

# Resene TradeLines

May 2004

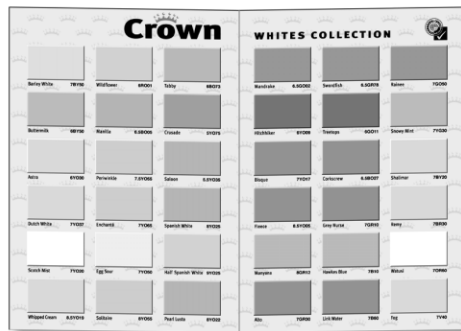


“ Ahhhh May, the time for Super 12 finals and just a stone's throw from the next public holiday. Of course Mother's Day is just around the corner so make sure you cover that one off and you'll get yourself in the good books for a while. This year is zooming by at full speed so we've got all our staff running around in circles working on new stuff, tweaking old stuff and generally just making stuff!! And now onto the new stuff!! We've got lots of new products to talk about, some of which have snuck quietly onto our shelves in the last couple of months, so here goes! ”

## New Stuff

### More White

With Crown Roof proving to be popular and whites and light neutrals being the 'in' thing, we thought it was about time to extend the range of Crown products and perhaps give you all some colours to get you started. What we've ended up with is **Crown Low Sheen** plus the **Crown Whites Collection**, a range of 36 easy to live with whites and neutrals designed for use inside and out. Luckily you'll find you know most of these colours already so it should be extremely easy to pick your fave and start slapping it on.



Just to make life easy, the new product is just what it sounds like - i.e. Crown Low Sheen is a washable 100% low sheen acrylic coating for all types of interior and exterior surfaces. If you're planning on painting joinery we recommend you grab yourself some **Enamacryl**, **Lustacryl** or **SpaceCote** 'cos Crown Low Sheen is not designed for these areas.

Next time you're in your local ColorShop, grab yourself a chart and check out the range.

### Big Boards

Resene Blackboard Paint joined the ranks of Resene mid last year and starting winging its way out the door quick smart. Less than a month down the track and those completing projects with multiple blackboards were demanding a larger size to save them opening up numerous small cans. It sounded like a highly logical and reasonable request to us so we put together a 10L pail of **Resene Blackboard Paint** perfect for those extra large jobs. Of course, this isn't the sort of pack size that is going to wing itself off the shelves each day, so to get your hands on this larger pack you just need to ask your local Resene ColorShop Manager or rep to order in the bucket or buckets you need to get you going.



### Black is back

Talking about 10L pails, there is also another 10L pail new to Resene shelves. Again this one was requested by field staff... just goes to show that it is worth asking for the products you want because often we can make precisely what you want making your job easier.

Anyway back to that new item! Black fences seem to be all the rage in some suburbs, plus black finishes also seem to be springing up on Linea weatherboards. So, to fit the bill we have created **Resene Lumbersider Black 10L pails**.



Resene Lumbersider Black

OK so not the most exciting product launch of the century but for those regularly painting black fences it'll be a handy pack size for you.

### Lighten Up



Somewhere in the process between formulating, trialling and producing **Resene Concrete Primer** the original light grey colour became darker and darker and darker... we wonder whether our tinter supplier secretly upped the dosage level so that he could sell more stock! While the depth of the colour has absolutely no effect on performance a few of you have been a little surprised to find the coating quite so dark... so, to keep everyone happy and avoid any surprises in the future, we have lightened the grey of Resene Concrete Primer. The new lighter grey version will creep its way onto shelves once the darker one starts to run out. Apart from the colour change, the product remains exactly the same... so you can be sure it goes on, sticks and performs just as well as the darker version.

**Promo Time** We've got a hot new promo for you this month on spray equipment running into June - check out the promo flyer or ask your rep for more info, but be sure you get in quick!

the paint the professionals use

## Tips 'n Tricks

### No need

Over time many requests for Acrylic Undercoat red and yellow 2 tones to give improved hiding have found their ways to our tech team. Well, the lab boys and girls planned to create two such variants but in the process of running themselves some tests they found out that there is a much easier fix already on hand.

When using yellows such as those off the new Yellow 2 tone, don't be tempted to skip the undercoat or use the topcoat as the undercoat because there is a risk that your shortcut will be discovered!

Undercoats applied over a sealer or primer are designed to provide:

- Good adhesion to the primer/sealer.
- A base that the topcoat will adhere to.
- Film build for barrier properties.
- Even out small imperfections.

When compared to a standard topcoat, undercoats are formulated at around 45-55% Pigment Volume Concentration along with a higher volume solids at around 45%. Because undercoats are designed to be overcoated, the tech team can focus on getting the best adhesion and the best opacity in the undercoat leaving the topcoats responsible for protecting the system from the weather.

