

Resene TradeLines

February 2004



“ One month in and 2004 has kicked off with a bang with lots of new products for you to wrap your head and brush around... when you're not watching sport or filling out your Super 12 competition picks of course! I've got lots to tell you so I'll keep this short and sweet and get on with the nitty gritty details... ”

The Great Outdoors

With the weather at its best, it's hardly surprising that customers are keen to get the exteriors of their homes looking spic and span before the winter weather bites. Of course, there's so much more to get stuck into outside than just a house repaint... you can also offer to apply Resene Deep Clean to rid their roof and paths of lichen and the like, plus you can make the most of the **new Resene Decks, Paths, Driveways and Recreational Areas** chart and really maximise the litres on the job.

With this chart in hand you'll be all set to coat their driveway, stain their wooden deck and outdoor furniture, refurbish paths and door steps and if you're extra lucky and the client has a built

in tennis court, you can even recoat that! So when your next client asks you to quote for their exterior repaint, take a look around the backyard and see if you can't find some other areas that need some attention - you'll do them a favour getting everything

looking just right at the same time plus you'll be able to maximise your sale with every customer... rather than trying to hunt out more customers.

Of course, we all know how much better something looks when the whole job is done right... a freshly painted house never looks quite as good when it is surrounded by mouldy paths... but give those paths a **Resene Deep Clean** treatment or clean and coat with **Resene Non-Skid Deck & Path** and the job will look like a million dollars - even if the customer has only paid you a fraction of a million! Then when their friends come around for the celebratory post decorating BBQ, the transformation will be impossible to miss, so you may just score yourself some extra work through the power of word of mouth - the best and cheapest advertising around if you can get it.

Anyway, back to the chart. The upgraded chart replaces the old Paving Coatings chart and features new Resene Non-Skid Deck & Path. **Resene Sidewalk** and **Concrete Stain** have been reinvented with some trendy new colours so they look better from day one. No more fire engine red Concrete Stain surfaces - the new colours are a little more muted giving you more control over the intensity of the finish to give a more natural look.

Resene Blacktop is still in there for those coating driveways and is joined by **Resene Kwila Decking Stain** for staining wooden decks

Red Yellow Red Yellow Red

With the **new red and yellow tones** now firmly in place and Hi-Op Yellow, Yellow 1, Guardsman Red and Bright Red an increasingly distant memory, we dragged the techie team out of the summer sun and back into the lab kicking and screaming to plead for another red and yellow tone... this time in **Resene Lustacryl**. We think they were keen to get rid of us, as they whipped up and tested the new tones in next to no time... which means thanks to some fancy formulating by them and some good solid production by the factory you can now buy Resene Lustacryl semi-gloss waterborne enamel in **500ml and 1L red and yellow tones**. So don't feel forced to buy Enamacryl gloss red and yellow if you want a lower sheen - just buy Lustacryl. All up, Lustacryl has proved itself to be a very popular waterborne enamel, especially as every customer seems determined to have low sheen finishes in their home rather than high gloss... and of course it does look great teamed up with **Resene Zylone SpaceCote** walls.

and outdoor furniture. If recreational work is up your alley, you'll find that **Resene Tennis Court Coating**, **Resene Squash Court Coating** and **Resene Grassmarking paint** are just what you need.

With your mind rapidly tallying up all those extra metres to coat, you'd better get in and grab yourself a copy of the new Decks, Paths, Driveways and Recreational Areas colour chart and start quoting those extra metres before the weather forces you onto inside jobs.

As always, charts can be found at any Resene ColorShop or jump online at www.resene.co.nz and use the online colour chart order service to get your copy.

Talking about Resene Non-Skid Deck & Path I'd better tell you a bit more about it before you start quoting on it. **Resene Non Skid Deck & Path is a low sheen finish designed to provide a comfortable, non-skid walking surface for all interior and exterior situations.** Available in 25 standard colours, it can also be tinted on request to other colours if your client just can't find what they want in the standard range.



Easy to apply with a hi-solids roller, it's perfect for covering up discoloured concrete, adding colour to dull grey paths or patios or improving the safety of trafficable areas such as steps... simply paint on and if you're extra clever paint a white strip at the edge of the step to help those going up and down see where they are going. The bonus for you is that it is waterbased, which means easy on the nose and brain cells and easy on the cleanup.

For those with clients keen to add some zing to their backyard, combine two or more colours and use one colour on the main path and the other for edging... or create a pattern within the path simply by masking off different areas and painting them in complementary colours. Either way, it's far easier and cheaper for the client to create a new look with this than having to pull up pavers and lay new ones.

Here's your chance to get your roller onto all those extra metres - keep a chart handy so you can show your clients the options... you may just be surprised at how many have some extra bits to add to the job list once they see these new swatches.

