the Resene Total Colour System tinters are highly concentrated, this effect will be minimised compared to paints tinted with more diluted tinters.

### Tradeline paint – Resene Decorator I/E Flat

Some painters prefer Decorator I/E for interior ceilings, though we generally recommend it more for exterior soffits and eaves.

### Shelfline wall and ceiling paint – Resene SpaceCote Flat

We didn't specifically develop Resene SpaceCote Flat as a ceiling paint, more a wall paint that could be used on ceilings as well. The key benefit is that it offers a seamless finish for customers looking for the same colour on the wall and ceilings, especially in square stopped rooms. Resene SpaceCote Flat is a waterborne enamel so has very good resistance to steam and moisture, and is recommended for ceilings in bathrooms and kitchens, including open plan kitchen and living areas with a common ceiling space.

Simply apply to the walls and ceilings in a room without the need for cutting in and changing paints, rollers, etc. Apply using the PAL No.1 roller sleeve, the Contract 8mm Fine Dacron or if spraying, use a FFT414 and ideally back roll. If the product is overbuilt (too much applied) it will mud-crack and appear patchy in places. It is even more efficient if the room or rooms are to be sprayed using Resene SpaceCote Flat Commercial Spray Grade.

### Shelfline wall and ceiling paint – Resene Ceiling Velvet

This is our brand new offering and is ideal as a lower odour substitute for traditional alkyd flats. It's ideal for wet areas where surfactant leaching issues are more likely to occur.

### Other choices...

#### Resene Broadwall 3 in 1

Resene Broadwall 3 in 1 is an extremely versatile product (system) that as well as being a sealer and surfacer for plasterboard, MDF and finger jointed Pine, is a one coat ceiling paint. It can only be sprayed but it can be built to very high levels of up to 600 microns, which is 20 times that of a normal paint! It offers tremendous efficiency gains for the smart applicator and is popular with painters who also undertake plastering work (or vice versa).

See the Resene Broadwall 3 in 1 video and worksheet on the Resene website – [www.resene.co.nz/videos](http://www.resene.co.nz/videos).

Resene Broadwall Surface Prep & Seal is **not** suitable as a ceiling paint.

### Resene Decorator Alkyd Flat

Before modern acrylic paints, everyone painted and repainted their ceilings with alkyd flat paints. They were characterised as being thick and quite easy to apply (for an oil based paint) and able to go over fly dirt and water-staining. This product is most commonly used by trade customers that prefer solventborne finishes.

### Quick check

- Resene Ceiling Paint White and Resene Decorator Ceiling Flat White are our 'go to' ceiling paints.
- Resene SpaceCote Flat and Resene Broadwall 3 in 1 represent huge opportunities as smart painting systems, where the cost of application is significantly reduced.
- Use the correct application tools, spray tips, etc – it makes a huge difference to how efficiently you can put the paint on and the quality of the finish you will get.
- The addition of tinters will always slightly increase the gloss level of all paints, however as our tinters are highly concentrated, this effect will be minimised compared to paints tinted with more diluted tinters.
- As a ceiling reflects less light than a wall, the same colour on a ceiling will look darker than when it is on a well lit wall. Because of this we often recommend customers use a half strength version of their wall colour for their ceiling.

The keys to minimising patchiness on the ceiling and having a dead flat finish are:

- Ensure the plasterboard is well prepared and any imperfections in the stopping are rectified.
- Use a quality sealer.
- Apply sufficient film build.
- Use the correct roller sleeve and/or spray tip.
- Back roll if spraying to create a light roller texture, which helps defuse light and hides imperfections.
- Watch the 'How to Paint a Ceiling' and application videos on our DVD (free to borrow from Resene ColorShops) or online at [www.resene.co.nz/videos](http://www.resene.co.nz/videos).

## Chill out

With winter nearing, the Production boys and girls are cranking up the supply of **Resene Wintergrade products** to help you keep working over winter. The recommended drying temperature for these products is down to a supercool 2°C, which means you are buying yourself an insurance policy against the cold.

The Resene Wintergrade range is available now and has something to suit a wide range of projects including: Resene Wintergrade Hi-Glo, Resene Wintergrade Sonyx 101, Resene Wintergrade Lumbersider, Resene Wintergrade Quick Dry and Resene Wintergrade X-200. You can also request Resene Wintergrade Roof Primer, which we can make to order for you.



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

TwoCan, Editor.

