

# Resene TradeLines

March 2003



“Absolute bliss!! Super 12 has started again and our avid Resene Super 12 players are firing in their weekly picks to see who will be the ultimate champion. At the moment it looks more like a paper war than a competition of champions but it won't take long for the wannabe winners to emerge. There's only one bad bit about Super 12 - the games are just too short... if they were longer I'd be able to justify vegging out in front of TV for much longer! While I certainly appreciate just under 2 hours of vegging per game, 4 hours per game would be infinitely better! With weeks and weeks of games to go, I've got my watching spot organised complete with remote, food and drink within arm's reach so once the game is on I can stay superglued to my spot. Roll on the weekend!”

## Brushstrokes

### Website Time Savers

Over the last couple of years, we have been quietly adding lots of extra features to the Resene website [www.resene.co.nz](http://www.resene.co.nz), many of which have been requested by various painters, specifiers and customers who have contacted our Marketing Department. What started as 10 pages of company information is now over 1000 pages of technical information, swatches and tools designed to help you get what you need when you need it. The site includes a dedicated Painter & Decorator section with links to all the info you need to get the best out of the site. Whether you are looking for swatches, case studies, data sheets or the entire Spec Manual, it's all sitting there waiting for you.

Probably the most important feature of the site is the Search function on the front page. If you are looking for info and don't know where on earth to start, type it into the Search box and it will bring up all the topics that include that keyword. You can then select the topics that interest you and read and print as you wish.

There are a number of very handy tools for professional painters, so here's a small taste of the free stuff you can get your hands on at [www.resene.co.nz](http://www.resene.co.nz).

#### COLOUR QUICK CHECK

Looking for a Resene colour and don't know where to start to find it? Jump online and go to the **virtual colour library** at [www.resene.co.nz/swatches/index.htm](http://www.resene.co.nz/swatches/index.htm) - type in the colour name you are looking for and the software will bring up all the swatches that meet your description.



Click on one to get a closer look and to find out more info on the colour - such as what chart/s it is on, recommended complementary colours to get you started on a colour scheme and reflectance values, always important with exterior plaster finishes, Harditex and the like.

PLUS it'll even tell you what tone the colour is tinted from so when you are quoting for a job, you can check the colours before you start to make sure you are charging the right price.

#### THE REAL THING

If you are not planning a trip to your local ColorShop for a few days but need to get your hands on a Resene colour chart, order it online from our **Order Colour Charts** section at [www.resene.co.nz/com/services/archserv.htm](http://www.resene.co.nz/com/services/archserv.htm) and



we'll post out your request to you FREE! Just a few mouse clicks and less than a minute later, your order will be placed and you can get on with other work.

#### SPEC TIME

Need to figure out a spec for your next job? Type in: [ezyspec.resene.co.nz/index2.html](http://ezyspec.resene.co.nz/index2.html) - to access **Resene EzySpec** - Resene's electronic specification software. Simply answer questions about your project, such as substrate, interior/exterior exposure, etc and EzySpec will search its database to give you the best system to match your project requirements. Once you have done your spec, click on the product names and print out data sheets, then click again to view MSDS and print them if you wish. Easy.

Resene EzySpec is a handy little tool whether you want to write a full spec or just check out the best system for a job. You'll impress clients when you present them with a printed page of the system you are recommending and copies of the product data sheets with your quote. Best of all, this extra service will only take you 2-3 minutes to do.



#### WHERE ELSE?

Planning to use a product you have never used before and wanting to get an idea of what it has been used for before (or perhaps reassure clients that it is fit for purpose)? Click your way to the **Products in Action** section at [www.resene.co.nz/archspec/products/index.htm](http://www.resene.co.nz/archspec/products/index.htm). This section contains over 200 project stories drawn from the Resene News over the last few years. To find projects using the product you plan to use, type in the product name in the Search box and wait for the projects to pop up, then click on those that interest you and print out copies as you need to.

Each story is accompanied by a picture of the building, so if it is in an area near you, you may even be able to see it for yourself. The project stories include information about a huge range of Resene products from Tennis Court Coating to Wintergrade Lumbersider to Sandtex and through to the main shelfline products such as Lumbersider.



(continued)

## Website Time Savers (continued)

### SEE THE FINISH

Of course, the other thing you can get free online is Resene's virtual painting software **EzyPaint**. Though if you are in and out of your ColorShop regularly you might find it just as easy to borrow a CD, load the software and return the CD when you're done. Either way you'll get it free. Paint one of our images or scan, path and paint your own. Reading the instructions is definitely recommended before you get stuck in or it will take you longer to get the virtual painting done.



If virtual painting is a little too techo for you and you are working on a large development, you may find the **Resene RenderRite service** is just the ticket. Resene RenderRite will virtually paint your picture for you, provided your project meets the volume requirements, or if you still want to virtually paint your picture using EzyPaint but can't find the time to path it they can do the pathing part for you and email you the files so that you can spend all your time painting. If you need more info on this free service, check out the RenderRite brochure or ask your rep.

### PAPER WARS

The **Professional Painter** section also includes copies of the Painter Stationery we have created... you can download the invoice forms, quote forms and the colour scheme forms and complete them electronically. Of course if you prefer the paper version just ask your rep for your free copies.

