

Resene TradeLines

April 2000



“ Well we’ve done it; we have successfully defended the America’s Cup. Defended it – we blitzed them. Think about it. The rest of the world came out to New Zealand, sorted out their champion, and set them against us – and we annihilated them. Annihilated them with a combination of superb technology; superb innovation; and superb teamwork. Every New Zealand business trying to establish itself in the export market of technological services or products gains immense credibility from this victory. There is no doubt that when New Zealanders get in behind a project, excellence results. If only Team New Zealand really meant that – the sky would be the limit. ”

Brushstrokes

One coat versus two

I was once told that the greatest pleasure that a painter can get was not from rugby, racing and beer or even sex; but from getting away with only one coat of paint when two are called for.

Now I’m sure that this is just an urban legend ‘cos all the painters I have met have been fine, upstanding chaps; but did you know that Resene has a product that can satisfy this *dark desire*.

Recognising that application costs are a ‘major’ for the industry, Resene boffins considered how one coat could legitimately do the work of two.

And their answer? Combine high solids, multi-modal dispersions with increased high-shear rheology (their words, not mine).

My translation – they put more goodies in the can and combined them with an internal ‘braking system’ to reduce the natural spreading rate.

The product is **Resene Contractor**, a low-sheen interior/exterior product designed to go over most primed surfaces. It is based on adhesion promoted, 100% acrylics with excellent durability.

Resene Contractor is designed to be applied by brush or roller (PAL 230mm contract polyblend) at a spreading rate of 7 sq. metres per litre and with its built-in ‘drag’, it is a bit of a wrist-breaker (but then who wants a limp-wristed painter).

At 7 sq. metres per litre, a dry film thickness of 70 microns is achieved – exactly the same as two good coats of standard paint, with half the application costs.

Resene Contractor can be thinned to produce a standard 35 microns at 14 sq. metres per litre but that spoils all the thrill of missing out on a coat!

Editor’s Choice

Accessory of the Month:

Giveaway Trade Clobber with ‘No More Gaps’ Special



Purchase a 12 pack carton of ‘No More Gaps’ for \$69 and receive a Resene beanie or baseball cap.



Purchase
2 cartons
of ‘No More
Gaps’ and receive a
Resene polo shirt.

To receive your free beanie, cap or polo shirt, **complete this month’s promotion form at your nearest Resene ColorShop by April 30** and you will be notified for the collection of your **free item** of Resene clothing.

Resene - the paint the professionals use

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Editor's Choice

Service of the Month: The complete *Resene One-Line Specification Manual* is now on-line from the Resene website www.resene.co.nz

For those of you who are on the net, this is a very quick way to find Resene specification information. Furthermore, you can print out any part of the manual or copy what you need onto your own computer.

Product of the Month: Metallics are continuing to grow in popularity. Mt Eden Resene sales rep *Vance Chitty* says that one of his clients has been applying huge quantities of the Resene Metallics to Titan Board and interior Gib. "Clients seem to be intrigued with the shimmering chameleon-like effect with the sun's movement and the reflective use of light when applied to interior surfaces," he says.

Telling Tales

New Babes: Resene Christchurch Hagley Park shop manager *Richard Alderson* and his wife *Stephanie* have produced their first rattler – *Casey*, and head office marketing services manager *Paul Frewin* and his wife *Adele* now have a second daughter - *Kelly*.

Maule reps: *Ross Maule*, formerly a retail assistant at Resene Manukau ColorShop, has been promoted to a trade sales representative at Resene Papakura ColorShop.

Slippery when wet: A crew of 15 rowers, including Resene staff and painters, under the direction of sales representative and captain *Ben Frea*n has exceeded all expectations in the Dragon Boats three series national competition. The team won the premier division at Lake Henley in Masterton and raced in the Wellington regatta, qualifying for the semifinals with the sixth fastest time. They have been selected to compete in the nationals at Lake Karapiro on 1st April.

Sealed Up: *John Gerondis* has replaced *Tim Houlden* as central regional manager at Resene Paints. Gerondis was previously national marketing manager for Programmed Maintenance Services.

Tips 'n Tricks

Getting the chemistry RIGHT: It has been observed that vinyl lettering used by signwriters does not adhere well to surfaces coated in Metallics. "This problem can be avoided by either avoiding painting where vinyl lettering is to feature or hand-writing the signage," says Auckland business development manager *Daryl Spinetto*.

Selling the sizzle: "When spraying the new Resene Metallics, make sure you build in to the quote price the cost of a new tip. Your customers won't think twice about the price when they see the results," says South Auckland branch manager *Richard Holmes*.

Paint Storage: To assist in easy mixing of settled pigments during storage, turn the can of paint upside down, ensuring that the lid is firmly secure first.

More news in May!

Eneser ♥
Eneser Buckett
Editor. *Buckett*



Painting with
Eneser Buckett No.8

Resene - the paint the professionals use

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