

Resene TradeLines

Issue 8 - 2005



“ For someone that doesn't like cleaning I seem to do far more than my share – something to do with being in the wrong place at the wrong time – all the time! Still with the Resene cleaning range, cleaning is getting easier... now I just have to find someone who knows how to get dried Fanta and tomato sauce off new white carpet and the house will be looking shipshape again! ”

clean lean

The average human being doesn't like cleaning... far more fun to make the mess and leave it to someone else to clean it up. Trouble is someone else never seems to turn up for the job.

Houses and buildings sit outside in the elements and are expected to look neat and tidy without any work from us. Cars on the other hand are generally immaculately groomed and garaged. This division of cleaning seems a bit strange when you think about it - after all homes and buildings are generally the biggest investment anyone will ever make so why don't we spend more time keeping them looking good?... the simple answer – because it sounds too much like hard work!

Of course, like most things in life, it really isn't that hard if you know how.

With new **Resene Paint Prep and Housewash** you can clean down a house with sound but dirt covered paintwork quickly and simply giving it a new lease of life without even having to lift a paintbrush. And of course with annual washing recommended, that means 5-10 chances to tackle the same job before redoing the paintwork – now that's we call repeat sales!

If the paintwork is so faded that no amount of **Resene Paint Prep and Housewash** is going to save it, then you can use the cleaner as a paint prep instead. The joys of modern waterborne technology mean that provided you repaint before the coating is peeling and flaking, you can actually save yourself hours of painstaking preparation work. If the surface you are planning to coat, such as weatherboards, is sound, a quick wash down with new **Resene Paint Prep and Housewash** to clean the surface, followed by drying time and then your selected topcoat system, is all you need. Of course if your client delays maintenance work, the dreaded preparation work required multiplies rapidly. Poorly adhering coatings require extensive surface preparation to remove them and provide a sound surface for painting.

When you compare the surface prep option of washing down with **Resene Paint Prep and Housewash** vs waterblasting the best solution is obvious... imagine directing a high pressure hose at your car... apart from the obvious damage it will cause to the paintwork it also won't do anything to the dirt except move it around. To remove dirt you need detergent to bundle it up and take it away, which is where **Resene Paint Prep and Housewash** cleans up nicely. Ever tried cleaning your car with just a bucket of water and a rag?... you'll know just how much a waste of time it is until you add the detergent! Waterblasting is, of course, ideal when the paintwork is flaking and peeling and you want to remove it.

There is another little magic cleaner in the Resene range - **Resene Deep Clean**. Resene Deep Clean is designed to help building owners keep their building's exterior surfaces free of lichen and algae, maintaining their good looks for longer. You can use it to offer an extra service to your clients, particularly in hard to reach places that a client would find difficult to tackle without expert help. The spraying can be included as a separate item in your quote. It's easy to sell as an add on -



after all, if you were going to all the effort of having the exterior of your home repainted, wouldn't you want that nasty moss on the roof to be killed off at the same time? Otherwise the paint job will look great but that huge patch of ugly moss will still be there.

Resene Deep Clean is easy to use - spray it on and leave it to work by itself destroying the growth and combining with UV light and rain to slough off the remains to leave a nice clean surface. It's not an instant fix, but so long as you tell the owner that they just need to leave it to let it do its work, we think you'll find you have some happy customers. Easy to use, in dry weather, simply spray the correctly diluted Resene Deep Clean solution onto the surface, saturate and leave. You can then continue on with all that other work you had planned. Tiled roofs are a particularly obvious target for this extra work - while you've got the scaffolding up, you may as well do the roof spraying. It works out cheaper for the homeowner as they only have to pay for the scaffolding set-up once and will give you a few bonus hours of pay.

Just one pack of Resene Paint Prep and Housewash 4L and/or Resene Deep Clean 4L will be enough to clean literally metres and metres and metres of substrate - at less than \$30, cleaning is both cheap and easy.

OK, now that we have a full range of cleaners for you to choose from, here's the quick guide to what you use where:

- **Resene Deep Clean** - for a slower acting deeper clean on exterior surfaces prone to mould and lichen. Stays on the surface and reacts with UV light and moisture to kill off mould and lichen spores leaving a deeper clean surface. Can be used on a variety of painted and unpainted surfaces;
- **Resene Paint Prep and Housewash** - for a quick clean of previously painted surfaces prior to painting to remove dirt and the like or to freshen up surfaces as part of an annual clean. Gives an immediately cleaner looking surface;
- **Resene Interior Paintwork Cleaner** (Concentrate and Ready to Use variants) - for all interior cleaning except the treatment of mould;
- **Resene Moss & Mould Killer** - for the treatment of interior and exterior mould infested painted surfaces to ready them for repainting or to rejuvenate a surface suffering from moss or mould quickly;
- **Resene Roof Wash and Paint Cleaner** - for a quick clean of exterior painted surfaces, especially designed for the unique conditions found on roofs. Requires more care in use than Resene Paint Prep and Housewash. Gives an immediately cleaner looking surface.

