

Resene TradeLines

October 2002



“It's time to start dusting off all those exterior painting tools, cos summer looks like it'll be busy. With a raft of new products from Resene (like Kwila Decking Stain for new and old decks and the new exterior cleaner Deep Clean) you can now coat a whole lot of extra areas on the same project so make sure you have the customer completely covered in your quote - after all, they might just go for the minimum amount of work, but then again they might also choose the max amount and give you metres more to coat. And unlike me, if you want to avoid frying on a hot tin roof, you'd best get in early and get that roof painting done before we hit the mid summer hot spots.”

Roof Products

Top Up

Now that daylight savings is almost here, patchy looking roof finishes are everywhere you look. Easy to ignore in winter with poor light and a mad dash between the warmth of the house and the warmth of the car, the sad state of their roof paintwork is harder to deny for even the most paint adverse customers.

As repainting roofs is a job best left to the trade painter, it'll be a breeze for you guys and gals to get up, redo the roof and be back on ground level in next to no time. No matter what the state of the roof, Resene have something for all situations. Cos there are tonnes of different roof kinds, we'll just focus on the good old iron roof.

Remember... if you are roof painting you will be working at height, so take extra special care with ladders and when wandering about on the roof. We've all heard funny ladder stories that could have easily been ladder horror stories.

Anyway back to that iron roof...

Iron roofs come in all shapes and sizes and in various states of repair (bad, very bad and almost falling off!). The simplest one to get a handle on is the stunningly shiny brand new one up to three months old. Simply wash down with **Resene Roof Wash and Paint Cleaner** to remove any grease, then give it a good rinse to get rid of any wind blown salt. Once you're done with the washing and the rinsing, apply a quick coat of **Resene Galvo-Prime** and then topcoat with two coats of **Resene Hi-Glo**. Easy huh? If you can see the sea from the roof, you'd best put on two coats of Galvo-Prime.

OK so those new roofs are a breeze... now it's time to tackle that old neglected roof. Older uncoated roofs develop white rust, which is the cause of many a swear word. It is best to remove this completely but unfortunately it can be near impossible to do this without breaking the bank or your back, so the best compromise is to broom down the roof using **Resene Roof Wash and Paint Cleaner** to remove any loose white rust and the dirt and salt that will have gathered. Prime the surface with **Resene Galvo One** - the solventbased primer will wet and encapsulate the zinc corrosion better than a waterbased product - then topcoat with **Resene Hi-Glo**.

Really really really old roofs are usually home to red rust. It's best to tackle this by a wash down with **Resene Roof Wash and Paint Cleaner** followed by rinsing and a heavy coat of two pack **Resene Alumastic epoxy roof mastic**, or you can sand the red rust areas until they are free of loose red rust and treat with a coat of **Resene Rust-Arrest** or **Resene Armourcote 210** followed by a coat of **Resene Galvo One** over the entire roof. Whatever



you do, don't apply Rust-Arrest or Armourcote 210 to sound galvanising as it will be a complete waste of energy and product.

At a pinch, the Rust Arrest could be replaced with Galvo One - it's not a bad steel primer.

With old and new under control, there's only the good old repaint left to go. Repainting sound roofs only needs a good wash down with **Resene Roof Wash and Paint Cleaner** followed by rinsing and maybe a bit of spot priming here and there before topcoating. Simple.

Flaking roofs are a different story. They definitely need waterblasting or vigorous scrubbing to remove the flaking paint. Once dry, immediately spot prime to prevent edge-curl.

Repainting a dark colour in the full sun is no laughing matter. The surface temperature can get into the sixties and the water just boils off, flash-drying the paint. The paint won't flow and brushes and rollers will become clogged. Even spraying can be a problem with dry spray really knocking the gloss. It's definitely best to work on shady sides and in overcast still conditions. Where possible get an early start and beat the heat of the day - you can have a full day's work finished by just after lunch and spend the rest of the afternoon out enjoying the sunshine doing your own thing rather than cursing it stranded on a roof. **Resene Hot Weather Thinner** is a real bonus in the warm weather but even it will never beat a real scorcher.

And for those roofs that don't need painting? Most roofs harbour patches of moss and algae that the owner wishes would just magically disappear. Use new **Resene Deep Clean** to offer an extra maintenance service to your clients, particularly in hard to reach places that a client would find difficult to tackle without expert help. The spraying can be included as a separate item in your quote. It's easy to sell as an add on - after all, if you were going to all the effort of having the exterior of your home repainted, wouldn't you want that nasty moss on the roof killed off at the same time?

