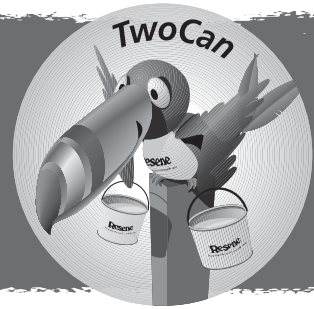


“ It wasn’t so long ago that most people painted their walls, ceilings, trim and joinery, one colour each, and then left it at that. These days, it’s just as likely that the paint will be on the floor, furniture and accessory items, and in a myriad of colours and styles. With social media and the internet providing easy access to see new ideas and design styles and share your own, decorators have become braver with their own homes, in turn giving them the chance to share their creative projects to inspire others... ”



Colour up

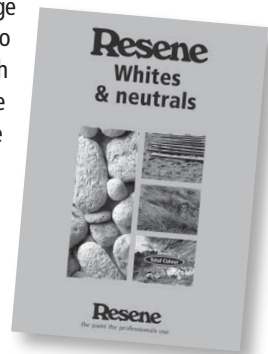
When it comes to creative projects, Resene FX Metallic finishes are an easy way to create a striking effect without breaking the budget. A few touches of metallic can quickly take a space from bland to wow... and can make a room an instant hit online too!



And while you might think metallics are all about gold and silver, even metallic colours change with the trends. With the rise of Millennial Pink and the evolution of it through to coral shades, one of the hottest new metallic hues is Rose Gold. This new colour was included in our latest The Range fashion colours and to make it even more accessible it is now part of the Resene Metallics & Special Effects colour range.

Even with all these effects and a myriad of colours to choose from off-whites, off-whites and... more off-whites are always extremely popular options as they are so easy

to team with other things. And just as bolder colours follow the trends, so too do whites and neutrals. We’ve been through the cream phase, the beige and then greige phase and are seeing many of the whites head towards the blackened white hues such as Resene Black White, and onto the warmer whites like Resene Rice Cake. To reflect the changing trends, the Resene Whites & Neutrals fold-up colour chart has also had an update and a change in running order to start with beige before moving onto creams, whites, greys through to blacks. This colour chart is a handy place to start with clients who are making colour decisions as it has the most popular Resene whites and neutrals to choose from for projects inside and out. Clients can then branch out into the Whites & Neutrals palettes or The Range Whites & Neutrals fandeck if they want to see lighter and darker variants of colours.



Keep an eye out for both updated colour charts coming to your local Resene ColorShop or reseller.

Midge minefield

When you’re busy painting, sometimes it pays to be a little inventive to tackle any challenges that come your way, as Meg tells us:

“You would think that the Northland coast was the best DIY climate in the world right? It’s dry most of the time, warm most of the time. It has minimal pollution and an easy lifestyle. You would be right too – only we have our peculiar challenges. Midges for example – these ever present sand flies – have a disturbing characteristic. This habit spells disaster for your perfect paint finish.

At certain times of the day they go a little crazy with thirst. They head straight for moist or damp areas. In the north you paint at those times at your own risk.

Take a beautiful wall of faraway blue – using Resene Pattens Blue. Last coat 9am Monday morning. Dry and sunny. Outcome? A blue and black speckled wall. A graveyard. Thousands of kamikaze midges died that morning. They are not fussy on colour either. Anywhere on the spectrum will do fine. A 3pm coat of Resene Melting Moment in the hall met the same fate: Armageddon in sunshine yellow. Now that’s a new angle on the feature wall.



So this tip is actually multiple tips in one:

1. If you live in a midge prone place try not to paint early morning or late in the day
2. If you must do so then get a pyrethrum atomiser in there with you to deter the midges.
3. A cut orange on a plate near the paint works to reduce their numbers – a piece of folklore that actually works – how is anybody’s guess.
4. It’s not smart to close windows and doors when you are painting. You can, however, hang muslin over the windows with masking tape to give yourself a head start.”

While prevention is always better than cure, if you do find a few sand flies still end up in your paint finish, you might like to try Matthew’s advice... we recommend trying it in an inconspicuous area first just to make sure it works though!

“With wet waterbased enamel it attracts sand flies when drying. Use car burnish cream to remove sand flies once dry.”

