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“ With spring cleaning in the air the Technical team have been cleaning up about the place and have been working hard to improve colours tinted into **Resene Lumbersider**. They discovered that by making some minor tweaks they could improve the clarity of **Resene Lumbersider colours...** the difference is relatively minor and the average person won't notice either way, but we figured even a minute improvement was worth the effort, so now when you see new formula labels on packs you'll know what they are for. With the warmer months upon us, we thought it would be a great time to let you know about some of the extras available free from Resene that can help you in your business... ”

Folding stuff

Nope, we're not talking about cold hard cash, but we are talking about paper that will earn you some cash if you use it the right way.

We know that the human mind has a clever trick of forgetting information over time, so we thought we'd better run back past you some of the freebies you can get your hands on from us in case you'd missed them in the past or just completely forgotten!

Here goes... all of the following are available for ordering free from your Resene representative, so make sure you hit them up for the things you need and when you run low, just give them a nudge for a top up...



Resene Quote book – contains 50 duplicate quote sheets perfect for speedy quotes.



Resene Invoice book – contains 50 duplicate invoice pages perfect for just as speedy invoicing.



Resene Caring for your paint finish brochure – no point standing around for hours explaining to clients the ins and outs of cleaning their paint finish – just hand them over one of these handy brochures with your card tucked in the front and they'll thank you for the extra service. You'll also thank yourself when you get fewer callbacks from overzealous cleaners who try to clean their paint finish too quickly!



Resene Trade order book – handy duplicate order book so you can place orders with your suppliers and track and match up what you have ordered to what they have charged you... always pays to make sure these two are the same!!



Resene Painter window stickers – just add your card and attach to the window of the building you are working on so that all that pass by know who the super painter is (you of course!)



Resene corflute boards – get your details printed onto a Resene corflute board for free and display on your current job to promote who is responsible for the transformation. Leave it up for a couple of weeks after the job is done (if the owners let you) then remove and use on the next project. A great way to get future projects while you are busy working on a current project.



Resene Colour scheme pads/ Thankyou cards – simply complete with the colour scheme used, fold nicely and slip inside a Thankyou card page with your business card giving your client a handy wee record of their colour scheme and you the opportunity for future work when they dig the scheme and your card back out to start on their next room.

To stop people accidentally leaning on or touching the area you just painted, hang one of the **Resene Wet paint signs** near the painted area. Available in handy multi packs of red and black or yellow and black, they're worth their weight in gold.



And while you are busy drumming up business, don't forget to make sure you're listed on our free online Professionals wanted trade listings. It's free to list – simply complete a **Resene Professionals wanted listing form** or complete it online on the Resene website – click on Find-A-Professional under the Painters, Services menu. Join the hundreds of other businesses already promoting their services for free.

If you want to give your customers a sense of security that when they hire you they are getting quality materials with your quality workmanship, then grab yourself a Resene van decal and slap it on the side of your van... or better yet grab three and slap one on each side and the back. The van decals are available in two sizes and are free. If you're not sure about permanently attaching a van decal to your brand new van, then you can opt for a Resene logo large vehicle magnet (or three) and take it on and off as you please. And what van would be complete without Resene number plate surrounds? Grab yourself a Resene number plate surround with "Honk for a paint job" and get noticed. Ask your rep or local ColorShop to organise a free one for you.

Talking about quality, don't forget the **Resene Quality of promise** information – grab yourself some copies and make sure you leave them with the owners of completed projects together with the paint and colour schedule so that they have the assurance that not only does the paint finish look good but that it will last distance.

For those who prefer to hide their handwriting and use a computer, these forms are available on the Resene website in the Painter stationery section. Simply go to Resene website, select the Painters section then Services, Stationery. Simple!

We also have Resene branded t-shirts, safety hats, high visibility orange vests, first aid kits, quote bags, vests, caps, beanies and much more for sale... so if you're kitting out your team check out the range.

Colour coverage

Every now and then we get a complaint about colour coverage... and when the techie boys and girls delve into the problem they normally find that not enough product has been put on in the first two coats resulting in a thinner film, which needs another coat or two just to bring it up to the thickness that should have been achieved in two coats.