Resene Deep Clean is easy to use - spray it on and leave it to work by itself. You can then continue on with all that other work you had planned. Tiled roofs are a particularly obvious target for this extra work - after all while you've got the scaffolding up, you may as well do the roof spraying. It works out cheaper for the homeowner as they only have to pay for the scaffolding set-up once and will give you a few bonus hours of pay with minimal material costs.

Of course if you're a fan of our new Crown Roof range, you can use **Crown Roof** as the topcoat.



the paint the professionals use

Brushstrokes

Found It!

Resene have launched a new Find-A-Painter service in conjunction with the NZ Master Painters to help retail customers avoid the need to DIY.

The **Resene Find-A-Painter service** has been designed to take one retail customer and match them with a Master Painter. Resene is a bit like the jam in the sandwich, acting as the glue between the customer and the painter.

To use the Find-A-Painter service, the customer simply completes a job request form either online at www.resene.co.nz or in one of our ColorShops. We get the job request and pass it on to up to three local Master Painters to provide a quote for the work direct to the customer.

The Master Painters who get the job reference just need to contact the customer to determine job details and to scope and quote for the work. The retail customer then picks their fave contractor and the work starts.

At the end of the job, **Resene will supply a paintwork cleaning kit free** to pass onto the new client, thus giving the client a reward for using the service and giving you an added-value item to give to your new client. The free paintwork cleaning kit consists of 1 x Roof Wash and Paint Cleaner 1L, 1 x 250ml Interior Paintwork Cleaner and a Caring For Your Paint Finish brochure, worth just a tad under \$15. A max of one free kit per job applies provided of course that you use Resene products on the job. To get the kit you just need to let your rep know when the job is almost done and they'll cobble the kit together for you.

The only catch to all this is that Find-A-Painter referrals can only be passed onto **registered Master Painters** as they have a nationwide dispute resolution process should anything go wrong during the project. This gives customers protection should the finished result be less than desired. We'd also like to help build the profile of Master Painters in NZ and this service seems to be a great way to start.

If you're not a member of the Master Painters, there is a quick fix. To encourage membership, Master Painters have dropped their fee for first-time members, which means it's cheaper to join than ever. And now that they have lined up some discount deals, you get even better value for your membership money.

Once you've done the job and to guarantee yourself some repeat business with your new client, leave your business card with one of the **Resene Thankyou cards** detailing the interior or exterior colour scheme. Your customer will have an important record of the project's finish and of the talented painter who gave them their stunning finish.

Beat the Stampede

Stock up on your paint needs now as the **Resene October Sale** gets pretty busy mid-month. Factory staff have been busy making thousands and thousands of litres of every paint you can imagine, so now we have a warehouse of paint just raring to be applied.

In and Out

Three new ColorShops have joined the gang filling in the gaps in Orakei, Takanini and Karori. To make way for the newcomers, the Howick and Parnell ColorShops will close, so if you're a keen Howick ColorShop'per we recommend that the new Botany Downs ColorShop in the Hub is the place to head and for those frequenting the Parnell ColorShop, it's just a hop, skip and a jump down to the larger Newmarket ColorShop. So, no matter where you are painting, we've got you covered.

Resene Paints Limited

In New Zealand: 32-50 Vogel Street, Lower Hutt, PO Box 38-242, Wellington Mail Centre
In Australia: PO Box 785, Ashmore City, Queensland 4214 In New Zealand call 0800 RESENE (0800 737 363)
In Australia call 1800 738 383 Visit our website www.resene.com or email us at advice@resene.co.nz

Joke Corner

Green Side Up

This is the last painter and blonde combination joke we have on the books. If you're a fan read on... otherwise you may just want to skip straight to the cartoon!

A woman hired a contractor to repaint the interior of her home. The woman walked the man through the second floor of her home and told him what colours she wanted for each room. As they walked through the first room, the woman said, "I think I would like this room in a cream colour."

The contractor wrote on his clipboard, walked to the window, opened it and yelled out "Green side up!" He then closed the window and continued following the woman to the next room.

The woman looked confused, but proceeded with her tour. "In this room, I was thinking of an off blue."

Again, the contractor wrote this down, went to the window, opened it and yelled out "Green side up!"

This baffled the woman but she was hesitant to say anything. In the next room, the woman said she would like it painted in a light rose colour. And once more, the contractor opened the window and yelled out "Green side up!"

Struck with curiosity, the woman mustered up the nerve to ask "Why do you keep yelling 'Green side up' out my window every time I tell you the colour I would like the room."

The contractor replied, "Because I have a crew of blondes laying grass across the road."

More news in November!

Eneser ♥
Buckett

Eneser Buckett, Editor.



Resene

the paint the professionals use