

# Resene TradeLines

Issue 10 - 2005



“The paint season is in full swing and the year is getting closer to the end – where does the time go? Strange how when you are really busy time moves quickly but if you don't have much to do (or you are stuck at the dentist) even a few minutes seems like a lifetime. Best to get in now and get through as much work as possible as it is officially downhill to the silly season so you won't want to be stuck working when everyone else is out having fun!”

## Bull Slip

First, from our “What in Heaven's Name Were They Thinking” department... Thanks to the paint and coatings regular email newsletter - apparently coating the streets of Pamplona, Spain with non-slip paint for the annual 'Run with the Bulls' event has proved both controversial and ineffective.

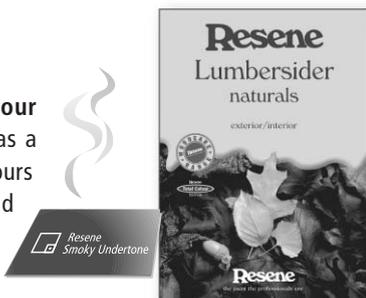
Now, your average fighting bull weighs about 1000 pounds, and all of his 10-12 horsepower and resulting tractive effort are put to the ground by four admittedly small hooves at the bottom of fairly fragile legs. The thought was to cover the street's cobblestones with an **anti-slip coating**, enhancing the beasts' traction as they negotiated the numerous corners of the run. Further, it was hoped that the non-slip finish would help keep the reason-deficient folks who run with the bulls from falling and getting trampled.

What was not realised was that a bull's traction depends upon his feet being able to “plant” into a compressible surface underneath them, and no amount of anti-slip will increase traction enough to keep the powerful beasts afoot on a hard, non compressible surface like cobblestones - there is only so much surface area to exploit. Needless to say, there were injuries, including several trappings and the loss of a perfectly good bull. Just goes to show that some things just can't be made safe, even by coatings technology.

## Down to Earth

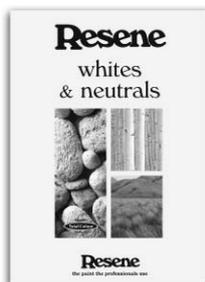
The **Resene Lumbersider colour chart** has a new lease of life as a collection of muddy earthy colours ranging from light through mid tones and into the deeper tones, incorporating some favourites seen on prior year's fandecks.

The new selection reflects the increasing use of midtone hues for exteriors complemented by stronger colours. Smoky undertones provide a commonality to the colours, making colour scheming quick and easy because most colours on this chart can be used together in a scheme. Copies of the new chart will hit stores as the old charts run out.



## Two Tweaks

By popular request, the new **Resene Whites & Neutrals chart** includes two new colours – Resene Wheatfield and Resene Half Napa. Both hot favourites this chart is like a celebrity list of whites and neutrals. Copies of the new chart will hit stores as the old charts run out.



## Two New Kids

Two new products have joined the Resene clan for the spring and summer months - **Resene Hi-Glo Pastel** and **Light** in 10L pails. The popularity of Resene Sonyx 101 Pastel and Light 10L introduced late in 2004 has cleared the way for these often requested extensions to the Resene Hi-Glo range. Both new products are line priced with Sonyx 101 Pastel and Light so now you can choose pack sizes up to 10L for all semi-gloss and gloss exterior projects where colours have been specified.

## Thanks for the Advice!

A young female client called into her local Resene ColorShop in Mt Maunganui to ask about an issue she was having with painting her roof. She explained that one part of her paint job looked glossier than the other. Upon the staff member querying her further, she explained that she had added *water* to her spray unit halfway through the job.

An old painter, who was standing at the counter, suggested a little too loudly...“You've got a VD love, the UV light will soon cure it.”

Looking a bit taken aback, the distressed young woman almost took flight, until being reassured by the staff member that the “**Visual Disparity**” (VD) in the paint would not last long, and in fact all would be well when the paint dried and cured. (Ah, the joys of industry-abbreviated terminology!).



## Potential Lobster Alert

Before you get fried to a sizzle in that sun they are promising us, get yourself down to Resene and grab yourself a **free pot** of suntan lotion. Just because you have to paint outside all day is no excuse to get yourself burnt to a cinder... especially with free suntan lotion just waiting for you to come and get it.



the Eneser news the professionals use

## Paint Diet

Following nearly five years of development, 'Be PaintWise' was launched in 2004 to encourage paint users to minimise their effects on the environment. The first year of Be PaintWise included an unwanted paint and paint packaging recovery trial in Auckland to help homeowners recycle and dispose of their unwanted paint and paint packaging.

