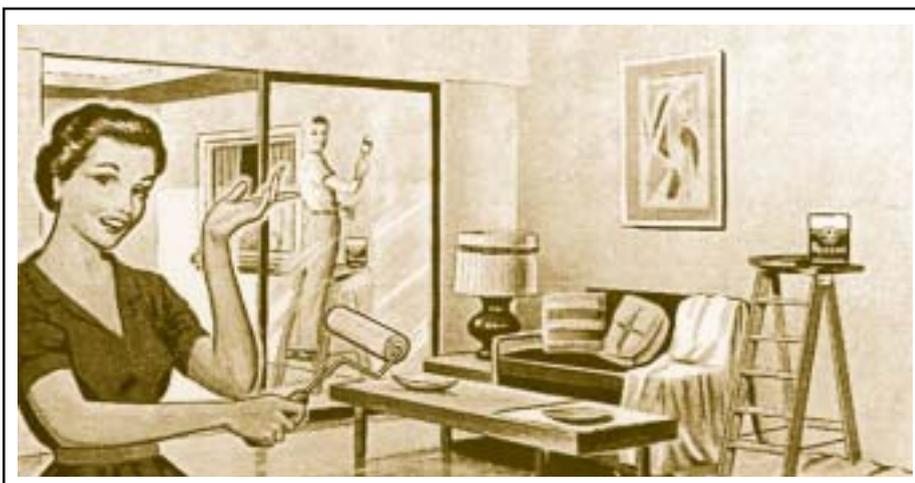


HOME GROWN

Resene
100%
NZ OWNED

THE STORY OF NEW ZEALAND'S OWN PAINT COMPANY



An illustration from an early advertisement for Resene's acrylic-based paints



Resene was started in 1946 by an Eastbourne builder, Ted Nightingale, who needed an alkali resistant paint to cover his concrete buildings. There was nothing available at the time, so in typical kiwi style he developed his own - in a cement mixer in his garage! In response to demand from other builders, Ted commenced producing his paint on a commercial basis under the brand name Stipplecote.

Stipplecote was a cement based paint required by builders because there were really no paints on the market at that stage that were suitable for use over concrete. Acrylic paints were not available until years later. As well as Stipplecote, Ted manufactured a range of admixtures such as **No Bond** and **Curecrete** that are still around today. The initial garage production facility was superseded by the establishment of Resene's first factory in an old stable in Tinakori Road, Wellington later that year.



In 1951, Ted Nightingale launched the first waterbased paint in New Zealand under the brand name 'Resene' - a name derived from the main ingredient of paint - resin. This launch was followed in 1952 by company registration under the name Stipplecote Products Ltd and a move to a new larger factory in Kaiwharawhara, Wellington. A period of innovation was to follow.



Waterbased paints had a very slow start. The marketplace was cautious with the new technology and had difficulty understanding that a waterbased paint would not wash off the walls with water. Customers initially remained loyal to lead and oil-based paints.



It was only after a massive sales effort that waterbased paint sales really took off. Demonstrations were run in shop windows showing boards being painted with waterbased paints and then the brushes being rinsed off in water. People standing in the street could not believe that the paint wouldn't just wash off the board.

The market eventually responded to the new paint technology and Resene's perseverance paid off with a period of rapid expansion during the late 1950's and early 1960's. As the emphasis shifted away from cement based paints towards waterbased paints, the company name was changed to '**Resene Paints Ltd**' in 1977. Although the company had added a line of oil-based paints to the range in the late 1950's and early 1960's, waterbased paints remained its primary focus.

By this time, the directors realised Resene had gone as far as it could with its limited manufacturing unit and selling structure. This laid the foundation for several key decisions that in hindsight proved pivotal.



The first decision was to upgrade the manufacturing facilities to provide increased factory space. Resene shifted premises from its older site in Kaiwharawhara to Gough Street in Seaview, Lower Hutt, where it remained for 25 years before shifting to its current location in Naenae, Lower Hutt in 1992. By relocating to the Seaview site, Resene became situated in an industrial area, which later provided for further expansion with a second manufacturing unit a few blocks away.



The second and probably most crucial decision in Resene company history was to completely overhaul the company's marketing. In a huge gamble, Resene decided to risk alienating the industry's traditional sales outlets by side-stepping them in favour of using its own staff to sell directly to the trade.

In 1970, Resene employed a sales manager and set about opening branches throughout New Zealand. Initially each branch consisted of a warehouse as a base, and a sales representative who drove around making calls on tradespeople. At about the same time the practice of leasing motor vehicles came into being and this allowed Resene to set up a fleet of vehicles without a huge capital outlay.

Resene initially focused on the **professional** market in Wellington and then rolled this strategy out to focus on towns like those in the Hawkes Bay - areas where the big companies were less focused. Only once Resene had established itself in most smaller areas, did Resene increase its focus on Auckland.



