

Resene TradeLines

Issue 12 - 2004



“Fruit mince pies, Christmas crackers and presents are distracting me from my normal writing duties and since I plan to eat so much Xmas lunch that I won't be able to move off the chair for at least a week you won't hear from me again until February. By that time I will have gone through the New Year guilt over eating too much food and vowed never to eat so much Xmas lunch again... I always feel safe making that resolution on New Year's Eve because by the time it gets to Xmas everyone has forgotten what I promised! No Xmas recipe for you this year - instead we thought we might explain one of the traditions of Xmas to you – read on and enjoy!

Seasons Greetings from everyone at Resene to you and your family. Take care over the holidays and we'll see you all next year! ”

the birth of a tradition

One particular Christmas season a long time ago, Santa was getting ready for his annual trip, but there were problems everywhere. Four of his best elves got sick, and the trainee elves did not produce the toys as fast as the regular ones so Santa was beginning to feel the pressure of being further and further behind schedule.

Then Mrs. Claus told Santa that her mum was coming to visit. For a month. This stressed Santa even more.

When he went to harness the reindeer, he found that three of them were about to give birth and two of the more irresponsible younger ones had jumped the fence and were out, heaven knows where. More stress.

Then when he began to load the sleigh one of the board runners cracked and broke under the weight and the toy bag fell to the ground scattering the toys over floor.

Frustrated, Santa went into the house for a cup of apple cider and a shot of rum. When he went to the cupboard, he discovered that the elves had hidden the liquor, and there was nothing to drink. In his frustration, he accidentally dropped the cider pot, and it broke into hundreds of little pieces all over the kitchen floor. When he went to get the broom Santa found that mice had eaten the straw end off the broom. Stress.

Just then the doorbell rang, and irritable, stressed Santa strode to the door. He opened the door and there was a precocious little angel with a great big Christmas tree.

The angel said, very cheerfully, "Merry Christmas, Santa. Isn't it a lovely day? I have a beautiful tree for you. Where would you like to stick it?"

And thus began the tradition of the little angel on top of the Christmas tree.



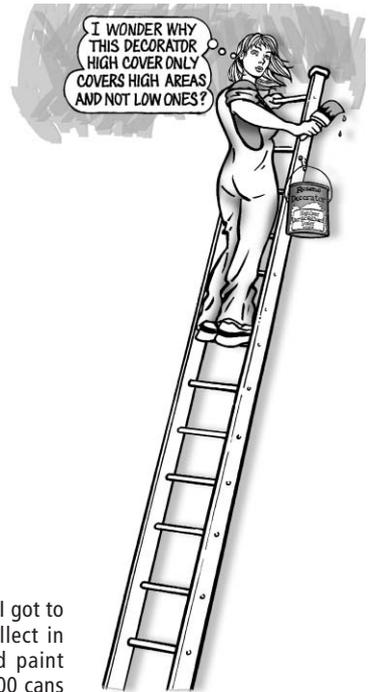
what a year

Busy, busy, busy. I think I must be starting to get the hang of things because this year I managed to keep up with the team – no matter what they threw at me I juggled the stuff around and still remembered to tell you everything - now if I could just convince my boss of that I'd be right as rain! In case your memory is as short as mine is, here's a quick snapshot of what we got up to in 2004. Of course this is an Eneser edited version, so if it didn't involve me I left it out!

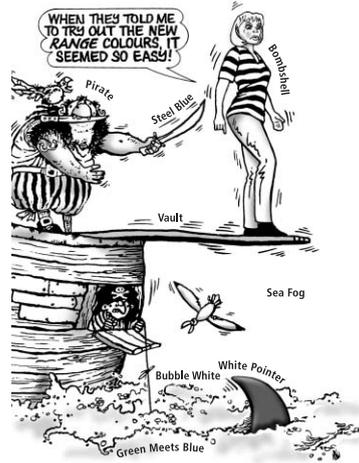
Winter started to bite a bit early this year so we cured a few painters sick at the thought of lost income by bringing out **Resene Wintergrade Lumbersider** and **Wintergrade Hi-Glo** before Easter so that you could get stuck in and get the work done - provided of course you could keep your hands thawed out sufficiently to hold a brush!



Running into the back half of the year we just had time to get the **Resene Jointflex E**, the **Resene Art Action** school paints range (those who have kids will remember this stuff!), **Resene Decorator High Cover** and **Resene Cool Colours** out the door before the year swung to an end.



A colour chart fit for royalty... or at least one with a crown on it (does that count as being fit for royalty?) was the next off the press complete with products to match – **Crown Low Sheen** and **Crown High Gloss**. These products were just what those looking for a lower priced finish for less critical areas needed and started shifting off the shelf as fast as the staff could shift them on. Still that's one way of making sure the stock gets rotated!

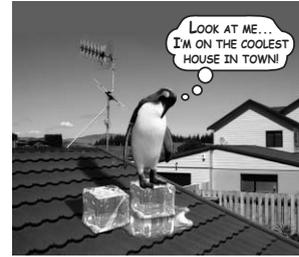


Of course when June rolled around it was time to banish The Range 2004 and make way for **The Range 2005**. About this time we started getting panic calls from customers planning to paint their home but trying to delay their painter by a week so they could pick colours from **The Range 2005** on the first day of launch - amazing how a collection of variously coloured pieces of cardboard can send people into a frenzy. We'd only just calmed all the excited colour fans down when the extended **Resene Whites & Neutrals** flat chart and the extended **The Range Whites & Neutrals** came out, followed shortly thereafter by

the new **Karen Walker** colour chart. Needless to say that was about as much excitement as the colour fanatics could handle for a year so we thought we'd better save up our future colour plans for a new year and give them a little time to recover.



As well as saving the colour fans high on the thought of colour, we also thought we'd save those slaving over paint cans high on paint fumes. So after a lot of work and checking and testing and checking and testing and checking and testing (and then some more testing and checking) we released **Resene Waterborne Smooth Surface Sealer**. It still had a bit of a smell to it, but was like a breath of fresh air after the solventladen Resene Smooth Surface Sealer we used to sell. Customers started buying the product before it was even officially available with extra special interest from asthmatics and allergy sufferers keen to paint smooth surfaces but unable to use the old product.



And if I wasn't busy enough already I got to be the **Paintwise** girl and help collect in mountains of unwanted paint and paint packaging. After getting in over 8000 cans and 10 tonnes of paint after just two Paintwise days I stopped counting - the sheer amount of paint and cans was too daunting to think about!!!



That problem solved, we also managed to get to the bottom of another sticky problem - that is, that annoying sticky feeling you get when you paint directly over vinyl wallpaper. Luckily **Resene Vinyl Wallpaper Sealer** is now allowing houseproud homeowners to save up their aggression for someone other than the painter!



Of course there were lots of other things to keep me amused, like dashing off to see Resene win a **Business Gold Award**, but like this year I'm fast running out of space to tell you about them! I can smell a Xmas mince pie at 50 metres - **must dash there's one heading my way now!**

More news in Feb 2005!

Eneser Buckett

Eneser Buckett, Editor.

Resene Paints Limited

In New Zealand: 32-50 Vogel Street, Lower Hutt, PO Box 38-242, Wellington Mail Centre
 In Australia: PO Box 785, Ashmore City, Queensland 4214 In New Zealand call 0800 RESENE (0800 737 363)
 In Australia call 1800 738 383 Visit our website www.resene.com or email us at advice@resene.co.nz

Resene

the paint the professionals use