

“ Sometimes the days and months just blur into the next and suddenly you are in April wondering where the first quarter of the year went. While you can't turn down the pace of the world, you can address the pace in your patch. Booking in jobs and then finding the weather is against you, is a sure-fire way to start feeling the pressure. It's feedback from painters that led us to create Resene Wintergrade Additive and Resene Umbrella Additive so you can make the most of your working hours and minimise your downtime... ”



Winterproof your paint... and your work

It's that time of year when the scorching days of summer are but a hazy memory and the cooler months are beckoning. Don't let colder temperatures put you off booking in jobs and getting work done.

Resene has a range of wintergrade paints and Resene Wintergrade Additive to help you keep working over winter. These products can dry at temperatures down to a chilly 3°C, which means you are buying yourself an insurance policy against the cold.



A paint film dried in the cold can crack and even just dry to a powder. This is because the acrylic base needs some warmth to make the particles soft enough to stick together. There's an intermediate set of temperatures between 5°C to 10°C where the film appears normal but looks can be deceptive as the coating is likely to have much poorer

than normal durability. The surface temperature of the substrate may be considerably colder than the ambient air temperature, which creates even more of a challenge for normal paints.

Finishes of wintergrade products can differ slightly from the standard products so we recommend using the same product consistently for a project. Wintergrade products are available for ordering from Resene ColorShops and selected resellers from April – August inclusive.

If your hands start to feel the chill too, ask your Resene ColorShop for your free handwarmer – only while stocks last.

Remember when you're using standard paint over the winter, keep an eye on the temperature, both on the surface and in the air. The surface can be a lot colder than the air that surrounds it so you may find it's best to change your order of work and work on surfaces like plasterboard in the early morning and move to areas like concrete, which tend to be cooler in cold weather until they have had a chance to warm up a little.



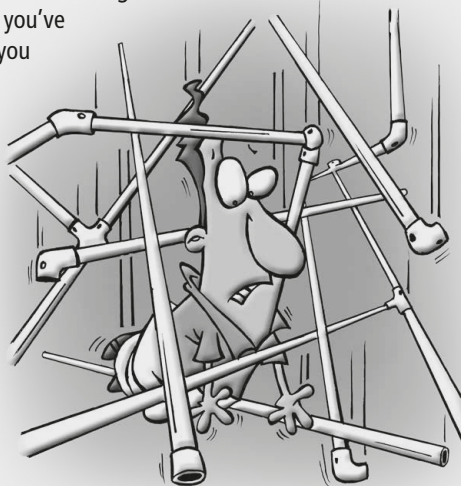
Plan twice

It's easy to switch into auto pilot when you have been doing a job for a while. You know the way it works – you've done the same job a hundred times before so you work through it without paying close attention to what you are doing... unfortunately that's usually when accidents happen as this story tells us... the luckily unharmed painter who sent it into us wasn't rushing to be named though!

"I learned a humiliating lesson as my colleague and I were painting the outside of a two-storey commercial building in the Waikato.

It was near the end of the job and time to pack down our mobile scaffolding. As my colleague went off to pack up our tools and materials, I decided to dismantle the scaffold.

I climbed to the second level of the platform and started to pull it apart piece by piece. I removed each metal bar, dropping them to the ground



so that there was less and less of the scaffold holding itself together. Without thinking, I kept going until I pulled off the very last bar that was holding the scaffold together!

To my horror, I suddenly realised what I had done, but too late! The scaffold came crashing down, imploding towards the ground while I was still standing on it!

I was shocked, but completely unharmed. How no injuries or damage was done, I have no idea. But, like the arborist cutting the branch that he was sitting on, I learned a valuable but embarrassing lesson!"

If you've thought of a funny decorating story or very handy tip but didn't get a chance to enter it in our competition, we'd love to hear it. Please send it to us at update@resene.co.nz, subject Trade funny story or handy tip. If we print it in

a future TradeLines we'll reward you with a \$50

Resene credit and some colourful m&ms!



