

Resene TradeLines

Issue 6 - 2005



“ Swatches here, swatches there, swatches it seems like everywhere... and if we can just convert all those millions of swatches into paint sales we'll all be doing fine! Head Office is a little like a snowstorm at the moment with pallets of The Range fandeck loose pages starting to look more like mountains than pieces of colour chart. We've got a number of staff happily distracted collating those for at least the next 6 months... meanwhile thanks to requests from you we have a few new products that have been developed to suit your project requests that we can now make available to all. ”

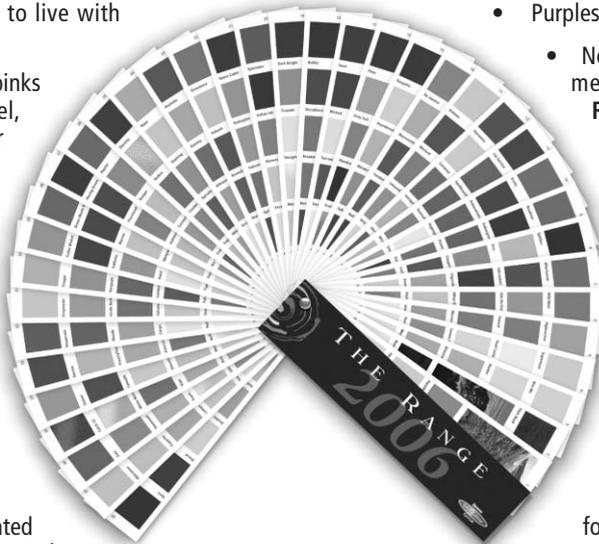
get in fashion

First up is the new **The Range 2006** hitting ColorShops as this finds its way to you by snail mail.

The Range 2006 is full to the brim with new colours, new **metallics** plus some favourite **wood stains** and **mineral effects** finishes. You'll still find the complementary colours guides on the back of each chip – so even if you are colourblind you can put together a scheme in seconds.

To make sure you're up with the play, here's the cheat guide to the new colour trends to see you into 2006 in style; if in doubt send the client down to your local ColorShop to check out the large colour swatches and get some tips on choosing colours from our staff (might just give you more time painting and **less time** client procrastinating!). Anyway back to those trends...

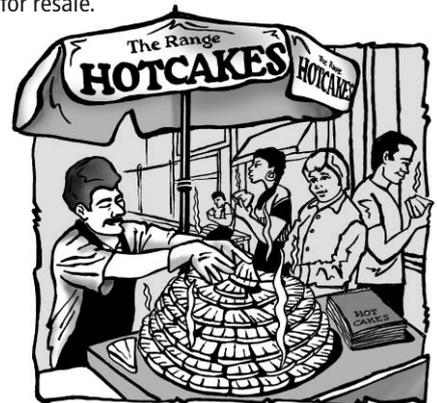
- Relaxed living, lighter colours, easy to live with pastels becoming popular.
- Thank goodness the shocking bright pinks have chilled out and are going pastel, such as **Resene Floyd** (named after Pink Floyd of course!) and through to coral pinks and tea rose pinks in the commercial market. Reds are still hanging around, but pinks and oranges are overshadowing them for the moment.
- Departing from orange, brown is becoming cleaner with a stronger Eastern influence. Rich and classic browns are considered highly versatile, so don't be afraid to splash some of them around.
- Greens will be darker and more saturated than what we have seen in recent years and you'll start to see minty greens coming through, such as **Resene Paradise**.
- Dark bittersweet chocolate is edging towards the new dark neutral of choice, though intense black is holding its ground.
- For the eco look pair some browns with persimmons and fern greens or invigorate with the fresh blues and reds teamed together.
- For the more tempered tastes, clay orange, cream, soft blue and brown is comfortable.
- Oranges are freshened and moving into new peaches, such as **Resene Joie De Vivre**, with a fresh new flavour. Orange drifts into the yellows giving egg yolk colours. Don't go past supercharged **Resene Bite Me** - best used in small doses!
- Blue greens and teals, such as **Resene Beatnik**, are back after their absence from the trends. Blues become warmer and less icy – fresh, clean and confident – you'll know what we mean when you see new blues **Resene Endorphin** and **Resene Optimist**.



- Purples are still there but few in number.
- New directions in special effects sees whitened metallics, such as **Resene Glitterati** and **Resene Metro**, growing in number as they are easier to combine with more traditional finishes.
- Natural neutrals remain a safe choice (no surprises there!) with some new monochromatic whites and fresh greys, such as **Resene Trojan**, expanding the selection (just in case you were running out of options).
- In short, pastels, clean and bright hues (note the word bright rather than necessarily shrieking ones!), hot pinks have developed and in some cases softened. Blue greens, browns and don't forget the neutrals!

Best of all the colour trends are becoming more universal to all age groups meaning that a house painted to suit a younger client is increasingly likely to appeal to older clients as well; very handy when you are painting a house for resale.

