Resene TradeLines

Issue 12 - 2019

Are you on the holiday countdown yet? Checking the list to make sure you have everything down you have to get done, while realising that you'll need to borrow at least three of Santa's elves to be able to get everything finished?! Unless you have a hotline to Santa, start editing your list now, make time for few end of year parties and a few Christmas mince pies to keep the energy and Christmas spirit up, and you too can enjoy a smooth run into the holidays...



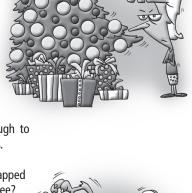
Top tips for Christmas

Ah the joys of Christmas are nearly upon us – gathering together, if we're lucky, with friends, or family, or both.

Before you get stuck into the Christmas season we have a few top tips we have gathered over the years to help get you through safely to the holidays...

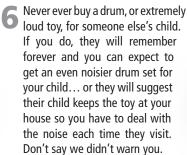
- Don't buy a Christmas tree train set to go onto your Christmas tree unless you have the patience of a saint, an engineering degree, four arms - to hold everything steady - and no pets. Just trust us on this one.
- A Christmas tree with a slight lean doesn't fit into the 'she'll be right' category. A leaning Christmas tree continue to lean a little more each day until it nearly takes out a small child on Christmas morning. If fixing the lean is impossible, rope is your new best friend. Simply tie to something else that can't fall over to keep it upright long enough to make it through Christmas.







- If everyone is singing Christmas carols and you can't stand the noise, make sure you join in the singing. If you're singing too the noise never sounds as bad!
- Always share your Christmas present treat food with your children when they are small. You'll only have to share a little and they will remember for years which parent shared with them when they were smaller. This will pay back nicely when they are older and return the favour you'll be able to claim a share of Christmas treats to



enjoy for many years to come.



are closed?







Christmas hats are perfect to cover bald spots, grey hair and wrinkles. So make the most of them!

Gift yourself and your family a Christmas day off from all your normal rules – a day spent together going with the flow and anything goes might well be the best present you all give

Enjoy it all - the bits that go right, the bits that go wrong, and yes even the socks you will never wear... after all Christmas only comes once a year!



The year that was

Every year we say time flies, and yet the next year it seems to fly even faster. Maybe it's just our memories getting shorter!

each other.

It's always good to reflect back on a year, what went right (hopefully a long list), what went wrong (hopefully a very short list) and what to get better at next year (hopefully a doable list with a few stretch targets).

For us this year saw many products we had been working on for quite some time finally hit the shelves.



One of our most long awaited favourites, was Resene SmartTouch. Once nicknamed the 'On Off paint' it opens up a whole new world of paint using conductive technology. Simply tap your paint to turn your lights on and off - so handy and so easy! People love the idea but are amazed that paint can be so clever.

It goes to show that paint can be so much more than just a pretty colour on the wall. Having said that, there's nothing wrong with pretty colours and finishes either!

And this year we have launched two new options to choose from. **Resene** FX Faux Rust Effect is a new living rust effect that allows you to add









AREN WALKER

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We're always keen to help make decorating even easier. This year we added Resene Wintergrade Additive to the line-up so you can winterise a range of paints to help you keep working through winter. And Resene **Lustacryl Commercial Spray Grade**





was another handy addition for those who have a lot of semi-gloss spraying to get through in record time.

We've also start exploring another new technology area – waterborne alkyds. We started with wood stains last year and have now expanded this into the new Resene Room Velvet low sheen waterborne alkyd. To give you even more options, we have more waterborne alkyd variants lined up for you in 2020, so you can get the solventborne style finish you love without the odour and the high VOCs.





It's always good to celebrate the milestones and this year was no exception.

2019 marked the 10th anniversary of the Resene Eco.Decorator programme and the 15th birthday for the Resene PaintWise product stewardship programme. And thanks to decorators all over the land, Resene was also named Most Trusted Paint again.



And those are just the highlights!! No wonder we're all starting to feel a little in need of a holiday break!

We'd like to say a HUGE thank you from us for your support again this year. Your ideas, your suggestions, your energy and the support you give us, all motivate us to continually improve our services and products and investigate new technology options that offer new finishes, new benefits and new efficiencies.

We hope you and your family and friends enjoy a well-deserved break and we look forward to working with you again next year!

