

Resene TradeLines

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“ Happy birthday! Wrinkles, grey hair and all, Resene is celebrating its 60th birthday! From an Eastbourne garage in 1946, Resene has developed into a well recognised brand associated with colour colour colour and of course high quality paint and advice!

In celebration of this special birthday, this issue of Tradelines is dedicated to a quick look back into the last 60 years. As our customer you're an important part of us being able to enjoy this, so we thank you for your support and look forward to a colourful future for all of us. ”



From a humble garage

Ted Nightingale was a hands on kind of guy. He built concrete buildings and when he found that there wasn't a good coating to apply on the top he got down to work in 1946 and made one in his garage with the faithful assistance of a cement mixer. Other builders cottoned onto Ted's new invention and he started doing a steady trade in his new coating named **Stipplecote**, which allowed him to turn his garage enterprise into a fulltime job.

Acrylic paints weren't invented at the time, so the cement based **Stipplecote** filled a nice gap in the market for overcoating concrete substrates.

To round out the sales Ted manufactured a range of admixtures such as **No Bond** and **Curecrete** that can still be found lurking around Resene's Naenae warehouse today. He also developed **Cemstick**, which was a PVA additive for plasters. This was very important because this binder was the genesis of the later Resene paint.

The business grew out of the garage 'factory' and moved into an old stable in Tinakori Road, Wellington later that year. One suspects that the move may have been partly space related and partly the result of his family who were perhaps



new factory in Kaiwharawhara, Wellington.

The coming years were very innovative. Consumers couldn't understand how a waterborne paint could possibly work – they assumed that if you washed it with water it would wash off. Demos, demos and more demos were conducted to prove that the waterborne paint would stick like glue... and eventually

consumers got their heads around the concept and saw the convenience of waterborne paints and Resene underwent a period of quick growth in the late 1950s and early 1960s. The growth was topped off by a company name change to **Resene Paints Ltd**.

Ted and his team having somewhat 'perfected' the art of paintmaking, still had a way to go to have sales performing as well as the product. A man not scared of doing things his way, Resene sidestepped the normal hardware chains and decided to sell direct to the trade using a team of sales staff.

In 1970, Resene employed a sales manager and set about opening branches throughout New Zealand. Initially each branch consisted of a warehouse as a base, and a sales representative who drove around making calls. Wellington was the first location for a branch and the concept spread to other towns around the country.

In between calls to tradespeople, the Resene sales representatives regularly called on the architectural profession, Government Departments and local bodies.

In 1972, Ted's son Tony took over as the big boss giving Ted some much needed breathing space from the hectic workplace.



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With barely room to move between the paint and staff, Resene moved to Seaview in Wellington in 1967... before another move up the road in 1992 to its current Head Office location of Naena.

The first ColorShop in Marion Street, Wellington was something of a happy accident. Tony acquired a wallpaper company and with it came a shop. Rather than sell it off, Tony and the team thought they'd give it a go.

The idea worked so other ColorShops followed in Auckland, Hawkes Bay, Dunedin, Hamilton and Christchurch.

Despite this detour into retail, Resene has always continued to focus on the needs of professional painters and specifiers – high quality paint, easy to apply, professional service and problem solving ability plus of course excellent colour options. This is the territory that Resene grew up on and continues to focus on today.

About this time things started getting colourful. Bored with the lack of colour choice, architects started asking Tony for more colour options and Tony plunged straight in soon bringing out the **British Standard colour range BS2660 range** in 1969 followed by the **BS4800 colour range** in 1973 and the mammoth (at the time!) **BS5252 colour range** in 1976. With all these colours came the need to bring out tones to ensure that colours could be tinted without introducing too much gunk in the paint. And of course once you have the colour range you then need to test it, so out came the small Resene testpots, of which Resene now manufactures hundreds of thousands each year.



Restless with the colour development, a decade on the previous colour charts paled in comparison to the new launch of the **Resene Multi-Finish chart**, which following some additions over the subsequent years offered a choice of 576 colours in interior and exterior finishes and decorative and protective paints.

Of all the colours in the rainbow, green was of particular interest as Ted, then Tony and now Nick

focused, and continue to focus on, making environmentally friendly products. **Resene waterborne paints**, the **Environmental Choice paint range** first approved in 1996, the **PaintWise paint recovery programme** and the **active waterborne paint innovations** to replace solventborne paints are just the tip of the iceberg of the progress that Resene has made to offer safer, more environmentally friendly paint options.

Resene didn't though stop at New Zealand. In 1965 the sunny shores of Fiji called and Resene Paints (Pacific) Ltd was established servicing both Fiji and neighbouring islands with locally made paint. Australia was next on the list and today, more than a decade on, paint is made on the Gold Coast and sent to locations all over the country to service the growing market.



And in New Zealand, Resene still calls Wellington home, with two factories in the Hutt Valley and ownership of Resene Rockcote (cladding), Altex Coatings (protective, industrial and marine coatings) and Resene Automotive and Performance Coatings.

Tony handed over the reins of the company to his son Nick in 1999 and the colourful history continues to be written as each year passes.

Finish what you start...

I am passing this on to you because it definitely worked for me, and we all could use more calm in our lives.

By following the simple advice I heard on a Dr. Phil show, I have finally found inner peace.

Dr. Phil proclaimed the way to achieve inner peace was to **finish all the things you have started**. So I looked around my house to see things I started and hadn't finished; and before leaving the house this morning I finished a bottle of Merlot, a bottle of White Zinfandel, a bottle of Baileys, a bottle of Kahlua, a package of Oreos, the remainder of the Valium prescriptions, the rest of the cheesecake, Doritos and a box of chocolates.

You have no idea how freaking good I feel.

Please pass this on to those you feel are in need of inner peace.

More news next month!

Eneser
Bucket

Eneser Bucket, Editor.