Phew!!! My computer mouse is tired just thinking about all the extra work it'll have to do while my fingers are delighted about all the writing and typing they'll be able to stop doing.

You don't need to be a computer whiz kid or even own a computer to make the most of the online services. Use your own computer or check out your local internet café, surf around for 30 minutes and you will spot all these services plus lots of other info that is bound to come in handy.

Best of all, with all this virtual stuff, the info is there when you need it, wherever you want to access it from. So if you aren't one of the over one million visitors who have already checked out the Resene site, make sure you visit us online at [www.resene.co.nz](http://www.resene.co.nz) soon.



## New Products

### Size Matters

Over the next few months you'll see some new pack sizes joining the shelves - look out for **Zylone SpaceCote** and **Lumbersider white 500ml**, **Broadwall Acrylic Wallboard Sealer 1L** and **Kwila Decking Stain 1L**. These smaller pack sizes will help you to buy just what you need for the job, rather than being left with lots of extra paint.

### Off Yellow

To make life easier, Hi-Op Yellow and Yellow 1 tones will be phased out over the next few months and will be replaced with **Yellow 2 tone** instead. Apart from the obvious benefits of having half the number of packs on shelf, it will be easier to keep a single yellow tone in stock and once the phase in period is complete we should be able to introduce Yellow 2 tone to new products allowing you to purchase colours from yellow tones in a wider variety of paints. It'll be a little messy for a few months while we change between the yellow tones, but it'll all be worth it when we have the new tone available in all stores.

As with any other product change, we recommend you use the same product for the whole job - therefore if you start a job using a Hi-Op Yellow tinted colour you should continue to use that for the rest of the job rather than switching to a Yellow 2 tinted colour.

## Don't Paint it - Kick it

The Resene Super 12 2003 promotion kicked off last week. If you missed out you can still enter but you'll need to hurry into your ColorShop and make your picks extra hot to make up for missing the first round of points.

You don't need to be a sports freak to enter... many of our previous winners have won using the time old technique of looking at each team's performance, calculating the odds and then giving up completely and just guessing!

## DIY Disasters

You all know how dangerous it can be to let a DIY loose on a painting job if they don't know what they are doing (and sometimes even when they do know what they are doing!). Last year we ran a competition on nzoom to find out the funniest DIY stories and the best DIY tips. The entries were impressive so rather than letting them go to waste we have collated the best of them into a **Funniest DIY Stories and Handy Tips** coffeetable book. Retailing at \$9.95, we're offering all trade customers a free copy. To get your free copy simply show this issue of Tradelines to staff at your local Resene ColorShop during March 2003 and you'll get one copy of the book free. Definitely recommended reading!



### Here's one of our favourite stories from the book.

*"We bought our house a few years ago now with the intention of 'doing-it-up' within a couple of years. That has now become the five year plan after discovering that every owner since year dot has 'done-it-up' to their taste, leaving layers of paint and wallpaper for us to remove and walls to patch up.*

*The latest owner, prior to us, was a developer whose idea of wallpapering was to use enamel paint as glue and who enjoyed papering over large holes made by door handles (I believe that almost every wall in our house had one such hole that we would eventually discover).*

*The worst thing that we discovered, however, was during the bathroom revamp, when, upon ripping out the old cast iron bathtub, we found a beautifully woven rat's nest with some of my husband's socks woven in. Everything became clear to me at that stage - the noise in the wall behind my head when I sat on the couch was probably the jolly rat after a pilgrimage to our laundry to pick up another of Scott's socks! People often talk about the strange occurrence that happens when one out of every pair of socks goes missing but we know the truth."*

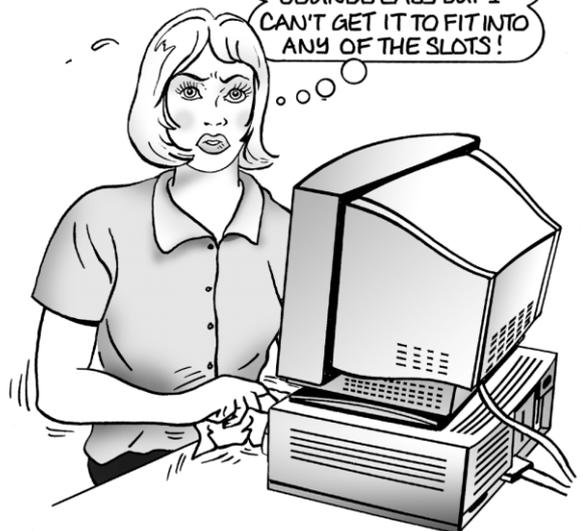
**From: Nikki**

### More news in April!

*Eneser* *Buckett*

Eneser Buckett, Editor.

TO VIRTUALLY PAINT MY PROJECT I NEED TO LOAD MY PHOTO INTO THE COMPUTER... SOUNDS EASY BUT I CAN'T GET IT TO FIT INTO ANY OF THE SLOTS!



Painting with Eneser Buckett No. 40

## Resene Paints Limited

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# Resene

the paint the professionals use