

Resene TradeLines

June 2003



“Boss has told me to keep it short this month... something about me writing too much and then not leaving any room for the real stories... I think he's just jealous because I get to write about all the new products while he gets to talk to accountants and shuffle paper... anyway, he asked for short, so be it!”

Reddy Set Gone

The Resene range of red tones is set to shrink over the next few months. The good news is that this means we can offer you new hot colours like **Resene Havoc** and **Resene Roadster** (picture your dream sports car in red and you'll know what Roadster looks like) and since ColorShops will eventually only stock two red tones rather than three we can add the new tone to other product types (keep reading to check out a new red tone product!) without having to build bigger ColorShops to hold all the stock.

The bad news is that it will be a little muddy for a month or two while the old stock runs out and the new stock bleeds through. The only thing you need to do though is just make sure you use the same tone for the whole job - course if you're doing that anyway as most of you do, then there's no extra work at all!

Nowwwted

The **Master Painters Professional Development Programme** notes are now available online from www.resene.co.nz - just check out the Painter & Decorator Section if you're keen to learn more.

Promises, Promises

Keen to keep those promises we keep making, you'll be pleased to know that the **Resene Zylone SpaceCote** range has been expanded yet again to include two new new new tones - i.e. the new Yellow 2 tone and the new Red tone - allowing a choice of over 1500 colours in this quick and easy to apply coating. This is the first time in the history of Resene that red and yellow tone tinted colours have been available in a low sheen, so you'd better make the most of this unique opportunity!



Telling the Truth

We sometimes hear some painter myths that are enough to scare our Technical Director into retreating into his office and hiding under his desk... so to save him hours of cringing, here's a few of the myths and untruths corrected!

- 1 Unless interior Gib Board and stoppings are fully covered** in a thick (and we mean thick... so you can't see anything underneath it shining through) skim coat such as **Resene Broadwall Surface Prep**, it ain't a Level 5 finish. Skim coating just the joints and the nail heads does not a Level 5 finish make... at the best it is a Level 4... at the worse, it is Level 3 or lower.
- 2 Yes, you do need to use** a tinted basecoat of **Resene Lumbersider** or similar under **Resene Metallics** and **Resene Sandtex**. Yes you might get away with not using it, but chances are you will be disappointed later. The coloured basecoat gives an even appearance to the finish and hides any bits that may have only had a lighter coat of metallics or texture.
- 3 If you thin paint too much**, it will take you 4 if not 5, 6 or 7 coats to get the right colour. Stick to the thinning guidelines and you'll save yourself having to apply more coats than necessary. If the can says 12 square metres per litre and you get 24 square metres, you are not saving yourself material costs. Instead you are guaranteeing yourself permanent employment because instead of putting 1 coat on you now have to put on 2 just to get the same hiding.
- 4 No, you can't mix two paints together** to get an interim sheen... all you'll get is a patchy finish and a bad temper with areas of the high sheen and then contrasting areas of low sheen.

Our Technical Director has started to venture out of his office with a little coaxing, so we are guessing that if everyone follows the 4 truths above, he may just retain his sanity for another month!

Gender Bender

This little titbit found its way to us from the Washington Post Style Invitation, in which it was postulated that English should have male and female nouns. Readers were asked to assign a gender to a noun of their choice and explain their reason.

The best submissions were:

- **Copier** - female, because once turned off, it takes a while to warm up. Because it is an effective reproductive device when the right buttons are pushed. Because it can wreak havoc when the wrong buttons are pushed.
- **Hammer** - male, because it hasn't evolved much over the last 5,000 years, but it's handy to have around.
- **Hot Air Balloon** - male, because to get it to go anywhere you have to light a fire under it... and, of course, there's the hot air part.

- **Hourglass** - female, because over time the weight shifts to the bottom.
- **Shoe** - male, because it is usually unpolished, with its tongue hanging out.
- **Subway** - male, because it uses the same old lines to pick people up.
- **Swiss Army Knife** - male, because even though it appears useful for a wide variety of work, it spends most of its time just opening bottles.
- **Tyre** - male, because it goes bald and often is over inflated.
- **Web Page** - female, because it is always getting hit on.
- **Ziplock Bags** - male, because they hold everything in, but you can always see right through them.
- **Remote Control** - female... Ha! You thought it would be male. But consider, it gives man pleasure, he'd be lost without it, and while he doesn't always know the right buttons to push, he keeps trying!

the Eneser news the professionals use

Become a Postie

Want to promote your business and get fit? Well now you can achieve both at the same time at no cost...

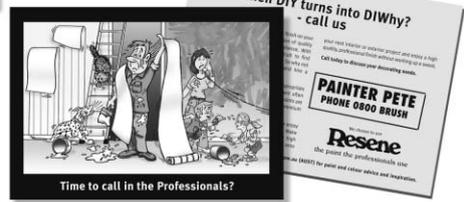
Resene has two cool postcard designs for you to choose from - each has a very different style so that you can select the one that suits you best or rotate the designs every few months.

The postcard system is pretty simple really...

