

Resene TradeLines

Issue 3 - 2005



“ This year is zooming by and I feel as though I’m still recovering from New Year excesses or perhaps it was just all the partying after the Super 12 game last week - either way I think I may need to distract the techie boys and girls and get them to come up with a Eneser pick-me-up concoction or I won’t be able to keep up with all the new stuff they are firing at me!

The poor slave who has to put my words in some kind of order on these pages keeps muttering about too many words too little space so in a bid to try and keep his insanity intact (well at least as intact as it started off anyway) I have promised him that I will try and keep things under control as much as possible, which means some new stuff will now be in the next issue. Still, I figure with four newish things in this issue that should be enough to keep you busy for at least the next month! ”

Concocted

With Resene **Decorator Easy Sand** proving hugely popular and racing out the door at top speed, there were a few grumbles here and there about dry overspray. The Technical team ever eager to please scurried off in their white coats and were seen scratching their brows for a few days while they concocted their latest formulation improvement. The brow scratching and huddled white overcoat discussions thankfully ended with a tweaked formula designed to reduce the dry overspray. That done, the team is busy concocting new stuff for the future - they won’t give me any details though as apparently I’m not very good at keeping secrets.

Anyway, the formulation for the **new** Decorator Easy Sand has landed in the factory and is starting to be produced. We are selling through the old formulation stock first but keep an eye out for NEW FORMULA labels on packs of Decorator Easy Sand - once you see them you’ll know we’re up to the new stock.

The only difference between the new and old formulation is the dry overspray reduction - other than that everything has been kept consistent - no point changing all the other good stuff that everyone likes!

Of course the other way to reduce dry overspray is to make sure that you have your gun set right before you start! If you find you are getting lots of dry overspray, check the spray guidelines that were in the Issue 11/ 2004 Tradelines (available from www.resene.co.nz) or pick up a copy of the info from your Resene ColorShop. Remember the more you overspray the less paint you are getting on the wall, which just means that a lot of your profit is flying through the air and landing somewhere it is not doing anyone any good!

Bigger’ed

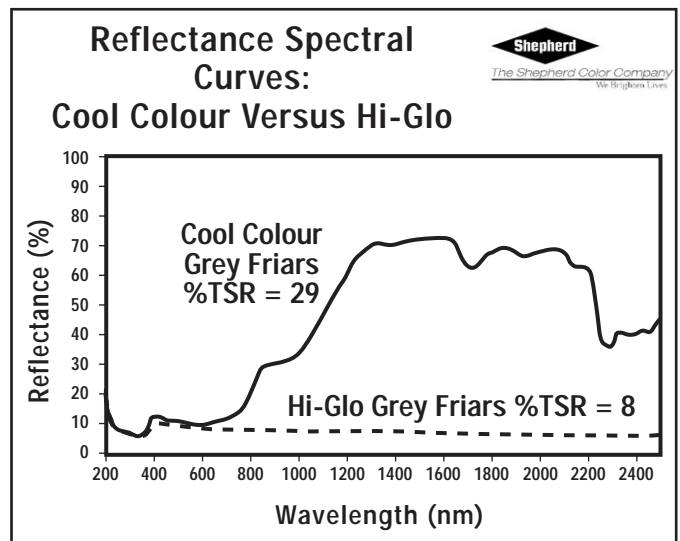
To round things out on the new product side and just in case you hadn’t caught up with the latest, **Resene Galvo-Prime** is now available in a 10L pail, as is **Resene Sonyx 101** in pastel and light tones, which just means that you have even more choice in 10L pails.

Galvo-Prime is, we hope!, a permanent addition to the Resene range, while the Sonyx new 10L’s are a summer only pack to see how they go. All going well and if they prove popular, they may be back in the future.

Cool stuff

Talking about new products, the new **Resene Cool Primer** and **Resene Cool Colours** are now available for supply direct from your local ColorShop as standard stock. Originally everything was available as a Head Office order only but now that the raw materials have started arriving in a nice regular pattern we have enough stock to hold in the store and then supply it to you as you need it. The only exception is the colour Resene All Black, which needs extra special ingredients only available at Head Office.

The results of this cool stuff are impressive - basically colours look dark but act light, absorbing considerably less heat than the same colour made to a traditional formula, which means that the paint finish and substrate will be less stressed because they won’t be suffering from heat overload. Check out the graph below showing the normal paint finish vs the cool colour - cool eh?



The cost of the new stuff is only slightly more than the standard Resene Hi-Glo so this is a great one to suggest to your clients as an upgrade option giving them a huge benefit at a small additional price.