In between calls to tradespeople, the Resene sales representatives began calling on the architectural profession, Government Departments and local bodies. As a result of favourable dealings, many began to specify Resene paints on contracts.

In 1972, Tony Nightingale, the current Managing Director of Resene, took over the operation of the company.

RIGHT AND ABOVE: A series of ads showing the benefits of Resene's break-through acrylic-based paints.

LEFT: An early ad for Resene Stipplecote, screen-printed on tin.



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NEW ZEALAND'S OWN
PAINT COMPANY

1975 saw the launch of the first of a national chain of retail stores. The move into retail occurred almost by accident. Tony bought a wallpaper company that happened to own a store in Marion Street, Wellington. It was at this site that the first store, originally called the **Marion Street paint shop**, was established. Following overwhelming success with the opening of this store, the **ColorShop concept** was conceived and duplicated in other regions. By the end of that year, there were ColorShops in Auckland, Hawkes Bay, Dunedin, Hamilton and Christchurch.



Despite this foray into retail, the mainstay of Resene's business has continued to be specifiers and professional painters who demand a high quality paint that is easy to apply, a wide range of colours, and a high level of service and problem solving ability from the paint manufacturer.

Resene also built itself a reputation as the colour leader, with a number of firsts in this area:

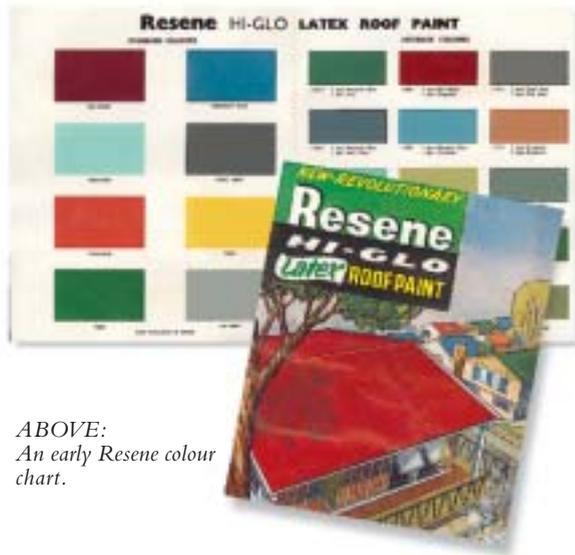
- In **1969** Resene set up a new system of colour, the British Standard Specification colour range (**BS2660 range**), which provided a range of strong colours at a time when New Zealanders were used to pastel colours. The stronger **BS4800 range** followed in 1973. The launch of the **BS5252 colour range** in 1976 was a world first.
- Resene **pioneered** the development of coloured paint bases, where previously only white was used.
- Resene was also the first company to offer a **full range of testpots** in New Zealand in 1975.
- In 1985, the **Total Colour Multi-Finish System** was launched.



The **Total Colour System** designed for tinting both interior and exterior products is unmatched.

Throughout this time, Resene has also been known as a leader in the development of environmentally friendlier products from the basic innovation of Resene waterbased paints to the removal of lead from decorative paints in the late 1960's well ahead of other manufacturers.

To reinforce this position, Resene joined the **Environmental Choice programme** in 1996, making it easier for consumers to select paints that ease the burden on the environment. The relatively recent innovation of waterbased enamels has enabled customers to substitute acrylic products for solventborne products.



ABOVE:
An early Resene colour chart.

55 years on, Resene Paints Limited Head Office is situated in Naenae, Lower Hutt. All Resene waterbased products are produced at this site. Solventbased products are produced at a separate manufacturing facility in Upper Hutt, Wellington originally purchased in 1990.

Resene produces both decorative and protective coatings for residential, commercial and industrial needs. Protective coatings technology was first purchased in 1977 from Giant Products. In 1989, Resene commenced the purchase of Industrial Coatings Technology from Ameron Corporation, which was later replaced by a Resene developed range of **engineered coating systems** in 1999.

Resene also has a presence in both Fiji, servicing the South Pacific market, and Australia. Resene Paints (Fiji) Ltd was established in 1965. Resene Paints (Australia) Ltd was later established in 1990. Not a company to stop there, Resene also exports paint and colour technology to offshore markets.



Tony's son **Nick Nightingale** was appointed General Manager in 1999 and remains in this position today.

With **55 years of experience** under its belt, and three generations of the Nightingale family at its helm, Resene has certainly shown that **kiwi ingenuity** can win through delivering innovative and high quality durable products, colours and services to a range of customers. Over our lifetime to date we have certainly learnt plenty about our products and customers and made numerous friends along the way.

Based on our history, the next 55 years are guaranteed to be just as great an adventure!



“CAST AN EYE DOWN ANY NEW ZEALAND STREET. CHANCES ARE YOU WON'T FIND A BUILDING THAT HASN'T BEEN TOUCHED BY RESENE”.

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 or email us at advice@resene.co.nz



Resene

the 100% NZ paint company the professionals use

BELOW: Continued series of ads.

