

Resene TradeLines

July 2003



“ Almost got run over by a forklift full of Wintergrade products the other day - I'm not sure if it was moving like lightning or if I was frozen to the spot by the less than temperate weather. Either way, with the rate that stuff is moving out the door, it can only be mid-winter. Now being a wee bit colder at the moment, we know it can be hard to drag yourself out of bed, let alone out of the house, so to entice you into coming in to see us, we have two great July promos lined up. So, you'd better come in or the store staff will be swimming in paintbrushes and Dec Easy Sand for the rest of the year! ”

July Promos

Want a \$65 bargain? We've got one!

For July only, **Decorator Easy Sand 10L** is available to all professional painters for just \$65 a 10L. As always, this price includes GST so you won't get any nasty surprises when you come to pay the bill.

The promo lets us give you a great price plus keep the production people warm this winter... by the time they work up a sweat running around to make enough Decorator Easy Sand stock to keep everyone happy, they'll be anything but cold!

So make sure you don't hang about too long, the special is available during July only - come 1st August, you'll be out of luck.



The Worst Wins!!

As a bonus, if you bring in the oldest, **most worn out paintbrush** for the Ultimate Trade-In you'll win yourself a Resene chillybag, t-shirt and bottle of Daniel Le Brun champagne. One prize up for grabs per ColorShop.

The Worst Wins!!!

If you bring in the oldest, most worn out paintbrush for the Ultimate Trade-In...



You'll win yourself a Resene chillybag, T-Shirt and bottle of Daniel Le Brun champagne!

One prize up for grabs per Resene owned ColorShop!

Resene
the paint the professionals use

Prize draw open to those aged 18 and older only. Ends close 31 July 2003. One winner per store. Resene Management reserves the right to change, discontinue or amend the terms of this offer.

New Product

Chalk It Up!

Painting a kid's room or maybe a sidewalk café? Suggest the client adds in a blackboard and you'll give them a very cool little feature at minimal cost. **Resene Blackboard Paint** is available in a 500ml can, so you only have to buy a small amount to add something a little different.



Of course, being a good old acrylic, it's dead easy to put on, giving you a basically dead flat blackboard finish. The only hard bit is that you have to make sure the surface is smooth before you put the Blackboard Paint on... of course, with your expertise in

Levels of Finish getting a smooth wall will be a breeze!

It's suitable for inside and out - the hardest part is holding the kids and adult artists back long enough to give the paint time to dry before they start covering it up with chalk!

Do the ULTIMATE TRADE-IN today!



Bring in any old worn out paintbrush and you'll get an all new 50mm or 75mm Ultimate Oval brush for just \$5!

Resene
the paint the professionals use

Offer available while stocks last. 1 set brush + \$5 will get you 1 new Ultimate Oval 50mm or 75mm.

Do the Ultimate Trade-In Today!

Bring in any old worn out paintbrush and get an all new 50mm or 75mm **Ultimate Oval brush** for just \$5. Offer available during July while stocks last and at this price, they're gonna be going like hotcakes! 1 old brush + \$5 will get you 1 new Ultimate Oval 50mm or 75mm.

And why would you want to get your hands on one of these new

brushes? Well, apart from the fact it'll only cost you \$5, you'll also get the finest white synthetic bristle, tapered and flagged tips blended together allowing the brush to flow through paint with ease. It holds its shape with every dip into paint, gives any painter a great finish - in short, the Ultimate Oval combined with Resene paint of course, will give you the ultimate finish!

the Eneser news the professionals use

What NOT to Do

We got a swag of entries in for the **Trade Tips and Stories Promo** and have sent prizes to all those who got into the fun. The winners were:

Best Tip: R Williams of Prime Decorating, Levin

"I was asked to quote on an interior job. When I arrived I found it had scrim on the walls so I called the client to advise him to re-Gib. He was hoping I could hang new paper over the baggy paper and scrim. I told him that it could be possible to hang the new paper with a staple gun but not by me. I got the job after the new Gib went up".