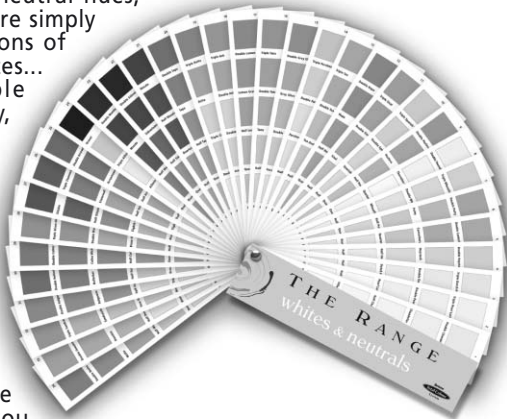
For more info, check out Data Sheet D313. Of course we already expect you to have the Decks, Paths, Driveways and Recreational Areas chart on your 'must pick up at Resene' list - but if it hasn't made it on the list yet, we recommend you add it now.

the Eneser news the professionals use

Two New

There's two other new things to point out to keep you up with the play...

First up, the new The Range Whites & Neutrals fandeck - this fandeck is built with specifiers in mind... how many times have we heard them ask for a half or quarter of a colour only to find it needs formulating because it currently doesn't exist? To make life easier for them, you and us, the new The Range Whites & Neutrals features 170 white and neutral hues, most of which are simply strength variations of current favourites... such as Double Putty, Half Putty, Quarter Putty and so on. Net effect for you? Basically you can now get these colours immediately in-store... no more waiting for the Colour Lab to fire back the appropriate formula, plus you can also get your hands on testpots in all these new colours and each ColorShop has a full library of A4s so you can check the colour you are putting on before you start just to make sure it is the right one. And, if you're asked to do a colour scheme for a retail customer and they're into the minimalist look you can simply suggest they use various strengths of one colour and voilà... colour scheme finished, customer happy!



This fandeck is a wee bit out of the ordinary - we won't be releasing it annually because after all whites and neutrals tend to last season after season, so with these colours you can get in and use your favourites and know that they'll still be 'in' next year. Plus all those fans of bright colours can rest assured that this whites and neutrals will work with The Range 2000, 2001, 2002, 2003 and 2004 (pew!) series not instead of them... so make sure you hang onto your The Range 2004!

Second up, is new Resene Crackle - this is a fun one to work with... basically no matter how bad the brushwork, it still looks good... in fact sometimes the worse the brushwork the better! To get a crackle look you simply apply a tinted acrylic basecoat (**Resene Lumbersider** will do nicely), allow to dry, then a coat of Resene Crackle, allow to dry, and finish it off with an acrylic topcoat in a contrasting colour. Resene Crackle will shrink causing the acrylic topcoat to crack revealing the basecoat colour.

You can make bigger or smaller cracks by applying the Resene Crackle thicker or thinner and for a myriad of different looks just vary the topcoat and basecoat colours. If your customer is keen on metallics, use **Resene Enamacryl Metallic** for the basecoat for a whole new look. Because of the variation you can achieve, we recommend you produce a sample panel first, get the client to approve it and then use that as the standard for the job.



It's a great finish for kid's rooms, feature areas, curtain and stair rails, furniture and the like. While it might only add a few metres to the job, it'll take you just minutes to master this unique finish and impress those clients looking for something a little different. It's a great way to offer a more subtle metallic finish by using Resene Enamacryl Metallic as the basecoat, don't worry about laying it off carefully as the metallic finish will tantalisingly show through the cracks and be covered by the topcoat for the bulk of the area so any errant brushmarks will be nicely hidden for you.

If you've got a big job in mind, let your rep know and they can organise to get Resene Crackle packed off into a larger pack size for you - to save you juggling the smaller plastic pots.

In New Zealand, PO Box 38-242, Wellington Mail Centre
Call 0800 RESENE, visit www.resene.co.nz
or email advice@resene.co.nz

Fab Feb Deal

We've got a great Feb special for you - a nice and easy offer to ease you into the New Year. And the deal? **Buy 10L of Resene Sonyx white 10L for just \$70** (colours off white \$75) Yes, that did say \$70 - we sneaked this price in while the boss was away on leave! The offer is valid for February 2004 purchases only, so make sure you get in and buy now before the boss gets mad!



Tackle your Opposition Head On

The Resene Super 12 competition is back by popular demand! The competition kicks off towards the end of February so make sure you go into your Resene ColorShop to grab your **Week 1 entry form**.

It's easy to play the game - simply carefully calculate the odds of each team winning its game each week (or do like most people do and simply just guess!) and factor in the points differential. There are points for correctly selecting a win, a draw and the points differential - no points for a loss and definitely no points if you don't enter.

It's free to play the game and there are lots of great prizes to reward you at the end of the season. Of course, you may also be able to make a substantial profit on side bets... assuming that your guessing skills are better than those around you. So get down to Resene or nudge your Resene representative for an entry form to get you started.

Weekly results will be available from your local Resene ColorShop.

The Joys of Painting

A wee gem from Tamahere Eventide Home...

"The following little tip would save time, money and effort. Our resthome has recently been fully redecorated and during this process the fire alarm has been set off by our own staff and several contractors. To get a nice wallpaper finish they tried to unscrew the manual alarm(s) point (break glass and push button type), which activated it. It would not be hard to imagine for anyone that evacuating the resthome, even in stages, entails plenty of work. Great hilarity... the first time! We figured out how this had happened, but after the second and third time the joke wore thin. Getting invoiced for a false alarm involving three fire engines also wiped the smiles off management's face. Thank goodness renovations are completed. One plus - staff are now very competent at evacuating the building!!"

More news in March!

Eneser ♥
Buckett

Eneser Buckett, Editor.

