

Resene TradeLines

June 2002



“ Boy, lots of new products are flying out the Resene door and my poor old head is spinning trying to keep up with them all. You know me, I'm always keen to try out something new... I just need to find a willing customer or two so I can make the most of the new bright limey greens in **The Range** cos there's no way I'll be allowed to use them in the lounge at home! ”

New Products

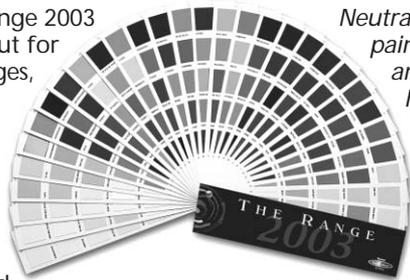
Jackpot!!

If you and your clients haven't seen The Range 2003 yet, you had better come in and check it out for yourself. Sure you're seen all those other ranges, but this one's guaranteed to be a winner!

The **Range 2003** includes 150 colours based on international colour predictions for the year 2003 plus some new special effects for your customers to drool over.

Whether you and your customers are keen mountaineers, weekend tennis fans, avid rugby players or Grid Iron couch potatoes, the latest Resene The Range 2003 comes with a few colour surprises to make your customers' walls a talking point.

Being a painter is getting tougher all the time. The customer used to pick the colour and leave you to get it on the walls (or anywhere else they decided they wanted it). Now they want you to create a unique masterpiece in their house (having of course created unique masterpieces in every project



Neutrals will continue to be the most commonly used paint colours - after all, bright colours are inspiring and nice used in measured doses, but it can be hard to beat colours as good as Resene Tea.

For more info on 2003 colour trends, check out The Range 2003 or www.resene.co.nz.

The Range 2003 has got a bit of a twist to it, with some good old sports colour names like Kournikova, Tana and Quarterback to make all the boys out there feel at home. If your customers are keen to get trackside, then Resene Diesel or Racing Green will get their motor and lounge room revved up. Still if they are a little more into the financial rewards side of sport, check out Resene Jackpot... at least with this one, you are guaranteed to win!

Needless to say, there's something for every customer, no matter how straight or wacky they may be... the hardest part (and the most fun!) is matching the colour to the customer. Enjoy!!

ALTHOUGH ZEN IS AN INSCRUTABLE YELLOW-GREEN, YOU'LL FIND IT COMES CLEAN WITH A LITTLE GINKO TO THE SIDE... OR IF YOU WISH TO SOFTEN IT DOWN, SEA FOG WORKS A TREAT!

...REALLY!



first) AND help choose all the colours!!

Well, not to worry, even if you are colour blind you can still colour scheme with The Range...

while the customer is looking chipside focus on the back of the chip to check out the colour recommendations. You can then sound like a colour guru when you recommend other colours, all of which are tidily

typed on the back of each chip - you can't get much better than that!

To help you on achieving colour guru status, here's a quick rundown on the colour trends for 2003...

Blues are still extremely popular (and will probably stay this way for the rest of the decade).

Special effects, such as Resene Pearl Shimmer and Metallics, are huge, with customers wanting to add something extraordinary. Layering texture, special effects and colour is the ultimate... blend all three and your style conscious customers will be impressed.

Customers are getting braver mixing colours together - expect to see some unusual combinations that work better than you think.

'flat' tery will get you everywhere

We all know that low sheen is the way to go when you're painting interior walls. Well, the low sheen craze is spreading to glazes and clears, and since you've all been asking us for it, we thought we had better hurry up and bring you out the **Resene Aquaclear Satin** you've requested.

As solventborne polyurethanes are being replaced by Environmental Choice approved Resene Aquaclear waterborne polyurethanes, we have been getting a lot of demand for a lower sheen version.

To keep you all happy, Resene is now offering all the benefits of Resene Aquaclear in a Satin finish. With the launch of new Resene Aquaclear Satin, everyone can enjoy the benefits of a waterbased polyurethane (such as low odour and easy clean up in water - YAY!) in a desirable satin finish.

Application is as easy as existing Aquaclear products - i.e. brush or spray on 4 coats for a hardwearing finish on most projects. If you want the super-duper tough finish, Resene Polythane is the best product to use.

Check out the updated Resene Aquaclear Data Sheet D59 and the Resene Polythane Data Sheet D53 for more techie info.



the paint the professionals use

Paint to Win Win Win

We got some fascinating results in the recent survey we sent to you all - thanks to everyone who sent them in... you have given us some insights into your minds (some of you should definitely have been comedians!), which will help us improve the way we do things.

We did get a few odd comments from tradespeople concerned that we were advertising to retail customers, so we thought we would delve a little into this one and perhaps explain how all this ad stuff actually works FOR you not against you.

Marketing is a funny thing. We all buy brands that are a reflection of our inner selves or who we strive to be. BMW drivers crave attention and the joy of driving the 'driver's car'. To those passing by, driving a late model BMW somehow makes the driver seem infinitely 'cooler' than the same person walking down the street.

Compare someone driving a new Series 7 BMW to someone driving a beat-up old car. Our minds instantly perceive the difference between the worth and status of the two vehicles and view the person driving the BMW as more successful than the person driving the old car. It is not the person themselves who drives this perception... it is the BMW brand they have associated themselves with.