Tip: what looks like the cheap option is often false economy.

We couldn't decide our favourite 'story' so we decided to pick two! Each will receive a first prize.

Best Story Joint Winner: Jason Ward of Christchurch

"Once I was painting a reasonably high ceiling with an extension pole. The client was having trouble with his fireplace so was bent down looking at it. He was wearing a dark blue jersey and I was using cream paint. My habit at times is to let the roller come down quick and 'catch' it before it hits the floor. But this time it hit something before it reached the floor. Hmm? I looked up and to my dismay the roller was sitting fair and square on the back of the client! After refusing my offer of washing it off, he proceeded to walk around the house for the next couple of days with a big cream patch of paint on his dark blue jersey!"

Best Story Joint Winner: Peter Faithful of Greymouth

"A few years back when I hadn't long been signwriting I was given a job signing on a hamburger shop.

On arriving I got out my gear and did the big hard job first - hamburgers on the front shop window. I then proceeded to lay out and sign the menu and pricing board and then quickly in fast casual script, completed the job.

That Friday night on the way back from a night out, I thought I'd shout my mates a feed, so proceeded to the Hamburger shop to show off the afternoon's work. The shop manager was very friendly but before making our purchases kindly asked me to look at the price board. A customer had pointed out a spelling mistake - HAMBUGERS. You did a great job my friends still say but you need to learn how to spell!"

There were a great range of funny stories, which we can't possibly print in the tiny space we have left. So that you don't all miss out, we'll feature the best of the best over the next few months so you all get a chance to laugh at the misadventures of your fellow painters.

Thanks to everyone who shared their tips and stories - you certainly made the mail more interesting and will be keeping Tradelines readers educated and amused for months.

Old Product

Get On The Grass!

It seems to be a little known fact that Resene manufactures a grassmarking paint, suitable for (you guessed it!) marking out lines, etc on grass.

The price is \$45 per 10L bucket of white (non discountable), although other colours can be generally be supplied (if you ask nicely and give us enough time!). Depending on the concentration of paint/colour required, you can generally water down the grassmarking paint by 2 to 3 parts water.

And if you have been given the task of adding line markings to concrete courts and the like, we recommend good old Resene Lumbersider to do the trick.

Tough Stuff

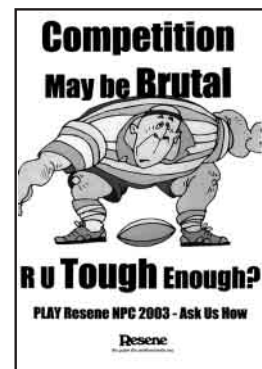
You've got to be tough to stick it out for the entire season of Super 12 watching and picking, but our Super 12 winners have proved themselves experts at pen pushing, game guessing and points picking. Our winners for Super 12 2003 are:

- Trev the Rev, Hastings, Central with 151 pts
- Jim-Knox & Anderson, Dunedin, Deep South with 168 pts
- A1 Designer Decorating Ltd, Orewa, Northern with 155 pts
- Donna Henderson, Hawera, Taranaki/Manawatu with 159 pts
- Cedric Stewart, Blenheim, Top South with 152 pts
- Neville Currie, Levin, Wellington Districts 164 pts



These heavyweights get the cash, but just so everyone else can drown out their boasting, all other Super 12 entrants have received a loud hand clapper (designed to annoy any opposing fan) and the new Resene designed bottle and paint can opener. If you missed out on these latest toys, give your rep a nudge and ask them to rustle you up one.

Of course with Super 12 over for the year, it's time to look forward to NPC. If you're keen to prove your skills, ask your local Resene ColorShop about the **NPC Promo** - available at selected Resene ColorShops.



More news in August!

Eneser ♥
Bucket

Eneser Bucket, Editor.



Painting with Eneser Bucket No. 44