

Resene TradeLines

October 2003



“ With all you trade guys and gals bustling in and out eagerly followed by retail customers things are looking a bit hectic around about the place... still the October Sale only happens once a year and we all have the Rugby World Cup to look forward to when we're not buying, selling or applying paint. Go the All Blacks!! ”

New Product

stuck on it

With kids clamouring for the bright Wellywood, Wham and of course Havoc and Roadster, Resene have added **Resene Magnetic Magic** to the range so parents can give their kids a magnetic wall space in their room and adults can create themselves a magnet board just wherever they wish. With double the 'attraction' of existing magnetic coatings, this magnetic coating is loaded with iron oxides for maximum magnetic effect.

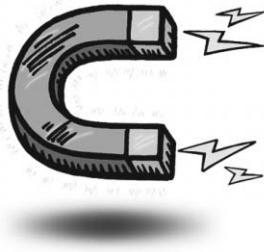
It's easy to turn any surface into a magnetic masterpiece. Prepare and prime the surface like you would normally, then apply Resene Magnetic Magic in two smooth coats by brush, hi-solids roller or spray. You can try and put it on in one coat but it may be hard to get enough on evenly so we recommend doing it in two. The smoother the finish and the thicker the application, the stronger the magnetic effect will be. Roller application will give a slight orange peel effect.

To avoid visible coating thickness differences between magnetic and non-magnetic areas, make sure you either do a complete wall or decorate or frame the edge of the magnetic area so that it is obvious which bit is the magnetic area and which bit isn't... after all there's no point trying to stick a normal magnet to standard paint!

Once the Magnetic Magic is on, add two topcoats of whichever Resene acrylic topcoat is your favourite. Your best bet is to reach for Zylone SpaceCote - tough, durable and available in over 1500 colours, you can't go past it for this job. Whatever you do, don't leave Magnetic Magic exposed - even though

it will give a stronger magnetic effect, the magnets will scratch the finish and you'll end up with disappointment all round.

Resene Magnetic Magic is ideal anywhere inside where a magnetic area is required to affix magnets - it won't be as strong as a fridge door, but will certainly do the job of keeping magnets in place! Chock full of iron oxides, Magnetic Magic is heavy... so don't be fooled by those 1L cans... they are a lot heavier than they look and would give any gym bunny a workout!!



spray attraction

With **Resene Magnetic Magic** proving *attractive* to children as well as magnets, we've had a few queries about whether it can be sprayed. The short answer is, it can, but it needs a little care to get it just right.

Here's the short instructions care of Allan McMillan, the instructor of the recent nationwide application roadshow.

Thin Resene Magnetic Magic with 20% Resene Textured Coatings Hot Weather Additive. If using conventional spray use a 2.5 needle and tight trigger. If airless spray, use a 21 thou tip and very low pressure c. 1800 psi.

Generally best to just decant part of the product, modify and use that, and then thin the rest as required just prior to application. Remember, make sure you *stick* to the recommended coverage rates otherwise the coating will be *less attractive* to magnets.



getting skillz

For those of you whom haven't spotted it yet, the NZ Painting Contractors Assn ITO have released a brochure outlining the apprenticeship format for the industry. The Master Painters carried out a survey of its members about two years ago, which showed that a number of employees were not taking on apprentices because they could not offer training in paperhanging.

Among other changes, it was decided that the basic "National Certificate" should be a "National Certificate in Painting" with options available for additional "National Certificates" in Wallcovering, Spray Techniques, Specialised Coatings and Industrial Coatings.

For apprenticeship application forms and general information contact either Linda Sutton or Don Fraser on ph/fax 04-387-9759 or freephone/fax on 0800-200-486.

the Eneser news the professionals use

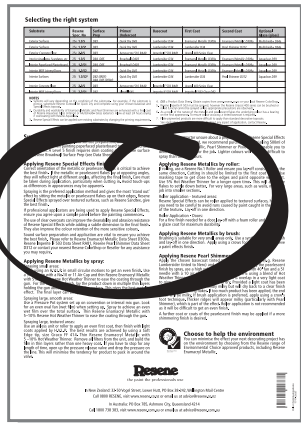
The Facts

If in doubt, **follow** the instructions!