So make sure you're seen to be up with the play - delight your client's sense of fashion and be bold with a colour selection from the new The Range 2006. Grab your new fandeck at your Resene ColorShop now, but be quick - they're going like **hotcakes!**

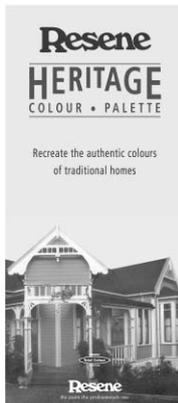


the Eneser news the professionals use

colour-full

Resene wouldn't be Resene without swatches to keep customers inspired and motivated to redecorate their home. Following the **KidzColour chart** earlier this year, Resene have also launched:

Resene Waterborne Colorwood colour chart as a chipped chart... which in short just means that the current samples give you a better idea of what the stain colour will look like on the timber than the original printed brochure... of course because of the vast differences between even two pieces of the same type of timber we advise using testpots to check the stain colour is correct before tackling the full project. Grab a copy from your Resene ColorShop or order online from www.resene.co.nz (NZ) or www.resene.com.au (AUST).



The **Resene Heritage Colour Chart** has been refurbished after a five year holiday and is back to give those redecorating villas and the like traditional hues to choose from. It has the 48 colours from the original palette presented in a new style offering larger swatches so that it is easier to pick out your favourites. Grab a copy from your Resene ColorShop or order online.

peel deal

As critical light issues on paperfaced plasterboard are becoming increasingly common, the paperfaced plasterboard industry has discovered that no matter how well the surface is prepared, some areas will have a window of time each day where joints from the boards become obvious due to light glancing onto or along the surface. Traditionally spray painting was thought to give the best even finish on paperfaced plasterboard however this view has now been somewhat revised with a new recommendation that the **orange peel effect** of roller application is preferred to spray application. The theory is that instead of trying to get a 100% even finish across the surface (a somewhat impossible task!!), the aim is now to get a randomly consistent slight texture across the space so that the eyes aren't drawn to any patches that don't fit in with the rest of the finish. The slight texture of the orange peel effect has the benefit of diffusing the light making the surface finish look more even because it minimises the impact of minor surface imperfections.

Funnily enough, Resene discovered the same thing a few years back. **Resene Metallics** are based on the same theory - originally they were formulated to ensure every single last flake lay in the correct direction. However it was difficult for some to achieve such a perfect finish with every flake lying precisely as it should. So to save application frustration, the product was later reformulated so that the flakes would lie in completely **random** directions. The constant randomness looks consistent to our eyes thus giving the impression of a consistent high quality finish. Strange but true.

cold stuff

Wintergrade technology has advanced further with Resene now offering a winterised version of **Resene Resitex Standard, Medium and Coarse**. Like popular **Resene Wintergrade Lumbersider** and **Resene Hi-Glo**, these new Resitex formulations will dry in even cold weather... provided of course it is above the freezing point!

On the note of temperature, **Resene New Denim Blue** from the new **Resene Hi-Glo** roof chart (and from the **COLORSTEEL®** range) is now available as a cool colour formulation. Work in Australia has shown that Cool Colour-style technologies can reduce air conditioning costs by up to 50%. As it is considerably more expensive to keep buildings cool in summer than it is to heat them in winter, the energy savings associated with Cool Colour-style coatings are significant.

And to top off the temperature gauge we have a **summergrade Resene Hi-Glo** available in batches of 600 litres or more. This product is designed to be spray-applied in the heat of summer with drying slowed down to give those working on large roof areas enough time to get the paint out of the pail and onto the roof before it dries.

Now no matter whether it is cold, warm or hot, you can select the appropriate Resene Hi-Glo for the weather - '**wintergrade**' in the winter, '**standard**' when temperatures are mid range and '**summergrade**' to keep you going on the hot days.

Nature doesn't just control the temperature but also the effects of the environment on paint finishes. To minimise exterior fading, we recommend **Resene Sun Defier** - this is starting to become a recognised product for large corporate branding projects where the clients need to keep their building colours in sync with their branding. Resene Sun Defier is available in the standard formulation or for large projects we can make special order requests with specialised pigments to provide added protection for yellow or red topcoats - for more information or to place an order see your Resene representative.

wisdom...?

Thanks to Paul, our Waikato Branch Manager we have these words of wisdom from Old Chinese Soothsayer Confucius!

1. When you sign up for an exercise class why do they always tell you to wear loose fitting clothing, surely if you had any loose fitting clothing you wouldn't have signed up for the class in the first place!
2. When we were young we went "skinny dipping" now most of us "chunky dunk".
3. My wife tells people that I never listen to her, at least I think that's what she says!!!
4. If the world didn't suck, we would all fall off.
5. If raising children was meant to be easy, it would never have started with something called labour.
6. Wouldn't it be nice if every time we messed up our lives we could press 'Control, Alt, Delete' and start over again.
7. Stress is when you wake up screaming and realise that you haven't fallen asleep yet.

Eneser
Buckett

More news next month!

Eneser Buckett, Editor.



Painting with Eneser No. 60