

Resene

TradeLines

January 2000



“Hi everybody and welcome to the new millennium. I just had the best time seeing in the New-Year and I hope you all did too. If you missed our December issue that's because there was none! I was far too busy, organising my Island holiday. As you'll see on the back - packing was such a hassle! A new century does make you feel a bit like a clean page - a feeling that anything is possible. Look out for bigger and better things from Resene, it's going to be a very exciting year. I really wish you all the best with your business; that the economy grows; harmony prevails; and we start beating the Aussies! 2000 is going to be a big one. ”

Brushstrokes

Woodman versus Waterborne Woodman

When our technos brought out Waterborne Woodman, I said to them, "I thought that acrylics over timber are no good." They jumped down my throat.

"Eneser! you're wrong on two counts," said the technos. "Of course acrylics are good on timber - look at Lumbersider for example. It is only with transparent and semi-transparent finishes that there have been problems, and Waterborne Woodman doesn't have a skerrick of acrylic in it."

Apparently we learnt some time ago that even with the very best transparent or semi-transparent film former over timber, if a little bit of UV can get through, the wood will eventually get sunburnt and the coating will peel.

Solvent-based Woodman was developed to be a low solids penetrative coating which carries water-repellants, UV absorbers, fungicides, and timber stabilisers deep into the timber. The product must be very slow drying in order to gain penetration, and although it can be handled once penetration is complete, full cure takes days to weeks.

Because Woodman contains a very high level of V.O.Cs (solvents), and given Resene has taken a firm stand on environmental matters, our technical lab has developed a waterborne version - Waterborne Woodman.

Like the solventborne Woodman, Waterborne Woodman is a very slow-drying and deeply penetrating oil-based product which develops water-resistance in 15 minutes. Although slow to fully cure, it can be walked on after 24 hours.

Waterborne Woodman has several benefits. The major ones are that it is about twice as durable as the solvent-based versions; and if it is applied over a non-porous material, it will dry to an adherent and useful coating.

And what is it made of? All I can get out of the technos is that it uses revolutionary hybrid technology - cryptic eh! Well it is a new millennium.

Tips 'n Tricks

Its Magic: "I used a coat of Broadwall Surface Prep. in an old house on very rough plaster walls. Broadwall Surface Prep. gives an amazingly smooth finish. The end result was magic, says Geoff a Wellington painter.

On a Hot Tin Roof: "If you are looking for our best performing exterior acrylic paint for durability and colour fastness, look no further than the Resene Hi-Glo Acrylic Roof chart. "The colours are especially formulated for extreme UV protection and those marked with an * (asterisk) come in ten litre pails which is more cost effective.

"For super durability, select from the micaceous iron oxide colours which provide an appealing metallic glint," says Wellington area manager Darren Morgan.

Editor's Choice

Product of the Month: Sonyx 101 semi-gloss acrylic is a great choice for repainting older style houses clad in weatherboards, concrete, plaster and stucco without compromising on product durability and cost. Resene Sonyx 101 is similar in performance to Hi-Glo but it is not as highly reflective which means it conceals surface imperfections better than higher sheen levels.

Accessory of the Month: Resene Hot Weather Thinner is the magic additive you need for longer wet edges and smoother finishes this summer. Hot Weather Thinner can be used with most acrylic paint, water-based enamels and metallics, and is available in 200ml and the new 500ml containers.

Resene - the paint the professionals use

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Joke Corner

Here's a rare painty joke

The bounty hunter had been riding hard for days and was thirsty and exhausted. At last he saw a saloon across the Rio Grande. He drove his horse across the river, tied it up outside the bar and staggered inside. After several drinks, he came out to water his horse and found it painted pink. He furiously faced the bystanders outside the bar: "Which of you ornery critters has painted my pinto pink?" he demanded. A six foot Texan rose up to his full height, 'Me, mister, what about it?' "Oh, uh, uh" said the bounty hunter, "Um, well, I thought I'd better let you know that the first coat's dry."

Telling Tales

new kids on the block: Three new retail sales professionals have joined the Resene team - Philip Williams for Takapuna ColorShop; Gary Wilkinson for Hamilton ColorShop; and Graham Flutey for Manukau ColorShop.

Well that is it. Send your jolly jokes and any humorous Christmas tales of your summer adventures to: Eneser Buckett, Marketing Dept, Resene Paints, PO Box 38-242, Wellington Mail Centre. (Nothing too hot please, summer is going to be hot enough.)



More news in Feb!

Eneser 
Buckett

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Painting with
Eneser Buckett No.6

Resene - the paint the professionals use

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