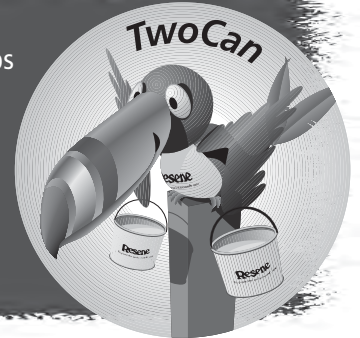


“ And here we are again, nearly at Christmas and despite best efforts there are still jobs on this year’s to do list to tackle. But before we head into the silly season, we’d like to pass on a huge thank you from all the Resene team for your support this year. It’s been a very colourful and busy year and we’ve been delighted to be able to help you work on your projects. We wish you and your family and friends a safe and happy holiday period and look forward to working with you in the New Year. ”



SEASONS GREETINGS !

And to send you off with a smile, here’s a few Christmas funnies...

If you think the world is going PC mad, then this one’s for you. Unfortunately we can’t thank the author for this Politically Correct Christmas Story as they are anonymous, but we’re grateful for it nonetheless!

’Twas the night before Christmas and Santa’s a wreck...
How to live in a world that’s politically correct?
His workers no longer would answer to “Elves”.
“Vertically Challenged” they were calling themselves.
And labour conditions at the North Pole
were alleged by the union to stifle the soul.

Four reindeer had vanished, without much propriety,
Released to the wilds by the Humane Society.
And equal employment had made it quite clear
That Santa had better not use just reindeer.
So Dancer and Donner, Comet and Cupid
Were replaced with four pigs, and you know that looked stupid!

The runners had been removed from his sleigh;
The ruts wouldn’t meet a warranty test any day.
And people had started to call for the cops
When they heard sled noises on their rooftops.
Second-hand smoke from his pipe had his workers quite frightened.
His fur trimmed red suit was called “Unenlightened.”

And to show you the strangeness of life’s ebbs and flows,
Rudolf was suing over unauthorised use of his nose
And had gone on TV, in front of the nation,
Demanding millions in over-due compensation.
So, half of the reindeer were gone; and his wife,
Who suddenly said she’d had enough of this life,

Joined a self-help group, packed, and left in a whiz,
Demanding from now on her title was Ms.
And as for the gifts, why, he’d never had a notion
That making a choice could cause so much commotion.
Nothing of leather, nothing of fur,
Which meant nothing for him. And nothing for her.

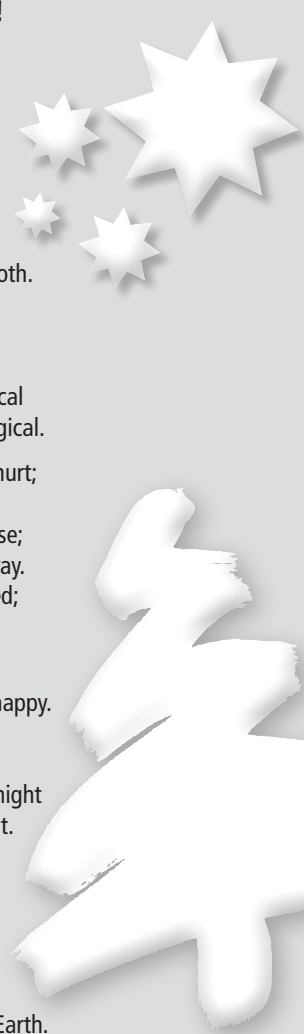
Nothing that might be construed to pollute.
Nothing to aim, Nothing to shoot.
Nothing that clamoured or made lots of noise.
Nothing for just girls, or just for the boys.
Nothing that claimed to be gender specific.
Nothing that’s warlike or non-pacifistic.

No candy or sweets...they were bad for the tooth.
Nothing that seemed to embellish a truth.
And fairy tales, while not yet forbidden,
Were like Ken and Barbie, better off hidden.
For they raised the hackles of those psychological
Who claimed the only good gift was one ecological.

No baseball, no football...someone could get hurt;
Besides, playing sports exposed kids to dirt.
Dolls were said to be sexist, and should be passe;
And Playstation would rot your entire brain away.
So Santa just stood there, dishevelled, perplexed;
He just could not figure out what to do next.

He tried to be merry, tried to be happy,
But he was out of ideas and a very confused chappy.
His sack was quite empty, limp to the ground;
Nothing fully acceptable was to be found.
Something special was needed, a gift that he might
Give to all without angering the left or the right.

