

Resene TradeLines

Issue 10 - 2004



“Wait for it, I think, yes, maybe, oh-oh- yup it's official - full on painting season is here again!!! You remember this time of year, lots of paint, lots of appointments, a big blur of events only to be ended by blowing leaves and cold weather in something like 6 months. Now's the time to get everything organised just to make sure you do get some time off work at least on the occasional weekend. And for those stuck working every hour of every day, we hope this issue gives you the excuse to at least take a 5 minute break and justify it as work related!”

Cover Up

Once upon a time we had Resene Decorator Acrylic Wallboard Sealer (now **Decorator Acrylic Sealer Undercoat**). Some of you loved it, some of you, well, didn't because you were looking for something easier to sand. Years later **Resene Decorator Easy Sand** was born and made those customers wanting an easily sanded product very happy. Of course some customers still wanted something different – not too hard to sand, not too easy to sand, so to keep them happy too, Resene have now made the best of both - **Resene Decorator High Cover Acrylic Wallboard Sealer**.

Resene Decorator High Cover Acrylic Wallboard Sealer maintains good sanding properties combined with excellent opacity. You can use it anywhere you might currently be using Decorator Easy Sand or other acrylic wallboard sealers.

Best of all, we're still keeping the popular **Resene Decorator Acrylic Sealer Undercoat** and **Resene Decorator Easy Sand Acrylic Wallboard Sealer**, which means that you have more choice than ever. Simply pick the one that suits your project and application style and if you are looking for something different for other projects just swap over as you need to.

Coloured Up

It's been a very colourful year with a number of new charts getting customers excited about painting and believe it or not we still have a couple more to take us out for the year. We've added 25 colours to **The Range Whites & Neutrals fandeck** to extend the colour range into some more off-whites, greys and Gravel variations. There are only four colours in the update that are new to Resene, so shouldn't take you long to figure them out. If you have a The Range Whites & Neutrals already, simply bring it in and our staff will give you an update kit so you can add the new colours to your existing fandeck. We also have new The Range Whites & Neutrals fandecks for sale complete with all the new and old colours for anyone who still hasn't got a copy.

Off the catwalk and back into the paint chart we have a new extended **Karen Walker chart** with 42 colours including all of the favourites from the first chart plus some new selections. Hand this chart over to Karen Walker fans and stand well back as you are likely to get an excitedly explosive reaction! You can get your Karen Walker chart from your local Resene ColorShop or order online from the Resene website, www.resene.co.nz (NZ); or www.resene.com.au (AUST).

Rules for Work

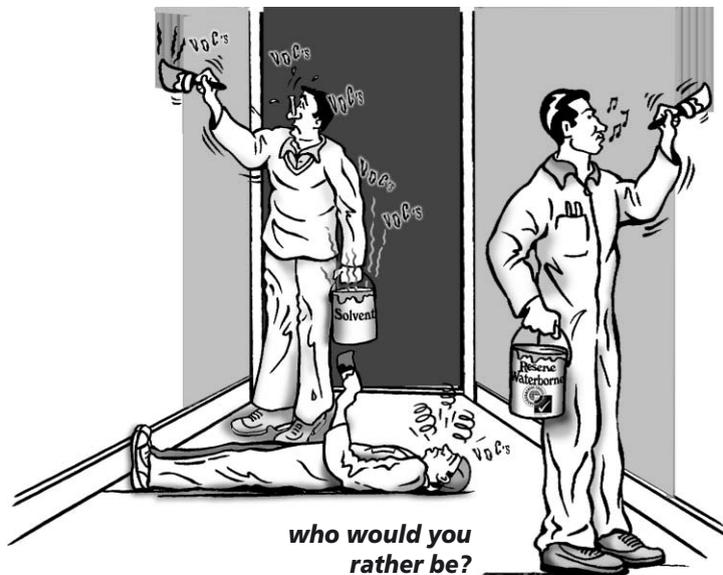
If your workload is stressing you out, sit back, relax and take 5 minutes to read the Rules for Work - it won't reduce your workload but it might just get a smile out of you.

1. Never give me work in the morning. Always wait until 4pm and then bring it to me. The challenge of a deadline is refreshing.
2. If it's really a rush job, run in and interrupt me every 10 minutes to ask how it's going. That helps. Or even better, hover behind me, advising me at every brushstroke.
3. Always leave without telling anyone where you're going. It gives me a chance to be creative when someone asks where you are.
4. If my arms are full of paint cans, brushes and rollers, don't open the door for me. I need to learn how to function as a paraplegic and opening doors with no arms is good training in case I should ever be injured and lose all use of my limbs.
5. If you give me more than one job to do, you don't need to tell me which is the priority... I am psychic.
6. Do your best to keep me late. I adore this job and really have nowhere to go or anything else to do. I have no life beyond work.
7. If a job I do pleases you, keep it a secret. If it gets out, it could mean a promotion.
8. If you don't like my work, tell everyone. I like my name to be popular in conversations. I was born to be whipped.
9. If you have special instructions for a job, don't write them down. In fact, save them until the job is almost done. No use confusing me with helpful information.
10. Never introduce me to the people you're with. I have no right to know anything. When you refer to them later, my shrewd deductions will identify them.
11. Tell me all your little problems. No one else has any and it's nice to know someone is less fortunate. I especially like the story about having to pay so much taxes on the money you make.
12. Wait until my yearly review and THEN tell me what my goals SHOULD have been. Give me a mediocre performance rating with a cost of living increase. I'm not here for the money anyway.