Basically, if you plan to paint two coats on an area 11 metres square with **Resene SpaceCote Low Sheen**, (which has a recommended spreading rate of 11 square metres per litre), you'll need approx 2L of paint. This 2L of paint should be applied in 2 coats, thus achieving the recommended coverage and film build. However, if the paint is thinned too much or spread too far you may find that you have 1L left at the end of the job. This means that only half the paint that should be on the wall is on the wall. To get the full coverage, all 2L must be applied so you still have to put the other 1L on. So you won't be out of pocket on the paint because you use the same amount either way, but you will be out of pocket on the labour cost because of the extra labour to put the last bit of paint on.

The easy way to make sure your coverage is on track is to guesstimate based on the square area of the section you are painting approximately how much paint you should be using. If you find you are using a lot less than estimated,

the paint is being spread too far and you will need to apply it thicker to achieve the right coverage. By using this easy method, you can make sure you get the right amount of paint on the wall first time around and avoid having to waste extra labour on catchup coats later.

So, next time you think a colour doesn't cover well, check what your actual spreading rate is, then compare this to the recommended spreading rate. If the actual spreading rate is higher than the recommended spreading rate, you are likely to have coverage problems. That is, if you spread 1L over an area 22 metres square instead of the recommended 11 metres square, you have only put on half as much paint as required, therefore the film build is only half as thick as it needs to be.

We recommend using tinted undercoats to get good hiding – a little bit of extra assistance in the hiding department is never wasted.

And if you're thinking of comparing efficiencies of paint by comparing spreading rates, it's not as easy as it sounds! Different companies recommend their spreading rates based on different minimum film thicknesses so if something has a spreading rate of 16 sq metres vs 11 sq metres, you may find you need three coats of the 16 sq metres one instead of just two coats of the 11 sq metres one, which means a lot more effort from you, to get the same finished result.

Hot spot

With the sun just starting to peek out around the clouds (or is that just wishful thinking?!), grab yourself some free suntan lotion from Resene and keep yourself sun safe. Even on the cloudiest days you'll be amazed at how much U.V. light is sneaking through the cloud cover and aiming to hide in your skin. The suntan lotion is available in a handy Resene testpot pack so save your cash and your skin at the same time. You don't have to buy anything to qualify for the suntan lotion – all you need to do is ask for a pot and make sure you use it!

Business lessons

Here are some good business lessons from Rob, a hardworking lad who works with us on our colour charts, labels etc to get them looking presentable...

Business lesson 1:

A man gets into the shower just as his wife is finishing up her shower, when the doorbell rings. The wife quickly wraps herself in a towel and runs downstairs. When she opens the door, there stands Bob, the next door neighbour. Before she says a word, Bob says, "I'll give you \$500 to drop that towel!". After thinking for a moment, the woman drops her towel and stands naked in front of Bob. After a few seconds, Bob hands her the \$500 and leaves. She wraps back up in the towel, tucks the money down the front and goes back upstairs to dress. When her husband comes out of the bathroom, he asks, "Who was that?"

"It was Bob next door," she replies. "Great!" the husband says, "did he give you the \$500 he owes me?"

Moral of the story: If you share critical information pertaining to credit and risk with your staff in time, you may be in a position to prevent avoidable exposure.

Business lesson 2:

A sales rep, an administration clerk, and their manager are walking to lunch when they find an antique oil lamp. They rub it and a Genie comes out. The Genie says, "I'll give each of you just one wish."

"Me first! Me first!", says the admin clerk. "I want to be in the Bahamas, driving a speedboat, without a care in the world." 'Poof!' and she's gone.

"Me next! Me next!", says the sales rep. "I want to be in Hawaii, relaxing on the beach with my personal masseuse, an endless supply of Pina Colodas and in the arms of the love of my life." 'Poof!' he's gone.

"OK, you're up", the Genie says to the manager. The manager says, "I want those two back in the office after lunch."

Moral of the story: Always let your boss have the first say.

Business lesson 3:

A crow was sitting on a tree, doing nothing all day. A rabbit asked him, "Can I also sit like you and do nothing all day long?"

The crow answered: "Sure, why not." So, the rabbit sat on the ground below the crow, and rested. A fox jumped on the rabbit and ate it.

Moral of the story: To be sitting and doing nothing, you must be sitting very high up.



More news next month!
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