Resene Cool Primer is available in 4L and 10L, as are all the **Resene Hi-Glo Resene Cool Colour** topcoats, which means that you can grab a big or small size depending on the job at hand.

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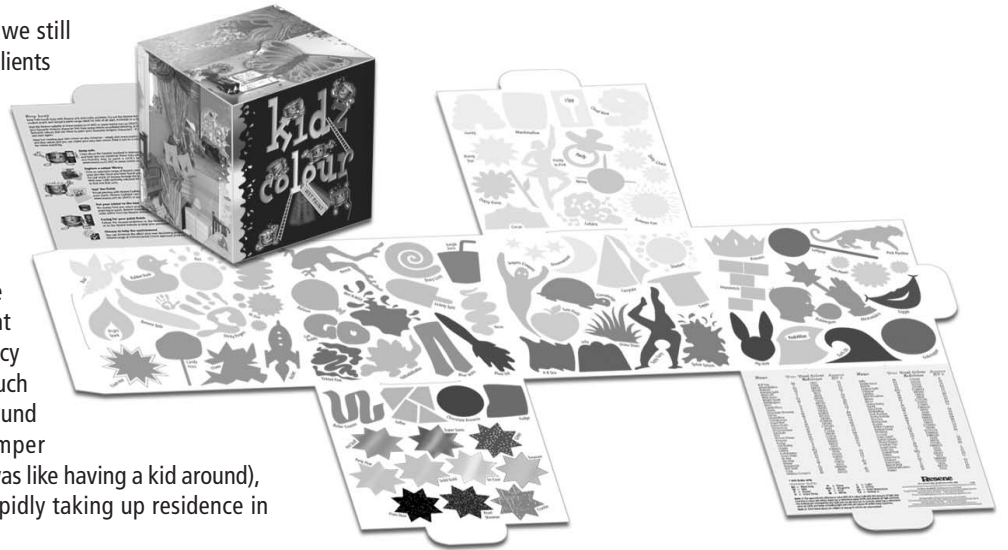
Small fry

Now that we've covered the product stuff, we still have some colour stuff up our sleeve to get clients inspired to redecorate. Our latest colour collection is a little zany designed to suit a slightly younger audience than normal... you've got it, it's time to get decorating in all the kids rooms you can find in the brightest colours you can.

Getting the **Resene KidzColour** range designed and launched has been somewhat like a real child... though a 9 month pregnancy instead of a few years would have been a much better way to go!!! Anyway, after going around in circles a number of times, a few temper tantrums and a lot of lost sleep (told you it was like having a kid around), the chart has finally left the nest and is rapidly taking up residence in lots of homes around the country.

What this means is that you have lots of kids rooms just crying out for a repaint so keep your eyes open and maybe quietly leave a chart and your card when you spot a kid's room in need of some tender loving care.

The best thing about painting a kid's room is that their tastes are guaranteed to change about as rapidly as their height so there are lots of chances to get back in there and repaint.



Of course, if you are clever you can suggest the addition of a **Resene Blackboard Paint** wall or a **Resene Magnetic Magic** undercoat and give the kid a cool new feature at very little extra cost. Best of all, parents love the Resene Magnetic Magic as it means kids can decorate the walls to their heart's content without damaging them - definitely worth a few extra bucks to most parents.

Meanings of sayings

1. In the 12th century people were taxed on the number of windows they had in their house. The more windows the more tax, *hence the saying "Daylight Robbery"*.
2. In the 1500's most people got married in June because they took their yearly bath in May and still smelled pretty good by June. However, they were starting to smell so brides carried a bouquet of flowers to hide the body-odour. *Hence the custom today of carrying a bouquet, when getting married.*
3. Baths consisted of a big tub filled with hot water. The man of the house had the privilege of the nice clean water, then the sons, then the women, then the children and last of all the babies. By then the water was so dirty you could actually lose someone in it. *Hence the saying, "Don't throw the baby out with the bath water."*
4. Houses had thatched roofs thick straw-piled high, with no wood underneath. It was the only place for animals to get warm, so all the dogs, cats and other small animals (mice, bugs) lived in the roof. When it rained it became slippery and sometimes the animals would slip and fall off the roof. *Hence the saying "It's raining cats and dogs"*.
5. Sometimes people could obtain pork, which made them feel quite special. When visitors came over, they would hang up their bacon to show off. It was a sign of wealth that a man *"could bring home the bacon"*. They would cut off a little to share with guests and would all sit around and *"chew the fat"*.
6. Bread was divided according to status. Workers got the burnt bottom of the loaf, the family got the middle, and guests got the top, or *"upper crust"*.

More news next month!

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Painting
with Eneser
No. 57

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