- Painter (that's you) decides they wish to advertise themselves by a door to door maildrop.
- Painter contacts friendly Resene rep (that's us) and requests a 'reasonable' quantity of postcards, which are supplied free (unreasonable quantities will be supplied at a nominal cost!). Painter chooses preferred design (either "Paint Swirl" or "DIY Disaster") and rep orders it from Resene H/O.
- Painter stamps their business details (or affixes a label detailing their business) onto each postcard in the space provided.
- Painter wanders the streets putting postcards into letterboxes (or if particularly clever and parent to children gets them to help to make the job faster).
- Painter sits back, relaxes and waits for the phone calls!



Paint Swirl postcard



DIY Disaster postcard

Not bad for a bit of stamping and walking. If you're keen to get out and about and promote yourself, have a talk to your rep and get them to order some cards to get you started. Best idea is to start off with 500-1000 cards... that'll give you a good solid walk without making you too tired to actually go and do the jobs that you score. Then when you're ready for some more exercise your rep can order you another pack of cards.

Wreak Havoc

Just when the colour shy among you were starting to breathe a sign of relief cos you have your stock Range 2003 combos all worked out, Resene up and launches **The Range 2004** wreaking havoc to all those carefully laid plans. Still gotta move with the times cos otherwise the customers will move and leave us all behind.

This one's a wee bit different from last year's Range with some new softer colours coming in (close your eyes guys, these ones are designed with the gals in mind), metallics next to normal colours and that cool new mineral effect coating **Resene AquaShield** right up front just begging to be used.

The new Range has 160 colours for your customers to ooh and aah over. But don't panic, lots of the old favourites are back by popular demand, so you'll only have to learn half a fandek of new colours.

To keep everyone sane, it still includes colour suggestions on the back for those who are colour blind or whom have partners or clients whom insist on reinventing the lounge feature wall every time one of these new charts comes out and then expect your learned opinion on what colour goes with what... as if you have the time to concern yourself with this when you are the confirmed painting expert not the picking colour expert.

If you're a bit of a lad, you'd better get in quick and try out new **Resene Havoc** or **Resene Roadster**. These bright reds are seriously cool, although we have to advise that painting your van in Roadster will not catapult you into cool status! However, painting your van in Roadster then parking it next to your cool convertible roadster would certainly earn you some respect among the boys.

Blues blues and more blues are in The Range this year, which is a lucky thing 'cos them blues are going to be popular for at least the rest of the decade, if not the century. So we hope you like blue because there's just no way of avoiding it when at least half the population likes it so much.

Last year everyone surprised us by their bravery in using the bright **Resene Wellywood** and **Resene Spritzer**, so this year we have added a new bright green - **Resene Wham** - just to up the ante a bit... we can't wait to see what colours this one will be teamed with, though we are all still hanging out to see a 10 storey building coated in one of these new bright greens. Somehow, we think we may be waiting a while!

Of course, those who actually want to chill out and relax, may want to opt for one of the new tranquil blues or greens... nice and restful... just make sure **Resene Hypnotic** doesn't get to you when you're painting it on... otherwise the client may not invite you back for the second coat, let alone the next job.



If you've only just mastered the art of the neutrals, you'll be delighted to know we've left the **Spanish White** family in there along with their close personal friends, the **Pearl Lusta's**. Resene Spanish White still retains its top 10 colour status - pretty impressive for a 30 year old!

So, you want it? We got it! And if you can't find the colour your client has set their precious hearts on, then you obviously haven't talked to us yet. If it isn't a standard colour in the Resene Total Colour System, give us a sample of something to match to and we'll whip you up a colour match... free!

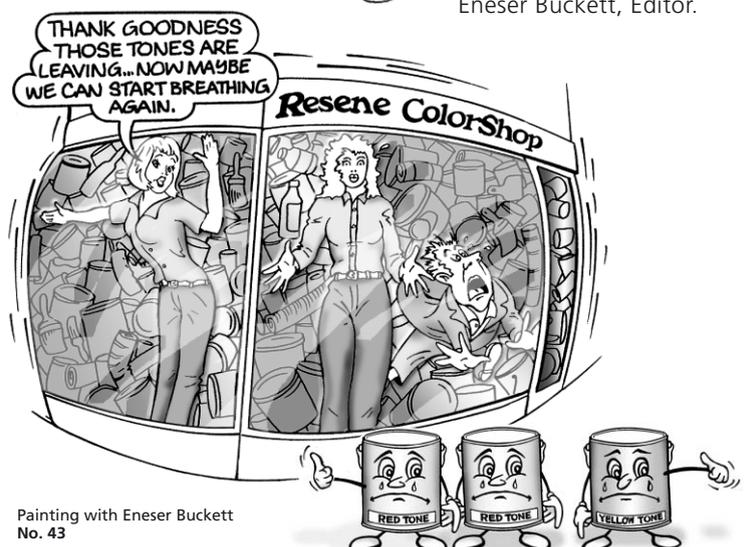
And if you know the Resene colour name but can't remember for the life of you where you found it, grab yourself a free **Resene Alpha list** from your local Resene rep and use it to quickly reference colours, charts and reflectance values... always handy when you are on a plaster finish or Harditex type job with a min of 40% reflectance value and the client expects you to know the reflectance value of every single one of their 50 colour options off the top of your head.

Course, if you're into the web techno thing, jump online to the **Resene online colour library** at www.resene.co.nz/swatches/index.htm and you can check out all the colour info and swatches you need whenever you need.

More news in July!

Eneser ♥
Buckett

Eneser Buckett, Editor.



Painting with Eneser Buckett No. 43