

Resene TradeLines

Issue 6 - 2006



“ The feedback we get from customers like yourself has certainly helped us over the last few years to finetune what we do, what we offer and how we offer it. Lucky most of our customers are pretty forthright about telling us what we do right and wrong, which just means rather than waste time guessing we can keep on doing the things you like and improve the ones that you don't like. ”

A winning approach

The listening-to-the-customer approach must be working as this last year has been a bumper time for winning prizes with Resene voted **Best Interior Paint, Best Exterior Paint** (plus Best overall) in the Specifier Choice Awards, picking up two Environmental Awards for **PaintWise**, a Hitwise award for **best website** and a Master Painters Best New Product award for **Resene Waterborne Smooth Surface Sealer**... not a bad collection of awards for a good old New Zealand company.

Get in fashion

It wouldn't be mid year without another The Range fandeck to inject some colour into things... this time it's **The Range 2007** making its debut.

The Range 2007 now has a taste of wallpapers to get your customers contemplating new surface finishes, plus metallics, solid colour finishes and even some pictures to inspire them. You'll still find the complementary colours guides on the back of each chip - perfect for those customers who expect you to be a colour expert as well as the putting on the paint expert.

Of course, it doesn't hurt to have a basic knowledge of the colour trends up your sleeve, so to make sure you are in the swing of things, here's the cheat guide to the new colour trends to see you into 2007 in style... if in doubt, send the client down to your local ColorShop to check out the large colour swatches and get some tips on choosing colours from our staff (might just give you more time painting and less time client procrastinating!). Anyway back to those trends...

- Colours are transitioning slowly rather than changing dramatically, which basically means that you can get away with some of last year's colours and most of this year's colours will last a few years without looking dated.
- Both sexes are starting to accept the same sorts of colours (whoever thought we would see men wearing pink shirts and driving pink cars?), which means you don't have to stick to boring basics to get something to suit both genders.
- People are interested in being green but are not always sure how to go about it... so don't be afraid to explain to them about Environmental Choice products - they'll feel better about their decorating project when they know they are getting both quality Resene and an environmentally preferable product.
- Reds and oranges are branching into hot and browned variants.

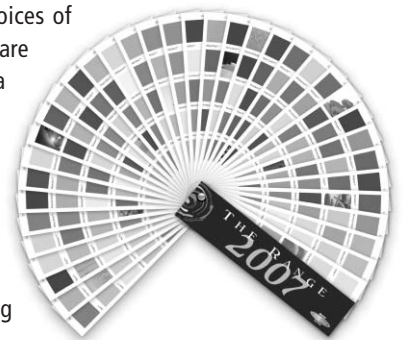
Of course, we're still got lots of progress to make so if you do have ideas or suggestions for improvements please send them into us -

Either post to Resene Marketing, PO Box 38242, Wellington Mail Centre, NZ or drop us an email to advice@resene.co.nz with the subject header "Attn: Marketing". We can't promise we'll action everything but we'll do the best we can!

- Pinks are waning while purples are re-emerging especially the deeper plum shades.
- Neutrals are earth influenced - complex colours that are easy to mix with favoured brights.
- Greys are still the new neutral but are heading towards the more complex taupe than just a plain clean grey.
- Rich browns are interchangeable with black and easily blended with timber finishes.
- The perennial favourites green and blue are still key trending towards the traditional and the pastel.

And if you can't make head nor tail of any of the colour trends, just start picking colours with power packed names... like **Resene Wild Thing, Resene Raging Bull, Resene Party Mix, Resene Oh Behave, Resene Maxwell Smart** (for those of you old enough to remember!) and if you really have a good sense of humour don't go past **Resene Long Shot**... when you see the colour you'll definitely know how it got its name!

To make life easy, colour choices of young and old, rich and poor are becoming similar so there's a great chance that a house painted to suit a younger client will be equally appealing to older clients, which will handily increase the potential pool of buyers without any extra agonising over the colour choice.



So make sure you're seen to be up with the play - delight your client's sense of fashion and fun with a colour selection from the new **The Range 2007**, available now from your Resene ColorShop.

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