

Resene TradeLines

August 2002



“ Aaahhh the joys of endless rugby and enough bad weather for me to justify staying indoors watching it! With NPC to keep me company and the internet to tide me through the time between games, I'm all set for the rest of the month. I'm an expert couch potato but can't say I'm a whiz on the computer. A bit of practice here and there and I'm starting to figure out some of the tricks. This virtual colour and paint stuff that everyone seems to be doing is actually much easier than I thought - surprising what you can learn when you lock yourself in the computer room for an hour with a set of EzyPaint instructions, an open mind and no interruptions! ”

New Products

The Lime Trap

Poor painters (and paint companies!) get blamed for a lot of things that they have absolutely no control over... first there was that annoying critical light thing that conveniently only showed up after you had done all the hard work applying the paint. Of course you got the blame for the problem when the fault was actually to do with the placement of the windows and the unevenness of the boards and jointing underneath the paint. Well once everyone figured out the problem, Resene quickly figured out they could help save painters (and themselves) an ear bashing by supplying a skim coat, known as Resene Broadwall Surface Prep, to even out the board's porosity and bring it up to Level 5. Aaahhh! Problem solved and one less thing for us all to have to worry about.

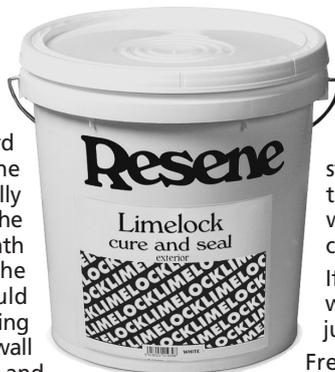
Well having solved that one and quite happily surveying the results, we've now discovered another substrate quirk that only shows up after the substrate has been coated. This time it is an exterior problem and is caused by improperly cured plaster. Thin polymer-modified plasters are most prone to the problem as they often dry out during the curing process stopping it dead in its tracks.

Most cementitious surfaces are laden with free lime. When cured properly, this free lime is securely trapped inside the plaster... but if the surface is not properly cured with sufficient wetting the lime can be transferred through the topcoat system causing undesirable lime staining (and undesirable client complaining).

The problem has little to do with the paint or the painter... the problem is the improperly cured substrate. How do we know this? Simple... when the substrate is properly cured, there is no problem.

Just like the critical light situation, lime staining only shows up as a problem after the substrate has been coated... which just means more unwarranted ear bashing for painters and paint companies. Rather than sit back and point the finger the Resene Technical team got onto the job and figured out a new product that will fix the problem and, as an added bonus, reduce the downtime before coating plaster. Talk about turning a negative into a positive! This new panacea is known as **Resene Limelock**.

Resene Limelock is a preparatory coating designed to cure and seal cementitious substrates. It has been tested by BRANZ and promotes curing by producing a water barrier, which, unlike traditional curing membranes, can be overcoated with acrylics at any stage.



Its outstanding ability to cure and seal the substrate means you don't have to leave the plaster to cure for 7 days before painting. This is brilliant as you can cure and seal the surface using Resene Limelock while the scaffolding is still up, allow it to dry and then start painting on the acrylic topcoats. You'll be finished the job while others are still waiting 7 days before they can start using traditional products.

If you're planning dark, heat-absorbing topcoats we recommend you still wait 7 days before painting just to be on the safe side.

Free lime is pretty aggressive and can knock the stuffing out of some pigments too. So, just as an additional bonus, Resene Limelock can help with colourfastness as well.

Resene Limelock traps free lime in the cementitious substrate protecting the paint finish against the appearance of ugly lime staining, and providing a perfect base for subsequent Resene finishes. Part of the surface preparation process, Resene Limelock should be applied as soon as possible over plaster systems to achieve maximum potential.

We've kept the price right down making Resene Limelock a bit like a low cost paint insurance policy. You can't tell just by looking at a plaster whether it has been cured correctly, but adding a quick coat of Resene Limelock as part of the surface preparation process will give you the assurance that the surface is properly cured and sealed ready to take the topcoat system of your choice. No more having to worry about what might show up after you hang up your tools.

Check out Data Sheet D809 for more info on Resene Limelock. Data Sheets are available from Resene ColorShops or from www.resene.co.nz.