Make sure you keep some copies of the **Resene Caring For Your Paint Finish brochure** handy and leave them with your clients when you're done. It'll help them keep their home clean and your paint job looking great.

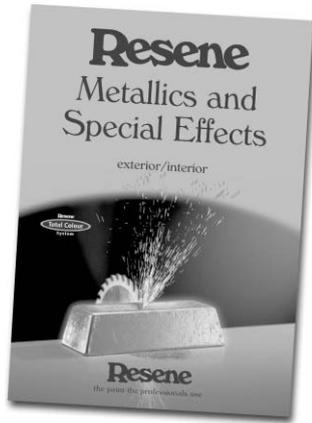


the Eneser news the professionals use

treasure chest

The Resene Metallics & Special Effects chart, a goldmine of metallic finishes has added to its wealth of colours, with the newly released chart combining favourites from previous Metallics collections, The Range collections and some new metallic effects to keep up the futuristic edge.

Copies of the chart are available from Resene ColorShops or order your copy online from www.resene.co.nz (NZ) or www.resene.com.au (AUST).



wood work

The Crown family of products has expanded into Crown Timber Colour, designed for coating exterior timber such as weatherboards, fencing, decks (where a non-slip finish is not required) and the like.

Line priced with Crown Low Sheen colours off white, it is a lower cost product for those who want to use a good quality product but perhaps cannot justify stepping up to the premium quality of Resene Lumbersider for the project at hand.

Available in nine colours including the ever popular Karaka – you can't go far wrong with this one!



high life

ha de ha

living the from Dave of Katikati...

"My first fall from fascia level still brings a smile. Up painting, I noticed my neighbour, a young guy, jumping on his kid's trampoline. He seemed to be enjoying himself. As I leaned back to catch his eye my weight shifted, the ladder shifted and I crashed spreadeagled on the ground.

As he bounced high above the adjoining hedge he saw me fall and came running to my aid. He was aghast. Here was a painter absolutely covered in blood lying on the ground with paint pot and ladder on top. As he got closer he realised I was covered in the red paint for the fascia, not blood and seeing I was ok he went into hysterics.

I saw him recently after almost 12 years and he burst out laughing at the sight of me. Needless to say we had a yarn over a cold one".

And now a not so true story...

dislike at first sight

A young man excitedly tells his mother he's fallen in love and is going to get married.

He says, "Just for fun, Mum, I'm going to bring over two other female friends in addition to my fiancée and see if you try and guess which one I'm going to marry."

The next day he brings three beautiful women into the house and sits them down on the couch in front of his mother and they chat for a while.

He then says, "Okay Mum, guess which one I'm going to marry."

She immediately replies, "The redhead in the middle."

"Mum, that's amazing you're right. How did you know?"

"I don't like her."

Which brings me to story two....

More news next month!

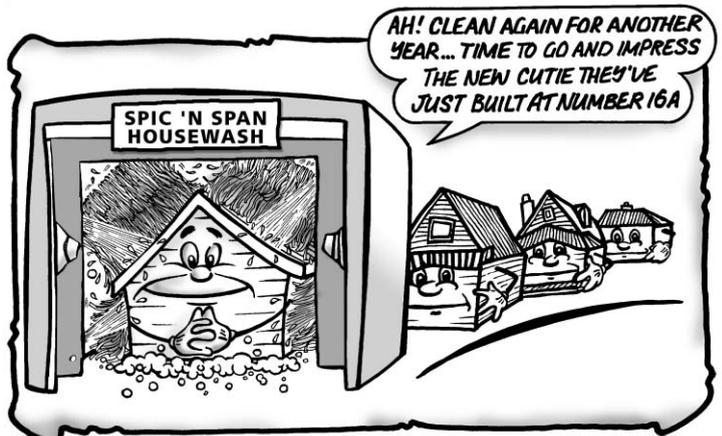
Eneser Bucket, Editor.

Eneser Bucket

real life, just like on telly



"Straddled over a ladder I was painting the back of a fascia board when the ladder kicked out. It went one way, I went the other and landed clean on my back. Winded, staring up at the sky, I was relieved when my workmate came running to see if I was OK. Next day he said the neighbour had seen me fall. She'd been working at her kitchen sink and saw the incident, She didn't come to help, or to see if I was OK, just made the comment - 'It was real funny - just like the ad on TV!'"



Painting with Eneser No. 62