These days, with 100% acrylic products over timber and galvanized steel, the undercoat can often be left out... **but not always!** Pigment type also affects the hiding power of a paint and can necessitate the use of an undercoat. How good a pigment is in contributing to hiding is determined by its light absorbing or light scattering properties. Black pigments are the best for opacity because they absorb all wavelengths of white. Titanium dioxide is used extensively in paint and adds to opacity by scattering light away from the surface of the paint.

There are some pigments that do not contribute as strongly to the opacity of paints, with yellows and reds being particularly notorious for this. The old lead chromates had durability, hiding power and were cheap, however these benefits don't quite justify the associated health risks.

**To maximise hiding**, Resene focuses on using organic pigments with a strong emphasis on colour consistency and improved durability. While these pigments are more difficult to incorporate into paint systems our tech team are well practiced at juggling performance and costs to get colours that outlast and outperform others.

However, while our tech team might have the magic touch, they do have to deal with the real limitations of any raw materials, which means that even after all their clever formulating the yellows will often require more than two coats.

**To get the best yellow or red finish**, when a yellow or red topcoat is being used, always use an undercoat first to give a consistent light base; don't try and get away with an extra coat of topcoat - you'll find the hiding gained by an extra coat of topcoat is disappointing compared to the hiding that can be gained from a single undercoat.

Using a tinted undercoat gives you the best of both worlds, a product designed for opacity and adhesion to support the final colour the topcoat is delivering.

**With Yellow 2 the tech team have done a series of tests and run them past the Colour Lab. They have found that one coat of Quick Dry and two topcoats applied at the correct spreading rate deliver a final film with excellent opacity - so no need for a yellow and red tone undercoat - simply whip out the ever handy Quick Dry, apply it as an undercoat to give an even base to work from, then you can topcoat away with your fave red or yellow!**

## Ha de Ha

**Here's a little something to get you smiling from Dave Corley...**

Three eight year old boys were talking about their fathers and discussing how fast they can move.


Tommy said, "My father is the fastest man in the world, you know he can throw a ball out of a 3 storey building window, run down the stairs and then catch the ball before it hits the ground."

Then Jimmy said, "That's nothing, my dad's faster than that, he can fire an arrow at a tree and then catch it before it hits the tree."

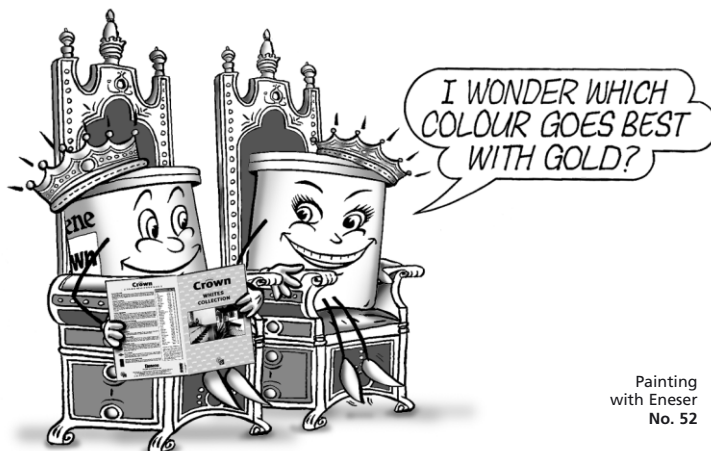
Not to be outdone, Freddy said, "You may think that is fast but my dad is a painter and works for the city council, he knocks off work everyday at five o'clock but he is always home by half past two."

**In the interests of mental health, and especially for those who love wordgames, we offer the following mind bending thoughts:**

1. Don't sweat the petty things and don't pet the sweaty things.
2. One tequila, two tequila, three tequila, floor.
3. If man evolved from monkeys and apes, why do we still have monkeys and apes?
4. I went to a bookshop and asked the saleswoman, "Where's the self-help section?" She said if she told me, it would defeat the purpose.
5. What if there were no hypothetical questions?
6. If a deaf person swears, does his mother wash his hands with soap?
7. If a man is standing in the middle of nowhere speaking his mind and there is no woman around to hear him, is he still wrong?
8. Is there another word for synonym?
9. Would a fly without wings be called a walk?
10. If a turtle doesn't have a shell, is it homeless or naked?
11. Why don't sheep shrink when it rains?
12. Can vegetarians eat animal biscuits?
13. What was the best thing before sliced bread?
14. One nice thing about egotists; they don't talk about other people.
15. If you try to fail, and succeed, what have you done?

More news in June! *Eneser*   
*Buckett*

Eneser Buckett, Editor.



Painting with Eneser No. 52

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# Resene

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