

# Resene TradeLines

September 2002



“ I must be a glutton for punishment. Someone mentioned springcleaning and I volunteered to help (warning to all readers - don't ever ever do this). Thinking we'd be finished in a couple of hours and have the perfect excuse to sit and drink coffee for the rest of the day (boy was I wrong!), I spent literally hours scrubbing every exposed piece of house I could find. Of course I drew the short straw and had to do all the outside bits... I've never been so worn out. Then, trust my luck, some smart aleck asked me this morning why I didn't just use **Resene Deep Clean** and let it do the work... \*#@! I thought they were just kidding...”

## New Products

### Clean Bean

The average human being doesn't like cleaning... we were designed to like making messes but somehow the cleaning part doesn't seem as much fun.

Houses and buildings sit outside in the elements and are expected to look neat and tidy without any work from us. Cars on the other hand are generally immaculately groomed and garaged. This division of cleaning seems a bit strange when you think about it - after all a house is generally the biggest investment we will ever make so why don't we spend more time keeping it looking good?... the simple answer - because it sounds too much like hard work!

Well, now you can do your customers a favour and score yourself some extra work, without actually having to do much extra work at all. Confused... then keep reading!

Resene have released a new exterior cleaning product - **Resene Deep Clean**. Resene Deep Clean is designed to help homeowners keep their home's exterior surfaces free of lichen and algae, maintaining their good looks for longer. You can use it to offer an extra 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 to be killed off at the same time? Otherwise the paint job will look great but that huge patch of ugly moss will still be there.

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.

Slow acting Resene Deep Clean gets right down to the roots of the problem, destroying the growth and combining with UV light and rain to slough off the remains to leave a nice clean surface. It's not an instant fix, but so long as you tell the homeowner that they just need to leave it to let it do its work, we think you'll find you have some happy customers.

Easy to use, in dry weather, simply spray the correctly diluted Resene Deep Clean solution

onto the surface, saturate and leave. It's best to apply it by brush or pump sprayer, because these methods are the easiest. Porous surfaces must be fully wetted to ensure the best result is achieved. Signs of decay on lichen, mould and algae may take up to one week to show and if the area is really heavily infested, a further application may be required.

Resene Deep Clean is Resene's answer to other cleaning products that charge up to \$100 for just 4-5 litres. Most of these products are 2-4 times as expensive as Resene Deep Clean, yet all are designed to do the same job. Just one pack of Deep Clean 4L will be enough to clean literally metres and metres and metres of substrate - at less than \$30, cleaning has never been cheaper or easier.

OK, now that we have a full range of cleaners for you to choose from, here's the quick guide to what you use where:

- **Resene Interior Paintwork Cleaner** (Concentrate and Ready to Use variants) - for all interior cleaning except the treatment of mould;
- **Resene Moss & Mould Killer** - for the treatment of interior and exterior mould infested painted surfaces to ready them for repainting or to rejuvenate a surface suffering from moss or mould quickly;
- **Resene Roof Wash and Paint Cleaner** - for a quick clean of exterior painted surfaces. Gives an immediately cleaner looking surface;
- **Resene Deep Clean** - for a slower acting deeper clean on exterior surfaces prone to mould and lichen. Stays on the surface and reacts with UV light and moisture to kill off mould and lichen spores leaving a deeper clean surface. Can be used on a variety of painted and unpainted surfaces.

Make sure you keep some copies of the Resene Caring For Your Paint Finish brochure handy and leave them with your clients when you're done. It'll help them keep their home clean and your paint job looking great.



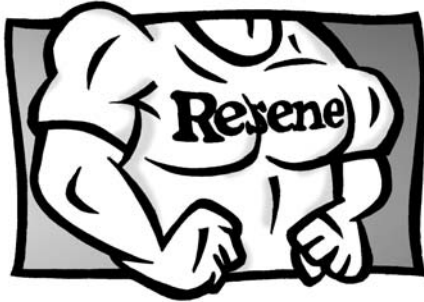
the paint the professionals use

## Resene Workgear

### Get into Gear

When you need some new workgear for the change in temperature, Resene have reorganised their entire clothing range and have taken the once in a life-time opportunity to bring the prices down (yes that **did** say down!!)... which means more great clothing for you and more bucks left in your pocket to go and buy something else!

