

# Resene TradeLines

February 2003



“ I now have a serious case of Xmas gut... yes, you guessed it! I ate too much, slept too much, sat around in the sun too much and did not too much work. Getting back into the habit of getting up at the right time to come to work is near impossible although perhaps still somewhat easier than trying to convince my boss he should let me just do 20 hours work and still pay me for 40 hours. First week back they got me experimenting with paint effects - they seemed to think that even I couldn't get that wrong. And for once, (after a bit of an initial mix-up) they were right...no matter how hard I tried to get out of the work by applying the wash coats weirdly, somehow it still came out looking good.”

## Brushstrokes

### Select your Effect

Sometimes more than just a paint finish is required! **Paint Effects** allow you the freedom to capture a mood, create an ambiance and transform the mundane into something special. Some techniques also have the extremely practical benefit of disguising less than perfect surfaces... always a bonus when the surface looks more like a dirt track than a Level 5 finish. In fact, imperfections in the surface can add to the overall impact of the effect.

Paint effects are designed to last so you know that the look you painstakingly create will continue to look good for ages.

We've changed our paint effects brochure to make it a bit more of a how to guide with lots of swatches online so you can check out colour and effects combinations from the comfort of your own computer on [www.resene.co.nz](http://www.resene.co.nz). You can even try out tonal paint effects using Resene EzyPaint software.

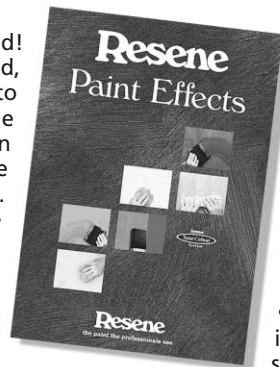
When using Paint Effects for your project, the key thing to remember is that there are no hard and fast rules about what you should do. Take the time to trial various effects first, get the client to approve it and then use that as a reference board for the whole project. You can create your own paint effects colours simply by mixing Resene testpot colours with Paint Effects Medium until you get your desired effect.

If worse comes to worse and the final finish is not what you had in mind, you can always obliterate the first attempt by reapplying the basecoat then the paint effects medium topcoat/s.

For high service areas and floors, Resene Lusta-Glo should be used as the basecoat and Resene Scumbling Glaze as the decorative medium, followed by protective layers of urethane (i.e. Resene Polythane, Uracryl 403 Clear or Aquaclear). In most other situations, Resene Paint Effects Medium is the recommended decorative medium as it allows you to easily create unique paint effects and quickly wash up in water. If you prefer to go the oil-based way, use Resene Scumbling Glaze instead. It's ideal for use in wet or heavy duty areas or where a slower dry time is preferred.

Resitex or Sandtex are also brilliant basecoats for Paint Effects as the texture adds an extra dimension.

Once the effect is finished, a final coat of Resene Multishield+ Acrylic Glaze can be applied to tweak the gloss level and/or add durability to the finish. We recommend Resene Multishield+ for all paint effects finishes in high contact and wear and tear areas to protect the effects finish from damage.



### Tips & Tricks to Get you Started

- Work on a sample area first. Get this right, get this approved and then do the whole job. You can vary the effects you are achieving by the paint effects technique you use, the applicator and the colour mix. Use Resene standard and Paint Effects Medium testpots to trial your effect.
- Keep notes of the paint mix recipes as you go, just in case you need more later when the client decides they want to paint effects another room the same way!
- When mixing the paint effects medium, add the colour in small increments until you are satisfied with your sample. This will allow you to control the colour you create. If it is too subtle you can always increase the amount of colour accordingly. If you have made it too dark add more uncoloured Paint Effects Medium to lighten it up.
- Add up to 5% clean water to thin and improve the flow of the Paint Effects Medium. If it's drying too fast add up to 10% Hot Weather Thinner to the Paint Effects Medium - especially recommended if you're tackling a large area.
- Coverage varies greatly and is dependent upon the technique you use and the substrate. On smooth surfaces, 1 litre of Paint Effects Medium can cover up to 30-40m<sup>2</sup> per coat.
- Plus... all the usual stuff like mask off sockets etc so you can carry the effect right to the edges, read the instructions before you start (always the hardest one to follow!), wear protective gear such as gloves, work from one edge to the other keeping a wet edge. If you have to stop, do so at a natural break such as a corner and don't forget to allow 2-4 hours dry time between coats of Resene Paint Effects Medium if you're doing more than one effects colour.
- And most importantly, be patient! There is a paint effect finish to suit all tastes so take your time experimenting with different options. Creating paint effects can be tiring, so be realistic when estimating the time to complete a project.



Paint effects aren't difficult to create - the hardest part is consistently recreating the effect over a larger area.