Thousands of cans were returned, some empty, many partially full of paint. Nearly 2000 litres of Resene paint in good condition was returned to the community through community groups, such as graffiti tag out trusts, arthouses, schools and the Paint Hutt City Beautiful project. Metal cans were recycled.

Responsible recovery has progressed rapidly since the end of the trial, with a permanent Resene PaintWise service launched in Auckland, Waikato and the Bay of Plenty on 1 September 2005. Retail customers in these areas can now bring in any brand of unwanted paint and paint packaging to designated Resene ColorShops. A PaintWise mobile truck service travels around the stores, processing the materials received before returning to its Auckland depot.

The Resene PaintWise service is funded by Resene with implementation assistance from all six Auckland councils, Environment Bay of Plenty, Environment Waikato and the Ministry for the Environment and has been developed with Responsible Resource Recovery. The ongoing programme will be managed by the Resene Foundation charitable trust. The Resene Foundation is a non-profit foundation with the initial role of facilitating the PaintWise programme and distributing any surplus funds to charitable purposes. The Resene PaintWise programme has been recognised as a breakthrough in environment focused programmes; receiving the Business Environmental Leadership Award in the recently announced ARC Environmental Awards 2005.

Resene provides financial assistance direct to the Resene Foundation supplemented by a PaintWise levy of 15c per litre on retail paint purchases and a small charge on returned non-Resene cans and paint. There's no charge at the time retail customers return Resene paint cans and product as these costs will be met by Resene and the PaintWise levy on purchases. All PaintWise levies and charges will be collected by Resene ColorShops and passed on in full to the Resene Foundation to manage the Resene PaintWise programme. These funds will then be available to help pay the considerable costs of running the service.

The retail Resene PaintWise levy does not apply to trade customers. A separate contractor service has been introduced in the current PaintWise areas for trade customers enabling them to book in a PaintWise service to their premises.

Book a Resene PaintWise contractor site visit and the Resene PaintWise truck will visit your place and take care of your paint no matter what brand it is for you. The cost is \$100 + GST for the site visit plus paint processing charges. Contractor site visits are booked into the normal PaintWise truck pick-up schedule - ask your ColorShop to book you a slot if you require this service.

The fee can be charged back to your Resene account to keep things nice and simple. The monies received are all paid onto the Resene Foundation, the non-profit charitable trust that is running the Resene PaintWise programme and will help to pay the considerable costs of collecting, processing and onsupplying the paint to community groups as appropriate or responsible disposal.

If you only have a small volume of paint you wish to clear, you can take up to 25 cans or pails per day into the designated PaintWise Resene ColorShops. Charges of \$1 per can 4L or less and \$2.50 per pack larger than 4L apply regardless of whether the cans are full, partly full or empty. Again the cost can be charged to your account and monies will be paid in full by Resene to the Resene Foundation to pay for the Resene PaintWise programme.

The following stores currently accept unwanted paint and paint packaging returns:

\* Hamilton, Henderson, Manukau, Mt Eden, New Lynn, Orewa, Pukekohe, Takanini, Tauranga and Wairau Park.

These stores will accept returns of paint and paint packaging only - sorry we can't accept aerosol cans, thinners and any other products.

Bookings for a PaintWise pickup service can be made via any Resene ColorShop in Auckland, Hamilton, Tauranga and Mt Maunganui and are currently only available to contractors in these areas.

Of course you can be PaintWise no matter where you are - being PaintWise is all about...

- Reduce
- Re-cycle
- Use
- Re-Use
- Store
- Donate

Check out full details next issue and get rid of some of your paint clutter.

The Be PaintWise programme is an extension of Resene's environmentally responsible culture ensuring that we are minimising the impact on the environment in everything from product formulation and production to responsible recovery and disposal. Watch this space for more environment friendly developments in the future and for a PaintWise service in other regions.



Resene thanks the following Councils for their assistance and advice:



More news next month!

*Eneser* *Bucket*

Eneser Bucket, Editor.

Spanish non-slip paint... sounds like a load of bull to us...



Painting with Eneser No. 64