the Eneser news the professionals use

Keen to stay Green

With summer nearly here, it's goodbye brown muddy fields and hello to lush grass and endless hours of lawnmowing. We all tend to associate our country with clean and green, however it doesn't and won't stay this way without a bit of help from us. After all, Mother Nature is a superb multi-tasker but even she can't fight off everything at once without a helping hand here and there.



material from *Resene Zylone Sheen*, *Resene Zylone 20* and *Resene Ceiling Paint*, giving users high quality products without strong smelling solvent odours. The end result? Customers can paint interior areas and put the area back into service the following day, rather than waiting for days for the strong smelling odours to disappear. Best of all the job could be done without the normal headaches and nausea that were often caused by close encounters with solventborne paints in confined spaces!



On that note, the incidence of headaches, asthma, nausea, respiratory complaints, allergic reactions can also be easily reduced by simply choosing to use a low odour paint. The second part of fixing the headache was to introduce waterborne products that could be used in place of solventborne products, such as **Resene Enamacryl** and **Resene Lustacryl** and more recently **Resene Zylone SpaceCote**. All have minimal odour making painting inside a breeze.

Next time you're selecting a paint, think of yourself, your customers and the country around you and where you can opt for an Environmental Choice approved product – just look for the **EC logo** on our product data sheets and paint containers - it is confirmation that the product meets the requirements of the Environmental Choice Programme.

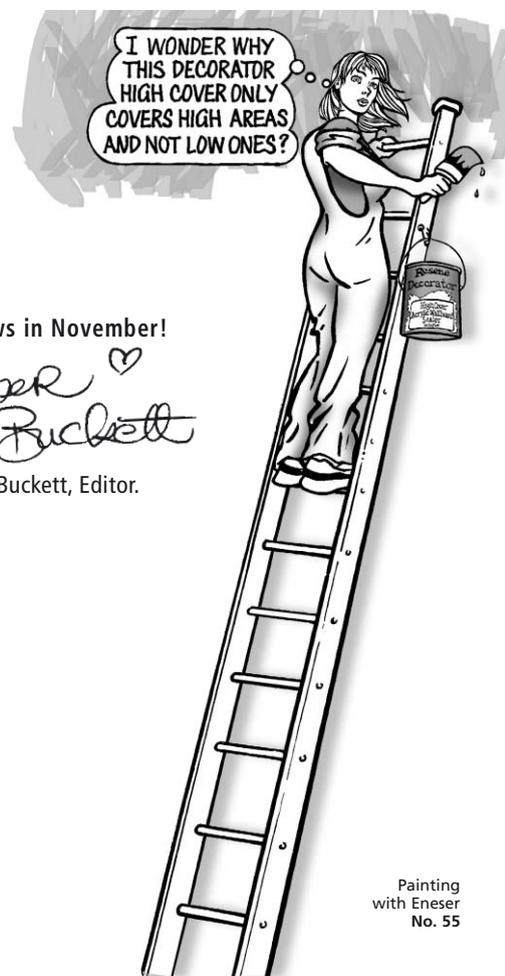
For further information on the Environmental Choice Programme, check out www.resene.co.nz/environmentalchoice/htm.

Years back, people used vermilion paint coloured by pigments made from a *mercury compound* to paint their bathroom and green paints containing *arsenic* to finish the fence painting – both were considered perfectly good ways to get the painting done, yet today we wouldn't dream of using either because of the hazard involved.

Paint manufacturing has certainly come a long way since then (thank goodness!), with toxic substances such as mercury, arsenic and more recently, *lead*, banished from the lab forever. Of course there are other nasties in paint – even high solvent levels have an adverse impact on the environment, which is why you are gradually seeing *solventborne products* drift off the Resene shelves and **waterborne products** take their place. It's all part of a wider plan to minimise the damage to your health and the environment; the fact that these waterborne products typically are actually easier to use, work better and clean up in water is definitely an added bonus for you and us!

Paints are manufactured using a wide range of organic and inorganic materials. They can contain components that impact adversely on the environment at different stages of the product's life cycle releasing solvents and toxic substances during production, application, the service life of the coating and disposal. In response to growing concerns over VOC emissions, the **Environmental Choice programme** focuses on the need to reduce these emissions. Solventborne paints release significantly more VOC's per litre than waterborne paints, spurring Resene chemists to develop waterborne replacements for solventborne products and in fact a key motivation behind the original Resene waterborne enamels – **Resene Lustacryl** and **Resene Enamacryl**, both introduced in 1996.

Joining the Environmental Choice programme also gave Resene the nudge to solve a common headache (literally!) for customers caused by strong smelling paint. Resene chemists removed virtually all odorous (aka stinky)



More news in November!

Eneser ♥
Bucket

Eneser Bucket, Editor.

Painting
with Eneser
No. 55

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Resene

the paint the professionals use