Like the brands you associate yourself with in your personal life, the brands you use in your business give signals to your customers. Using brands that consumers perceive as high quality enhances the perceived quality of your service. Customers who see that you use good quality tools (such as high quality paint) perceive that you are focused on quality, not on cutting corners. This gives them the assurance that the finished job will look good as you will do everything you can to achieve a successful outcome. In contrast, poor quality materials suggest that a contractor is focused on price and cost alone - no-one wants to hire someone who is just out to make a quick buck.

If customers go to the trouble of hiring a professional painter for their project, this is an admission that they either don't have the time and/or skills to achieve the quality finish they desire. After all, if they wanted a cheap and slap-happy result, they could easily do this themselves with minimum fuss. By investing in the services of a professional painter, the client is looking for a quality finish that will last. This quality finish will be easier to achieve if you are using the best tools you can.

So what can you do to improve your brand? A clean, well maintained vehicle and clean tidy clothing and appearance will certainly go a long way to creating a good first impression. Tidy documentation to clients, such as quotes will help. Cleaning up after you have finished work, respecting the client's space, finishing on time, keeping to promises and so on, will also add to their impression of the quality of the job and their image of your company (which is your brand). On a more tangible level, **the tools you choose to use will also add to your brand image** - if you buy bargain basement products, it is unlikely that you will be perceived as a high quality painter. Use high quality paints such as Resene and the customer's perception of the quality of your service is likely to be higher.

It takes a combination of the best workmanship and the best tools to get the best finish. Even the best painter will find it difficult to achieve a good finish with a low volume solids paint. Similarly amateur painters will find it easier to achieve a better finish if they are using a higher quality paint.

In much the same way, Resene is establishing its corporate image of quality in the marketplace. You can't make top quality paint with poor ingredients so Resene sources high quality inputs to help us achieve high quality outputs. We can't make great paint without the best ingredients. As a painter, no matter how good you are, you will always produce the best result when you combine your great skills with the best paint.

But quality is not just about the products you sell, it is also about service. We're improving our ColorShops so that not only

do they look better, but so they work better too. You can rest safe in the knowledge you can send your clients down to select their colours and they will get great assistance from our staff and be able to use all the new in-store colour tools, such as the colour libraries. You don't need to worry about them, because **while they're with us,** we'll look after them for you.

Recently we have increased our advertising to the retail market. This has benefits to trade painters as customers learn about the quality attributes of Resene paint and why they should pay more for a Resene quality finish. This makes your job of selling a Resene paint system easier as the customer has already been exposed to our quality reputation. Likewise, the fact that you use Resene products suggests that you yourself recognise the value of quality. Resene will help you look your best no matter how big or small the job you are doing.

We are also doing a lot of work with specifiers, building up their knowledge of our paint systems so that they specify quality Resene products that contractors are confident using.

So where did we get to? Well, put simply, if increasing numbers of consumers develop a preference for Resene, that's good for us, you and them - **a win-win-win situation for everyone.** If customers prefer Resene they will generally look to hire a painter who prefers to use Resene too, which means **more work for you** (win for you). Resene will gain more sales (win for us) and the customer will have the benefit of a high quality paint applied by a professional painter giving them a great finish (win for them) resulting in smiles all round.

And when all is said and done, who doesn't want to be a winner?

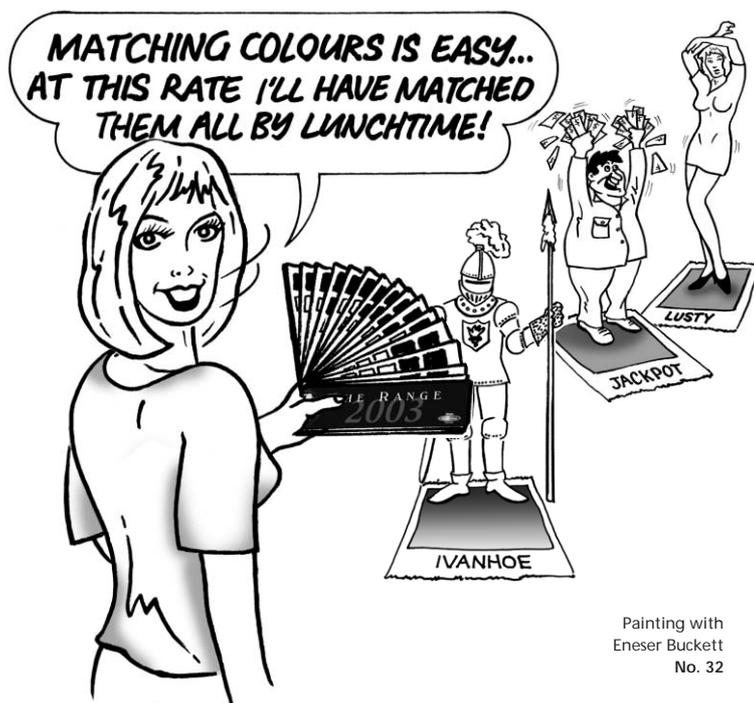
Talking about winners

... the winner of the 21' TV was CR Anderson - congrats to you and thanks to everyone who returned a survey form.

More news in July!

Eneser ♥
Buckett

Eneser Buckett, Editor.



Painting with
Eneser Buckett
No. 32

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