

Resene TradeLines

July 2002



“It must be cold... the Resene lab team are so hard at work they seem to have forgotten to go home for a few months... or maybe they are just frozen to their desks and are waiting for summer to come to thaw out the blocks of ice. With all the frantic formulating activity there are lots of new Resene goodies, trouble is the Resene team are so busy at the moment that they hardly have time to tell me about all the new things they have been doing... luckily I managed to corner a few of them for a minute or two (of course giving them hot strong coffee helped!) and drag the information out of them before they scurried off to work on some other new creations. Talk about mad scientists! Anyway, I'd better get down what I managed to get out of them, otherwise all that effort will have gone to waste.”

New Products

Hide de Hide



We've all used Enamel Undercoat under Super Gloss to get max hiding in an enamel finish, yet for some reason we've never had acrylic undercoats that do the same thing. Seems a bit strange really, so we got the Tech team to beaver away in the lab to come up with a solution... new Resene Acrylic Undercoat tones.

Resene Acrylic Undercoat is an easy brushing, quick, hard drying undercoat with exceptional flow and sanding characteristics, all the best bits of Quick Dry, less a few things you don't need plus a few extras like tint accuracy so you can get just the colour you need. While specifically designed for maximum benefit under acrylic enamels, such as Resene Enamacryl and Resene Lustacryl, Resene Acrylic Undercoat tinted to the correct colour is ideal for use under a huge range of waterbased and solventbased topcoats to improve the hiding.

You don't have to put any extra coats on, because all you do is replace one of the topcoats with Resene Acrylic Undercoat tinted to the correct colour. So you've still got a standard three coat system... one coat of Quick Dry white, one coat of tinted Acrylic Undercoat and one coat of your selected tinted topcoat to finish the paint job off.

Resene Acrylic Undercoat is designed to minimise tinter levels giving improved water resistance, drying and curing properties and stain blocking resistance to the whole paint system - brilliant!

So to cut an exceedingly long story short, Resene Acrylic Undercoat gives all the hiding benefits of Resene Enamel Undercoat combined with the benefits of being waterbased, such as easy clean-up in water and lower odour. You can use it inside and out, under most acrylic and alkyd topcoats, as well as a substitute for Resene Enamel Undercoat... phew, talk about versatile!

For more info on this new product, check out Data Sheet D404. Resene Acrylic Undercoat is available in all tones from Pastel to Ultra Deep.

Neat Freak

Cleaning is definitely one of those chores that we all wish we could ignore. It's nice to be surrounded in cleanliness, but boy does it take a lot of hard work to get it that way. In my book, anything that makes cleaning quicker, has gotta be a good thing.

New Resene Interior Paintwork Cleaner is a labour saving non-dulling neutral cleaner designed for use on all interior painted surfaces. Quick and easy to use, it dries film free saving you the job of rinsing - thank goodness for that! Suitable for use on all interior painted surfaces, Resene Interior Paintwork Cleaner is ideal for cleaning interior walls, rather than using nasty abrasive cleaners which appear to clean well but usually just damage the paint finish and make the area look worse.

Resene Interior Paintwork Cleaner is available in handy 'concentrate' and 'ready to use' packs. The 'ready to use' version is designed for direct and easy application straight from the spray pack. The 'concentrate' version is perfect for more frequent users and should prove handy for painters who can use it to clean existing cured painted surfaces that may have been lightly marked while you were painting other new areas.

To help you and your customer keep their paint finish look good for longer, we've also created a Resene 'Caring for your Paint Finish' brochure, with lots of info on how to keep interior and exterior paintwork looking good. As well as all this cleaning info, it includes slits in the front cover so you can insert your business card and leave it with your clients. They'll have lots of handy info and you and Resene will get a bit of free advertising at the same time... which sounds like a pretty good deal for all of us.

Of course we'll give you the brochures free of charge, so give your customers (and yourself) the benefit of this extra service and grab some brochures off your Resene rep.



the paint the professionals use

Brushstrokes

Oh to be UV Free

Damaging UV light will burn human skin in 10 minutes on summer days (not that there is any danger of that happening at the moment!), yet poor old exterior paint is left outside to suffer. The constant UV light slowly breaks down vulnerable pigments in the final topcoat resulting in a faded and somewhat unattractive paint finish.

To help the poor exposed exterior surfaces slow the rate of fading, Resene have created **Resene Sun Defier UV protective glaze**. Resene Sun Defier is based on a 100% acrylic emulsion to give you durable, easy to apply protection over pre-painted surfaces. Formulated with UV absorbers, Resene Sun Defier is like a sunscreen for the paint finish, filtering out harmful UV light, protecting the underlying coloured coats. It's perfect for direct application to freshly painted exterior bright colours to help them keep their colour. Best of all, unlike sunscreen that you have to reapply every hour and after you have been swimming, just apply one coat of Resene Sun Defier over your standard acrylic topcoats and you're done... it's a one coat sun wonder!

Check out data sheet D502 for further techie info. To make it easier, you can access all data sheets at www.resene.co.nz whenever it suits you or call 0800 RESENE or visit your local ColorShop for a copy.



Joke Corner

Here's a couple of true stories from one of our sunnier branches to leave you with a smile...

In Remote Control

A hard working Resene Branch Manager was leaving home very early one morning in an attempt to get ahead of the day. As he left in the dark in a slightly sleepy state (it was 5.30am) he grabbed everything that he needed and headed off to make some deliveries and address the paper tower on his desk. At about 7am whilst still driving, he decided to place a call to his rep and leave a message on his phone, however as he picked up his 'cellphone' from between the seats he experienced a moment of tactile confusion as his phone felt strangely unfamiliar. In a state of momentary confusion he turned on the car light and lo and behold he was trying to dial out on his TV remote control! Moral of this true story - never leave your cellphone near your TV remote when having an early start.

Slow Poke

A local painter was proud of his time in the trade and with good reason, as he was a long serving painter with many successful years and contracts to his name. Recently the painter was doing a repaint of a bedroom in a dementia home and was under pressure from the lady who resided in the room as she wanted to get it back in a hurry. On his second day in the room, he assured the lady that he would be finished soon. About an hour later, the lady approached the painter again and enquired how long he had been painting. The painter proudly replied "45 years." ... to which the lady politely replied "then no wonder I'm so ^%&\$# off.... *%&^% hurry up, I want my room back!"

Super 12 Results

Tough Tacklers

Following a long hard season... of TV watching, pen pushing and appropriate food and beverage consumption, our Super 12 heavyweights have emerged. With an unusual combination of superb strategic play, telepathic skills, and sheer good luck, the **Resene Super 12 winners for the 2002 season are...**

- * Jason Kelly from Papakura
- * John Lopa from Lower Hutt
- * Mike Vesty from Hagley
- * Denis Harvey from Invercargill
- * Mike Swann from Palmerston North
- * Ross Lepelaars from Napier
- * Peter Flynn from Blenheim

These heavyweights know how to win, so if you want to help them enjoy their winnings in a quick round of drinks you'll have to be very quick.

All Super 12 players should be basking in mini rugby ball heaven with their new mini Resene rugby ball... if you missed out on these cool new toys, hurry into your Resene ColorShop or give your rep a nudge and see if you can score yourself one of the spares before someone else tackles them!

More news in August!

Eneser ♥
Bucket

Eneser Bucket, Editor.

Eneser plays hide and seek with her nephew.



Painting with
Eneser Bucket
No. 33

Resene Paints Limited

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Resene

the paint the professionals use