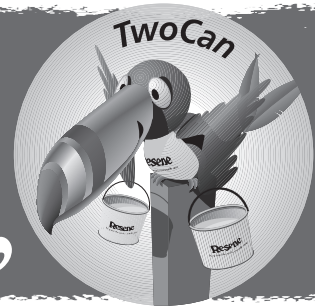


“ And here we are, Christmas is nearly here again and we’re signing off on the last issue of the printed monthly TradeLines newsletter. Next year we will be moving to an email only version so you can keep up to date via your inbox. If we don’t have your email you can sign up at www.resene.com/specifierregister. We’ll still have some printed publications now and again with more in depth industry focused articles to help keep you up to date with new developments, projects and more... ”



Christmas near miss: Santa Fairy and the Tooth Claus

December twenty-third again? Nick had barely recovered from last Christmas. Check that, Nick hadn’t recovered from last Christmas, and now it was bearing down again. He needed a break, time off. But the calendar pages kept flipping by. It used to be the happiest time of the year; the whole North Pole energised. He missed watching movies with Rudolph, laughing over their distorted life stories. He missed the elf flash mobs; those little guys could dance. But most of all he missed his own sense of joy.

“Hey sad sack.” A small voice came from the doorway.

“Tanya, hi. How’s the Tooth Fairy business?”

“Apparently better than Santa Clausing. What gives? You’re about to be on stage.”

He groaned. “Nothing, just not feeling it this year. I need a break.”

“A break, seriously, you work one freaking day a year and you need a break? What about me? I never have a night off... ever.”

“Typical. You think Christmas is a one-day thing. Who do you think makes all those toys?”

“Nintendo, Lego...”

Nick glanced at his shuttered workshop and felt a little smaller. “But keeping the list is a full-time job, as is training the reindeer, and keeping Mrs. Claus happy.”

“Keeping up this physique is a full-time job.” He patted his over-round belly and tried a smile. It didn’t take. “And training the mall Santas. Sheesh, Millennials are impossible. They demand two breaks an hour, environmentally safe hand sanitiser, and pre-visit antibiotics for any kid with



a cough. Last month, a guy who missed only one on the final exam, argued the date of Christmas was an unfair question.”

“So, we can’t quit, but we both need a break. Time to find ourselves and rekindle passion for our jobs.”

“How are you going to go being all jolly when your heart isn’t in it?”

Nick shrugged. He’d fake it, like he had the past several years, ever since he secretly accessed social media and learned he wasn’t so beloved as he’d been led to believe.

“Tell you what,” Tanya said, “how about we trade places, just for a week?”

Job swap – the Tooth Fairy and Santa

Nick scanned Tanya’s list of names, pulled a pen from behind his ear and scratched through a name.

“This kid’s on the naughty list.”

“So what? I don’t discriminate on the basis of behaviour.”

“But he didn’t feed his cat for a whole month and lied about it.”

“And that’s a problem, why? I hate that cat, always hissing at me.”

Santa Fairy and The Tooth Claus

Nick kissed his wife on her flour-smudged cheek. “Great news. Guess who’s going to be home for Christmas?”

Mrs Claus moved toward the kitchen door. “Um, can I talk with you, alone, for a moment?”

As soon as the door swung closed, his wife turned on him. “What are you thinking? She’s a fairy. Everyone knows she’s flighty.”

Nick let that one pass.

“Are you aware that at least a quarter of the kids wake up each day without money under their pillows? Why do you think that is?” She jammed her fists on her ample hips.

He’d not seen her this angry since he invited all the elves to dinner before the factory closed. Sure, he should have known there were thousands of them, but they were small, how much could they eat?

He decided the question was likely rhetorical.



"Because Tanya the Tooth Fairy is a light-weight lush. She nips a little from the first few houses, and that's all it takes, small as she is. You can't let her play Santa. Christmas will be ruined."

"It'll be fine, dear. She can't get drunk off milk."

Several hours later, Nick began his first Tooth Fairy rounds. The wings Tanya fashioned for him chafed, and the spell she'd cast so he could travel without the reindeer gave him vertigo. He cross-checked Tanya's list with his own and sorted in descending order of behaviour. If he delivered only a portion, he wanted it to be the deserving kids. If he felt better later, he'd finish the list. But he didn't feel better, so the cat-hater got to keep his tooth.