If worse comes to worse and you don't use Limelock, lime staining can also be resolved by applying another coat of paint... trouble is, you will have already had the ear bashing by then!



the paint the professionals use

Brushstrokes

Virtually Painted

Have I told you the latest about ultra-cool Resene EzyPaint virtual software? This year alone, EzyPaint has featured on American Cable TV, been downloaded by tens of thousands of web users from London to Lebanon, Bosnia to China and Aussie to NZ, been sold on CD in England, Australia and NZ and it's been named a finalist in the TVNZ Marketing Awards... not half bad for home grown virtual painting software!

Building on the success of previous versions, the new Resene EzyPaint virtual painting software includes over 140 images to paint, a scan your own option and colours, textures and patterns from Feltex, Melteca, Duratech, Dimond, Rockcote, James Hardie and, of course, Resene.

Resene EzyPaint allows you and your clients to see what the finish will look like on your computer before you even start redecorating. Convincing clients to commit to a job is easy when they can see what it is going to look like. Invest a little time upfront and you'll get a quicker decision. With a visual picture of what to expect you'll find you have more satisfied customers once you're done painting as they have already seen what they are going to get.

Use Resene EzyPaint to create a quick colour scheme using the extended gallery of 140 images in just a few minutes, or really impress your client by virtually painting their own project in an hour or so. If you aren't confident with colour schemes, choose from over 450 colour scheme suggestions included in the software. Print and save your selected colour scheme and then start on a new colour scheme using a different picture if you wish. You can even email your colour schemes direct to remote or busy clients for quick approvals.

Painting the client's project is easy - simply scan in any picture (or use direct from a digital camera), path and paint it. Using this feature you can electronically paint anything from houses, plans and drawings to furniture, people and cars.

Of course, you could just let your clients do the virtual work and just give you a printout of the masterpiece they want you to create in their home.

Resene EzyPaint is jam packed with colours and colour tools. There's even a new project database section to help you keep all your project schemes and documents under control.

EzyPaint is easy to use so don't let the technology scare you off. Download Resene EzyPaint FREE from www.resene.co.nz or borrow or purchase a CD-Rom copy from your local Resene ColorShop.

If you or your customer want to quickly check out a Resene colour, surf into www.resene.co.nz/swatches/index.htm and check out the online library of over 1300 Resene colours - saves hunting through the drawer to figure out where that colour chart went.

Rock Solid



Rockcote Architectural Coatings (NZ) Ltd have joined the Resene Group from 1 July 2002, which just means that if you thought the Resene Group made thousands of litres of different paints before, they now make thousands more! For more info on Rockcote's joining, have a chat to your rep.

Joke Corner

The Blonde Painter

Couldn't resist putting in this gem that we found on the internet...

This blonde decides one day that she is sick and tired of all these blonde jokes and how all blondes are perceived as stupid, so she decides to show her husband that blondes really are smart. While her husband is off at work, she decides that she is going to paint a couple of rooms in the house.

The next day, right after her husband leaves for work, she gets down to the task at hand. Her husband arrives home at 5.30pm and smells the distinctive smell of paint. He walks into the living room and finds his wife on the floor in a pool of sweat. He notices that she is wearing a ski jacket and a fur coat at the same time.

He goes over and asks her if she is OK. She replies yes. He asks what she is doing. She replies that she wanted to prove to him that not all blonde women are dumb and she wanted to do it by painting the house. He then asks her why she has a ski jacket and a fur coat on. She replies that she was reading the directions on the paint can and they said, 'FOR BEST RESULTS, PUT ON TWO COATS'.

Raising the Speed Limit

Painters are whispering of significant benefits (up to \$250 per house) simply using Resene Zylone SpaceCote through traditional wet areas. With unique self-leveling properties provided by spheromer technology, Resene Zylone SpaceCote is faster and easier to apply with a longer cutting in edge time and less hassle application over joints. Once you're done it looks great and is so tough and hardwearing it'll continue to look great for years to come.

Reports from the highly competitive new home market identify positive time credits, stunning finishes and fast and happy client sign-off.

To make life even easier, Resene Zylone SpaceCote is now available in a wider range of colours with new pastel, light, mid, deep and ultra deep tones joining the original white tone. Your clients can now get the stylish coloured finish they want while you work on breaking your old speed records.

More news in September!

Eneser ♥
Buckett

Eneser Buckett, Editor.



Painting with
Eneser Buckett
No. 34

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Resene

the paint the professionals use