A gift that would satisfy, with no indecision,
Each group of people, every religion;
Every ethnicity, every hue,
Everyone, everywhere...even you.
So here is that gift, it’s price beyond worth...
May you and your loved ones, enjoy peace on Earth.



Christmas rules for the office...

1. Running aluminum foil through the paper shredder to make tinsel is discouraged.
2. Playing Jingle Bells on the push-button phone is forbidden (it runs up an incredible long distance bill).
3. Work requests are not to be filed under "Bah humbug."
4. Egg nog will not be dispensed in vending machines.

What would have happened if the Wise Men had been women instead?

The women would have:

- Asked directions,
- Arrived on time,
- Helped deliver the baby,
- Cleaned the stable,
- Made a casserole
- Babysat, and
- Brought practical gifts... like nappies!



End of year roundup

It's always pretty colourful when you're around about Resene, but even for us this year was more colourful than most thanks to a whole host of updated and new colour tools and services.

Creating new colour charts might sound like child's play - cut out some pretty colours, mix them up a bit and ta-da chart finished. Sounds pretty simple. But you've under estimated just how dangerous double sided tape can be, the agony of trying to come up with new names that we've never used before and that won't put people off buying the colour,

vicious paper cuts and scissor blisters... let alone the searing arguments over the colour names! And all of that is before we even start formulating the colours! Nonetheless

we rose to the challenge again and again this year with the first colour chart out being the updated **Resene KidzColour range** followed shortly after by the updated **Resene Whites & Neutrals collection**. And then of course for all your design inspired clients, out came the **Karen Walker Paints new collection**.

And to top it off the **Resene The Range fashion colours** made its debut at the end of winter ready for the busy season.

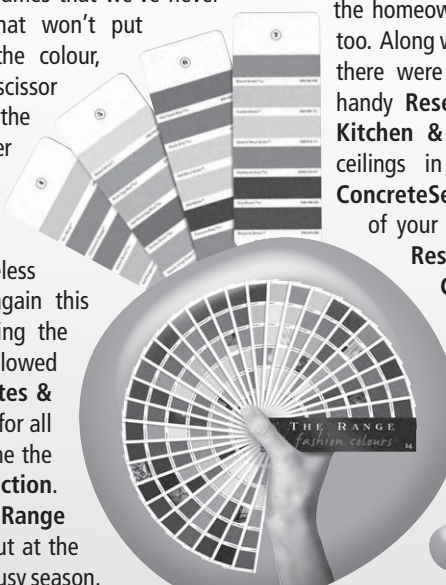
And if you still had a client who couldn't find the colour they wanted with all those options to choose from, we updated our **Resene ColourMatch iPhone app** and made an Android version at the same time. So now you can take a picture of anything on your iPhone or Android and use it to find a similar Resene colour or to create you a whole colour palette inspired by the photo - a very handy way to get started on choosing those colours.

We got a lovely pat on the back mid year when Resene was announced the **Most Trusted Paint Brand**. Of course while it was great to win that, we know that we're not and never will be perfect, so do keep that feedback coming in as it helps us to keep improving and ensuring we have the products, colours, tools and services you need to do your job.

The Technical team isn't one to sit around twiddling their thumbs so they've been busy too. They did an overhaul of favourites **Resene Lumbersider** and **Resene Zylone Sheen** keeping the best bits and using them to create a new and improved formulation. They've also done your nose a favour by tackling and reducing paint odours in many products. So not only are they more pleasant for you when you're painting, but the odour is much more pleasant for the homeowner or building owner too. Along with the improvements there were new products too - handy **Resene SpaceCote Flat Kitchen & Bathroom** ideal for ceilings in wet areas, **Resene ConcreteSeal 3 in 1** to take care of your concrete sealing jobs and **Resene Decorator Hi-Opacity Ceiling Paint**, which judging by the rate of knots it is rushing out the door, is fast becoming a go to ceiling finish.

There's been an explosion in visits to our website and we've never had so many visitors come to have a look. If you haven't popped in to see it, come and have a look online at www.resene.co.nz (NZ) or www.resene.com.au (Aust) and give some of the colour and technical tools a try, order brochures, check out the data sheets and painter information brochures. Many of the online tools and services were developed at the request of our clients and customers just like you, so if there is anything else you would like to see added just drop us an email via our online contact form.

It's been yet another busy year with new services, products, colours and more to create, make and innovate. Thanks for being our customer - we couldn't do all the things we do without your support. We'll catch you again next year with more news and info and in the meantime we hope you and your family and friends enjoy a superb, safe and relaxing holiday break.



That's all for now - catch ya in 2013!

TwoCan, Editor.