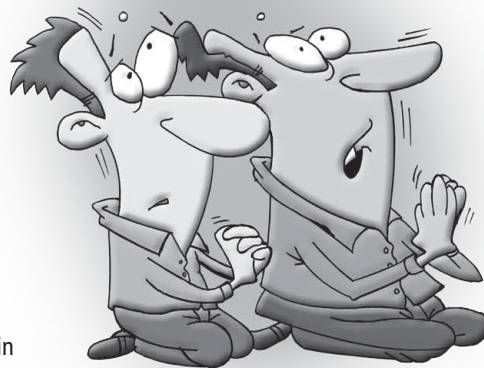
We need you!

On the note of rewarding people for good ideas... we're asking you to help us! We're on the hunt for funny decorating stories and handy decorating tips that we can share with TradeLines readers.

And to thank you for taking the time to enter, not only do we have NZ\$1000 for the best tip and NZ\$1000 for the best story, but we also have prizes just for entering. So please take the time to think back on all your years of painting and decorating and share your funny stories and handy tips with us. We need fresh stories and tips so prizes will go to those whose story or tip hasn't been entered before.

To enter simply:

- Fill in an entry form in store or grab one, fill it in and send direct to us



OR

- Email us the following to trade@resene.co.nz
 - Your name – if you don't want it included when your story or tip is published, just let us know when you email us
 - Your business name – this is for our reference only and won't be published
 - Your address – so we can send your prize
 - Your funny decorating story or handy decorating tip

You can enter multiple times in either or both categories.

We look forward to seeing your funny decorating stories and handy tips!

Ideas to get you out of a creative rut

Now you might be thinking, my job is a painter or decorator and I'm applying the paint and colour the customer requested – why do I need to be creative?

Creativity can help in all sorts of ways, big and small. It might be the answer to fixing a problem on one of your projects, it may be a new idea for attracting new business or even just the way you want to lay out your web page and the signwriting for your van. Even though for some of these you may hire a professional to help, you'll get a better result if you're clear on what you are trying to achieve.

Creative ruts can come very easily, but can be extremely difficult to get out of. Instead of twiddling your thumbs waiting for inspiration to hit, try these ideas...

"You can look anywhere and find inspiration"

These famous words were once said by famous Canadian architect Frank Gehry – and we couldn't agree more. If you're struggling to think of new ideas to inspire yourself and your clients, stop looking in the same places and broaden your horizons.

Take a walk or drive and really look at all the things you pass by – the buildings, the advertisements, the people. Focus on the details. Spend time online browsing sites and social media. Start a file of ideas so that when you need an idea you're not starting cold each time. If you do this regularly you'll start to see the sorts of ideas you are drawn to and perhaps you could use this to inspire something for your own business.

Don't force it

There may be times when it feels like you've sat for an eternity waiting for inspiration or the answer to strike. Sometimes it pays to get up and walk away – or run. Taking a break from your thoughts for a while is a great way to recharge your creative batteries and come back with a fresh mind. Going for a run, walk or engaging in another activity can distract you from the problem at hand. Often by the time you have finished the other activity, you'll have just the right answer in mind.

Declutter your mind

Experts estimate that the average human mind creates around 70,000 thoughts per day. No wonder it's easy to become overwhelmed and distracted when your mind is full of other 'to-dos'. This can prevent you from focusing on the priority at hand, and when there's more thinking involved, coming to a decision can seem impossible. If you've got too much going on at once, take a step back and get all your thoughts out.

Make a list of everything you're thinking about and start prioritising your tasks. Seeing what you need to tackle and when should help relieve some of the stress. Pen and paper is fine for this or if you create it electronically you can juggle the order around if you need to.

Seek help from the experts

If you need help, ask for it. A little expert help at the right time might be all you need.

Store your ideas

Yes, there may be days when you're struggling for ideas and solutions, but there will be others when the ideas and answers won't stop flowing. Make the most of those times and store them in a safe place. Pop them in your phone notes or in an old-fashioned notebook dedicated to ideas – future you will be very glad current you took the time to do this!

Often after a problem situation has been resolved, you then think of a better way to solve it. Hindsight is great like that. Rather than regret you didn't think of it earlier, jot down the better solution with your notes as a handy headstart for next time. Then if the same situation happens again you'll be much closer to resolving it. You may even be able to use your new idea to adjust your process and avoid a problem in future.

Ask others!

While friends, families, colleagues and employees may not necessarily be experts, good ideas can come from anywhere. Don't be afraid to ask for, and reward, good ideas.



Catch you next month!

TwoCan, Editor.

