

Resene TradeLines

Issue 7 - 2005



“ Ah, the dreaded winter months, the chill in the air - unless you live down south in which case you have probably hibernated already with no plans to venture outdoors until spring. Never fear, we have the perfect excuse to stay indoors with a new interior product to keep you all happily painting throughout the winter, plus a new waterborne one designed to repel water... Waterborne that repels water? What will they think of next - alcohol and fast foods that help you lose weight??? To round off the news we have some details on the **Resene X-200 Guarantee** - since we figure you'll have your hands wrapped around a coffee, we may as well give you an excuse to have a longer morning tea on the basis that you are processing important work related material. Stay warm and keep the coffee coming! ”

Colour match

Good old **Resene Decorator Ceiling Flat** goes in and out of Resene ColorShops at a rapid rate of knots - in fact the only negative comment we ever hear is that it doesn't tint up true to the colour on the colour charts, which does cause a few headaches here and there.

Keen to avoid customers losing their cool or their chargeable hours because their ceiling paint isn't a precise match, Resene have introduced new **Resene Decorator Tintable Ceiling Paint** - which, as you can guess from the name, is designed for tinting. The new product will tint up to match the colour on the colour charts saving everyone a headache.

So now we have **Resene Decorator Ceiling Flat white** when you just want to use white or you can buy the **Resene Decorator Tintable Ceiling Flat** if you want a colour off white. If you don't care quite how accurate the colour is you are more than welcome to grab either product and get it tinted - totally your call. The whole idea is to give you the choice and then let you select the right product for whatever work you have on.

If you're looking for a more premium option, your best bet is still **Resene Zylone 20** flat acrylic in dry areas and **Resene Zylone SpaceCote** low sheen waterborne enamel in wet areas.

So wet or dry, white, black or red, Resene has everything you need to get ceilings coated and coloured just the way your customers want.



Stop water in its tracks

A waterborne product that repels water... if you didn't know it was true you would think someone was pulling your leg!

Resene Aquapel has been a popular product over the winter time, though the solvent fumes are a bit of a bugbear for regular users. The Technical team are working their way through all the solventborne products trying to come up with better-to-use waterborne ones and have conjured up a **waterborne version of Resene Aquapel** in the process.

The new **Resene Aquapel** is a **clear water repellent** treatment formulated to help control efflorescence and give a long-term water-beading effect to deter water penetration. It can be used by itself or as a primer under waterborne coatings, especially **Resene AquaShield mineral effect**.

Leaving exterior concrete bare is an 'in' look at the moment but a few building owners might get a fright when they start seeing how fast the mould, lichen and so on develop. **Resene Aquapel** can help combat those nasties - simply apply as a clear finish over concrete to maintain the natural appearance while providing protection against the elements and slowing down the growth of mould, lichen and the like as these organisms will find it more difficult to grow on the coated surface than on an uncoated one.

Unlike the old version, **waterborne Resene Aquapel** is suitable for both interior and exterior use and has significantly lower VOCs of less than 10 gm/L.

And just to show you that we have been listening, the new version is available in both 4L and 10L packs - so no more buying a 4L when you really wanted a 10L. You'll start to see the **new waterborne variant** find its way into stores as we run out of the older solventborne variant.



the Eneser news the professionals use

Coating guarantees

We've had a few wee queries from painters and clients requesting **Resene X-200** waterproofing guarantees after the job has been completed. Unfortunately this is a whole paint job too late; so to make sure you're all up with the play, here's the basic rules that apply to the guarantee.

The **Resene X-200 Guarantee** guarantees that Resene X-200 will waterproof surfaces to which it is applied for ten years, and if it doesn't, Resene will not only supply new material but also pay to have it applied. Such an unequivocal guarantee naturally carries some caveats with regards to application, previously applied coatings, consequential damage, and external damage, all of which are clearly stated in the document just so that everyone knows precisely what is and what isn't covered.

There are however, two conditions not stated that are equally important:

- Firstly, the price of the Resene X-200 coating contract must be over a *minimum* value. This is simply to stop every DIY'er demanding a guarantee for every garage wall or chicken house they decide to coat.
- The second condition is that any job requiring a guarantee must be inspected **before coating** by a Resene representative. A numbered specification is then drawn up specific to the job, signed by the representative doing the initial inspection, and countersigned by our technical director. Only on the satisfactory completion of the job within the terms of the specification, will the guarantee be issued.

A guarantee cannot be issued if requested at the completion of a job. Resene believes that the guarantee it issues for **Resene X-200** is the best protection offered by the industry and its value can only be maintained by adhering to the protocol.

So if you have a significant value Resene X-200 job in the planning and are wanting the **Resene X-200 Guarantee**, talk to your Resene representative before you start. Getting a Resene X-200 Guarantee is all very straightforward - once you know how of course!



The customer is **not** always right

A young newlywed couple wanted to join a church. The pastor told them "We have special requirements for new parishioners. You must abstain from marital relations for one whole month."

The couple agreed and after two-and-a-half weeks returned to the Church. When the pastor ushered them into his office, the wife was crying and the husband was obviously very depressed.

"You are back so soon... is there a problem?" the pastor asked.

"We are terribly ashamed to admit that we did not manage to abstain from marital relations for the required month," the young man replied sadly.

The pastor asked him what happened.

"Well, the first week was difficult... however, we managed to abstain through sheer willpower. The second week was terrible, but with the use of prayer, we managed to abstain. However, the third week was unbearable. We tried cold showers, prayer, reading from the Bible... anything to keep our minds distracted. One afternoon, my wife reached for a can of paint and dropped it. When she bent over to pick it up, I was overcome with lust and had my way with her right then and there" admitted the man, shamefacedly.

"You understand this means you will not be welcome in our church," stated the pastor.

"We know." said the young man, hanging his head "What's worse, we're not welcome at our Resene ColorShop anymore either."



More news next month!

Eneser 
Buckett

Eneser Buckett, Editor.

Painting with
Eneser No. 61