Check out the new Resene Paint Effects brochure at your local Resene ColorShop or order your copy online from [www.resene.co.nz](http://www.resene.co.nz).

the paint the professionals use

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## Tackle your Opposition Head on

The Resene Super 12 competition is back. The competition kicks off at the end of February so make sure you get yourself into your Resene ColorShop and grab yourself a Week 1 entry form. It's easy to play - simply guess the winning team each week and guess the points differentials. There are points for correctly selecting the win, the points differential and a draw.

It's free to play the game... so get down to Resene or nudge your rep for an entry form to get you started. You don't have to be a sports freak to enjoy the game... in fact sometimes it helps not to back a particular team as that can sometimes sway rational thinking to irrational loyal voting, which can be a nasty affliction.

## Window Stickers

If you're into advertising yourself the free way, then you may be interested in this latest wee ad idea that was suggested to us by one of our Auckland trade painters, who very cleverly pointed out that it would be handy to be able to put his business card in the front window of his projects so that everyone passing by could find out who the terrific painter was and what superb paint brand they were using.



Seemed to be a good idea - promote contractors and Resene in one fell swoop. So we rustled together a layout, got the clever painter to check it for us and with his seal of approval we now have the **Resene Window Sticker**. All you do is stick your business card under the bit that says

Painting By: and then attach the entire sticker to the inside of a window. Everyone passing by on the outside can easily find out who is doing the work, but can't destroy the sticker because it is on the other side of the glass.

At the end of the job, the project owner can easily remove the label and you can pull a new one out of your bag for the next job.

Back to the free ad bit... Resene will supply the window stickers to you completely free. All you need to do is ask your rep or ColorShop staff for them and they can hand you over a wee pile.

There's one rule when using them - stick to clear windows otherwise passing readers will need to be mind readers!!

## Happy Returns

The Joanna Nightingale memorial golf tournament held at the end of 2002 was another resounding success. It gave everyone the perfect excuse to play golf on a work day and helped raise \$6994.50 for the Mary Potter Hospice! A big thankyou from them and us to all the golfers and sponsors.

And the 2002 golf pros are:

Joanna Nightingale Memorial Trophy for Best Stableford - P Hawthorne

George Moenoa Memorial Trophy (donated by Kensington & Associates Ltd) for Best Gross - C Maarsters

Match Day Sponsor Trophy for Best Nett - G Rodwell

## It's a Date

By now you should have all your important dates (start of Super 12 season, end of Super 12 season, start of NPC season...) under control and marked on your Resene wall or desk calendar that was sent out to you late last year. If you missed out on a copy or it was washed or crushed in the post, check with your Resene ColorShop to see if they can rustle you up a spare.



## Sunny Side Up

We've got two products best used in combination to keep all sunlovers smiling into March. First up, roll up your sleeves and liberally apply free Resene suntan lotion. Having adequately prepared the surface (i.e. you) you are now ready to start painting.



Grab yourself some Sonyx 101 and get a durable semi-gloss exterior acrylic at a special discounted price as a reward for making such a clever purchase decision! Your rep has all the details, so make sure you get the full story (and the free suntan lotion) to make the most of this extremely limited offer.

## Blokedom Benefits

Being a bloke is top because:

- 1 The garage is all yours.
- 2 Wedding plans take care of themselves.
- 3 Car mechanics tell you the truth.
- 4 Wrinkles add character.
- 5 The occasional well-rendered belch is practically expected.
- 6 New shoes don't cut, blister, or mangle your feet.
- 7 You can throw a ball more than 5 feet.
- 8 One mood, ALL the damn time.
- 9 A five-day holiday requires only one suitcase.
- 10 You can open all your own jars.
- 11 You can leave a hotel bed unmade.
- 12 You get extra credit for the slightest act of thoughtfulness.
- 13 If you are 30 and single, nobody notices.
- 14 Everything on your face stays its original colour.
- 15 You can quietly enjoy a car ride from the passenger's seat.
- 16 Three pairs of shoes are more than enough.
- 17 If another guy shows up at the party in the same outfit, you just might become lifelong friends.
- 18 You don't need to know the names of more than five colours.
- 19 You don't have to think about which way to tighten a nut.
- 20 You are unable to see wrinkles in your clothes.
- 21 The same hairstyle lasts for years, maybe decades.
- 22 Your belly usually hides your big hips.
- 23 One wallet and one pair of shoes, one colour, all seasons.
- 24 You can "do" your nails with a pocket-knife.
- 25 You have freedom of choice concerning growing a moustache.
- 26 Christmas shopping can be accomplished for 25 relatives, on December 24th in 45 minutes.

More news in March!

*Eneser* *Buckett*

Eneser Buckett, Editor.

"APPLY THE WASH COLOUR BY SPONGE..."  
- WHAT WEIRD INSTRUCTIONS!



Painting with  
Eneser Buckett  
No. 39

## 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](http://www.resene.com) or email us at [advice@resene.co.nz](mailto:advice@resene.co.nz)

# Resene

the paint the professionals use