If you're new to using Resene Metallics, grab yourself a Resene Metallics and Special Effects chart and check out the info on the back. It's all pretty straightforward, but if you get stuck, just give your rep a yell and they can fill in the details. If you're planning to brush it on, you're best to go for a crow's foot technique to get a random criss cross effect - very popular for feature areas.

The product was modified a year or so ago to make rolling easier - rolling isn't designed for DIY but can be mastered by professional painters - just check with your rep with full instructions before you start. Those whom attended the recent roadshows were in most cases astounded by just how easy it is to put on with a roller after years of thinking it was difficult... just goes to show that the right advice at the right time can be all you need to get the job done.

The new Pixie Dust and Pearl Shimmer are a little different again. These two products are really easy to apply, again provided you have the right info before you start. Basically both products are generally best applied over a dark colour to get the maximum effect - just brush (using crow's foot technique) or spray on and you'll be finished in next to no time.



If a very light coloured basecoat is selected and you want to apply the product by spray, you are best to get the Pearl Shimmer or Pixie Dust very very slightly tinted so you can see where you are going, or apply them with a roller to make sure you get even coverage. We don't generally recommend rolling this product but it can be done over light basecoats. Because the pearlescent flakes only shine out when the coating is dry, it

can be hard to see which bits you have and haven't done if you have a light basecoat.

Anyway enough dithering... here's the full instructions...

Always prepare a sample panel for the client to agree on before starting on the project.

SPRAY APPLICATION:

Apply the chosen basecoat colour, e.g. Resene Lumbersider, as you would normally. Allow to dry.

The following spray equipment set-up is recommended when applying Resene Pearl Shimmer or Pixie Dust:

- * High volume low pressure spray.
- * Use 40' fan.
- * 51 needle with a 10 air cap.

Thin the product up to 10% using a 50% blend of Hot Weather Thinner and water. Spray with a 50% overlap in a very light coat to give an even wet film. Allow to dry. You may wish to apply a second coat to get a more shimmering finish - basically the more product on the wall the greater the effect.

Provided a light coat has been applied, the finish will look mildly milky but will dry back to a clear finish with small shimmering flakes. If too much product has been applied, the end finish will be milky - which is why it is best to apply it in multiple coats if a stronger effect is desired.

BRUSH APPLICATION:

Apply using a crow's foot technique. Thicker ridges will appear milkier, which is part of the effect.

In short, it's easy to put on! If you want to check out the effect, grab yourself a Pearl Shimmer testpot and try it out for yourself.

Tips 'n Tricks

John Holt of Onehunga shared both a tip and a story with us.

First up, the tip:

To keep your hands clean delegate the work to someone else!

And now for the story - this one definitely brought a smile!

While driving along the road miles from anywhere my van so full I had to have the back doors open to accommodate my ladders etc a car came up from behind and proceeded to flash his lights.

Thinking he was in need of something I pulled over to the side of the road. He driver got out of his car and came to me with an unusual request for someone so far from anywhere.

"Have you any clean rags and turps in the van?" he asked. I replied that I had. "Come and look at my car," he said. A tin of blue paint had fallen out the back of my van and splashed over the front of his car.

He was smiling as we proceeded to clean the grill lights, etc. I said he was very good about the misadventure. "Oh you won't believe it" he said "but it happened to me last week, I'm a painter too." We had a laugh together and he went his way. I don't think I even asked him his name.

Goodness knows what people thought as they drove by and saw two people polishing a car on the side of the road miles from anywhere.

And here's one from Steve, a Resene staffer whom has spent many a year serving in Resene ColorShops:

I remember one day a few years ago we have a lovely elderly lady who frequently used to come into our ColorShop to buy bits and pieces. She must have been about eighty in the shade and was doing up an old family home room by room so that she could sell it and buy something smaller. Anyway, on this particular day she had come in to browse through the wallpaper library and a male staff member (let's call him Bob) was helping her with suggestions and ideas.

"What's unusual about that?" I hear you ask. Well nothing really, but imagine my surprise as a manager the next day when I approached the lady to offer help (the original male staff member was away) and was told "Yes I was in yesterday and was talking to 'Bob'. I have got a big stud in my bedroom and he told me I should get a dildo."

I tell you, that made my year!

More news in November!

Eneser Buckett, Editor.

Eneser masters babysitting



Painting with Eneser Buckett No. 47