Christmas swap

On Christmas Eve, Mrs Claus grasped Nick's hand and led him to the Control Room where Mission Director Buddy was watching the radar on enormous screens covering the far wall. "She's several thousand deliveries behind," he said. "She'll get the hang of it," Nick said. "The first time I delivered, I was behind –"

"The first time you delivered there were less than a thousand homes total," his wife said.

Fair point.



A ticker over the map counted down remaining deliveries. It was barely moving. "Fifteen thousand behind... twenty. She stopped moving."

Buddy zoomed on the area of Tanya's red blinking light. Russia. An enormous mansion filled the screen.

"Oh no," Nick said. "The Smirnoffs'."

The view stopped zooming. Tanya lay on the arm of a leather sofa, a tiny straw extending from her mouth into a mug on the coffee table.

"He always puts a little something in the milk, to warm me up."

Silence fell as the digital counter remained frozen.

"I'll suit up," Nick said. How could he have been so stupid? And how was he going to make up for lost time? "Buddy, how far along are you with the drones in Europe? Could we use them to catch up, then I'll cover the Americas?"

"They're ready," Buddy said.

Nick rushed from the room to finish the job. Being Santa was his life, his calling and his passion. Next time he needed a break maybe he'd talk with the Easter Bunny instead...

Abridged story from the original by T.Y. Euliano, thanks to atimetolaugh.org – for the full story see atimetolaugh.org.

The year that was

2020 is going to be one of those years that we'll probably all be telling the next generation/s about in years to come.

Like so many others, much of the year from mid-year on was finding the 'new normal' whatever that means... which in our case is much like a hybrid of the old with a mix of the new. Like the old normal, the new normal continues to evolve too. It's a careful juggling act to keep the best of the old and bring in some new to allow the business to grow and provide even better products and services in the future, and no doubt we'll keep honing our juggling skills in the time to come to make sure we have a good balance of both.



Before things went haywire, the Technical team were humming along with the new products, with **Resene Bio-Cleaner** biodegradable cleaner first on the scene, ready to go for clean ups. It's formulated with eugenol, the active ingredient in clove oil and quickly gained itself Environmental Choice approval.

We've also caught the webinar bug, which came in especially handy when so many were at home. Over the year a wide range of topics from steel and timber, to colour and psychology have been covered, plus handy time savers like the problem solver session. If you haven't attended one yet you can catch up on all the webinars free at www.resene.com/webinars. We hope to expand the webinar series further in 2021 so if you have topics you'd like covered please let us know at webinar@resene.co.nz.

A highlight of the year was being voted Most Trusted Paint brand again, and third most trusted brand overall. It's always an honour to be chosen for this award when it is voted on by Kiwis all over the country.

Hunger for colour hit at just the right time with over 43,000 cans of food collected by Resene ColorShops for the Salvation Army. The cans were handed over in early March, a timely boost to the foodbanks that have been so vital to many families.



This year also brought a few firsts... the first time we have ever had to close our stores for an extended period, followed by stores that could supply but customers could not go inside. Thanks to everyone who has shopped with us and supported us during all the level changes – we are very grateful to you all for choosing to shop with us.

We've also never had a paint store actually run out of paint and tinter, but that happened in 2020 too just prior to level 4. Our staff were like paint ninjas, mixing a crazy amount of paint in a couple of days of chaos. And we even made hand sanitiser to WHO standards to keep our staff and customers safe.

Despite all the restrictions, we have seen creativity flourish. We have had a vast array of very creative projects shared with us through the year. We have had many customers adjust their business to the new normal, like us keeping the best of the old and combining it with the new.

On the note of hybrids, we also launched the first waterborne alkyd paint as a new alternative to Resene Lusta-Glo, a traditional solventborne paint. Like traditional Resene Lusta-Glo, the new **Resene Waterborne Lusta-Glo** has the tough and durable finish of a solventborne paint but dries faster and is less prone to yellowing. Initially available in white and off white, work is underway for a gloss version too.



From us all, a huge thank you to you for supporting us through a very challenging year. We appreciate your support as it helps us to support our many suppliers and our hardworking team. We hope you and your family and friends enjoy the holiday period and we look forward to working with you again next year and celebrating our 75th birthday with you!



Catch you next year!
TwoCan, Editor.