Ears on

Last year Resene started a webinar series to help provide expertise wherever clients are. While you may think you don't have time to sit down and watch a webinar in the middle of the day, who said you actually had to watch it? The great thing about webinars is you can turn the volume up and listen to it while you work, much like you would listen to the radio or a podcast.

We'll be featuring a range of experts and expertise so this is a great way to learn more without having to take time out. Keep an eye out at www.resene.com/webinars as we announce new webinars through the year. And if you miss out on one and want to catch up on it, you can view the recorded version later.

Expert advice on tap



Over the years our experts have been asked a myriad of questions and with all the practice they have gotten a real knack for finding answers and solutions to many tricky questions. So if you're stuck with a curly question, or even just need some basic advice on products, colours or application, make sure you get in touch with our team. Of course you can visit a Resene ColorShop or your Resene rep anytime, or use our phone advice service – 0800 737 363 NZ or 1800 738 383 Australia, or our online services – Ask a Tech Expert, www.resene.com/techexpert or Ask a Colour Expert, www.resene.com/colouexpert. We're happy to help.

How to keep your business busy over winter

We know it's only autumn, but those winter months are just around the corner so it pays to start thinking ahead.

With winter on its way, you'll likely notice a drop in projects as homeowners take a break from renovating and updating their houses.

While a break from the hectic summer months can often be a welcome reprieve, you still want to make sure you have enough work to provide a good income over the cooler months. If you're looking for ways to boost your work over the cooler months and maintain a steady income, try a few of these marketing tips and tricks.

Make the most of winter holidays

As winter approaches, many people plan ahead for a mid-winter break. Those with kids will typically travel during the school holidays, whereas others will purposefully avoid travel during the school holidays..

These winter travellers are great prospective customers for your winter work. Instead of waiting until summer to organise their renovations, they have the opportunity of getting work done while they're away, so they won't have to worry about the hassle of working around floors that are being varnished or a living room that's completely covered with dropcloths.

All you need to do is make that opportunity well known. Target your marketing and advertising campaigns towards those heading away, highlighting how much easier it will be to get work done when they don't have to make room for it. Plus, coming back to a new and improved home is a wonderful way for them to return from holiday.

While the family heads away on holiday, you can complete their home renovations without getting in each other's hair.

Reach out to clients who may be interested in interior services

So, you repainted a home's weatherboards or outdoor area over summer – now could be a great time to get in touch with that same customer and see if they want any interior work completed.

Getting in touch with past clients is always a strong marketing technique – as these customers are already familiar with you and your quality of work, they know you are trustworthy and great at your job.

Did you complete an outdoor project this summer? Contact the client to see if they'd like a new indoor space to match.

Offer special discounts

While many people may have renovations on their mind this year, you can guarantee that a lot of them will be waiting until later in the year to organise it. Whether they're waiting for the weather to warm up or to secure the necessary funds, they wouldn't otherwise book your services during the middle of the year.

When people already know they're going to need your services at some point, a discount or special offer is a great way to encourage them to do it sooner rather than later. Perhaps you can simply offer a better rate, or additional services as part of a package deal. Or even a reward for an existing client who refers you to a new client.

Focus on attaining bigger projects

Larger projects take more time and will keep you busy for longer, so you won't need as many of them to tide you over during the off-season.

Look for ways to tackle bigger projects by marketing to schools and businesses that could be needing work done, or promote your services for full home renovations. Whether you follow up on old leads, talk to colleagues and contacts about possible work, or get in touch with past clients about bigger jobs, you may be able to track down some time-consuming work.

Assure customers winter painting is possible

When the weather gets cold and wet, some customers will assume that you can't get any painting or decorating done. Talk to them about Resene Wintergrade Additive and wintergrade paints and Resene Umbrella Additive. In many regions and for many projects, painting over winter can actually be easier than painting over summer when the weather is scorching. And when it comes to wallpapering, wallpaper suppliers often love the wetter weather as it's a perfect time to get the wallpapering finished.

Mix and match different techniques to help boost your winter income.



Catch you next month!

TwoCan, Editor.