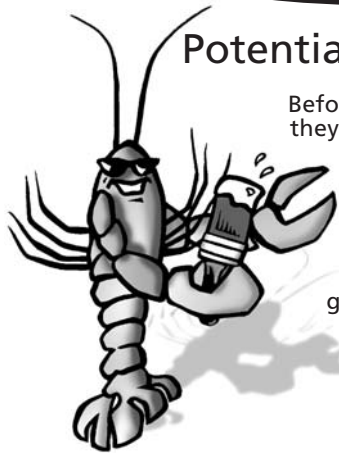
The Resene range of clothing includes everything from overalls and shorts to t-shirts, vests and caps. If you're keen to get into gear (Resene gear that is!), talk to your Resene rep.



## Brushstrokes

### Potential Lobster Alert

Before you get fried to a sizzle in that sun they are promising us, get yourself down to Resene and grab yourself a **free pot of suntan lotion**. Just because you have to paint outside all day is no excuse to get yourself burnt to a cinder... especially with free suntan lotion just waiting for you to come and get it.



## Warning!!

### Lower prices don't guarantee work.

When asked in a study what factors influenced a buyer's purchase decision, the respondents indicated that the most important qualities were in this order:

1. Confidence
2. Quality
3. Selection
4. Service
5. Price

Only 14% of the respondents listed 'price' as their primary reason for making a purchase or selecting a business to patronise. Most associated 'Confidence' with feeling familiar and comfortable with the service and the person providing it.

So much for offering the lowest price!

(Courtesy of the NZ Painter & Decorator Magazine)

## Translation Service

### Mixed Messages

Here's a quick guide to gender interpretations... well worth bearing these in mind unless, of course, you enjoy arguing.

#### What women say but really mean:


- "I just need some space..." (without you in it).
- "Do I look fat in this dress?" (We haven't had a fight in a while).
- "I just don't want a boyfriend now." (I just don't want you as a boyfriend).
- "I don't know, what do you want to do?" (I can't believe you have nothing planned).
- "I like you, but..." (I don't like you).
- "You never listen." (You never listen).

#### What men say but really mean when shopping with women:

- "Yes, that one's nice." (Why do you ask when you're not going to listen anyway?)
- "That one looks great on you." (Pick any dress and let's go home!)
- "I like that one better." (Pick any dress and let's go home!)
- "Uh-huh." (Pick any dress and let's go home!)
- "It makes you fat." (I'm stupid).
- "You look fine!" (I want a fight).

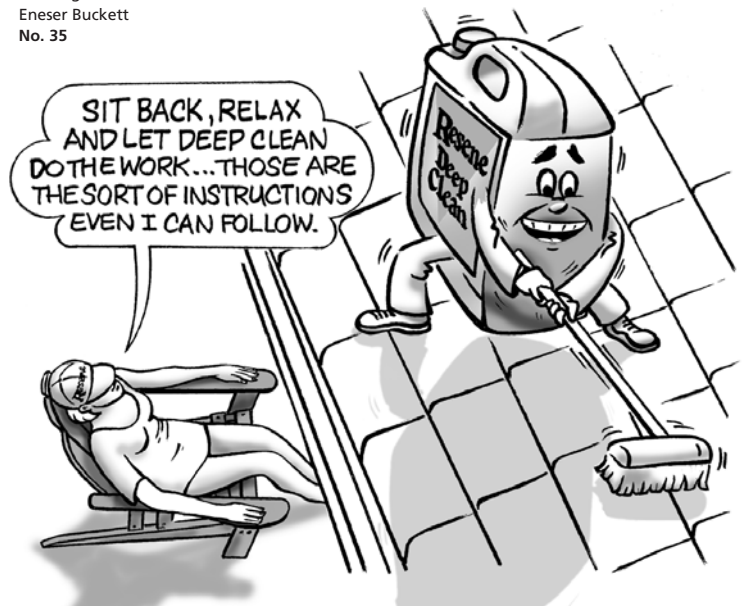
Don't say we didn't warn you!

More news in October!

*Eneser*   
*Buckett*

Eneser Buckett, Editor.

Painting with  
Eneser Buckett  
No. 35



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# Resene

the paint the professionals use