

Resene TradeLines

September 2000



“ Ah spring! The first snowdrops are pushing their way skywards. The blossom is on the Kowhai, birds are nesting and a young painter's thoughts lightly turn to the NPC or oiling the cricket bat for the cricket season. Talking about the NPC, did you know that Resene is offering free facepaint in Resene ColorShops? It's turned out to be a great promotion. Wellington was an absolute blast on test day. Our ColorShops were stampeded for the free facepaint giveaway and it really did add to the atmosphere of the city. So when there's a big game in your town, get into a ColorShop, pick up some facepaint and get in behind your team. ”

Brushstrokes

Spring paving Spruce-up

Spring is traditionally a time for spring-cleaning and sprucing up the house. And no doubt many of your clients are thinking along these lines.

In our Resene ColorShops, we constantly remind our retail sales people to check with customers for add-on sales. You know, things like sandpaper, scraperblades, thinners etc.

I was thinking about add-on sales for painter's clients and I came across a couple of Resene products that might fit the bill such as **Resene Concrete Stain** and **Resene Blacktop**.

I don't know if many people include paths and driveways in renovation plans but I've seen a couple of properties where these areas have been recoated and the results look great.

Resene Concrete Stain is designed for use on concrete paths or driveways, especially for moulded concrete. Integrally coloured moulded concrete

can get very tired looking and Resene Concrete Stain completely rejuvenates it.

Prepare the surface with *Resene Moss & Mould Killer* then water-blast. Apply any of the five *Concrete Stain* colours when the surface is dry and

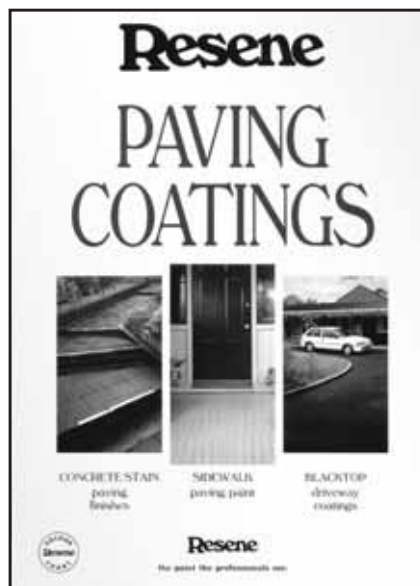
finish off with a coat of clear. Your clients will be amazed at the 'lift' this treatment gives their tired old paths.

Similarly, aged and worn asphalt driveways can be rejuvenated with *Resene Blacktop*. This slip-resistant bituminous topping is easily applied with a special Blacktop broom.

Again, surface preparation comprises *Resene Moss & Mould Killer* and water blasting, and again the 'uplift' is fabulous.

There are plenty of extra metres to be painted in this area to help your business and to help achieve my boss's ambition - he won't be happy

until New Zealand is completely painted from the Cape to the Bluff.



Editor's Choice

Product of the Month:

Resene Hi-Glo Roof Paint testpots: All colours from the Resene Hi-Glo Acrylic Roof Chart are available from Resene ColorShops in plastic testpots in time for the roof-painting season.

Accessory of the Month:

The facepaint the parochials use : Rugby fans can now support their local NPC teams with free facepaint from Resene ColorShops. Five colours have been developed to represent the team colours of the major first division teams. Each testpot contains two colours, enough to fully cover ten faces.

This offer is limited to one pot of facepaint per family while stocks last.

Tips 'n Tricks

Two good tips from Invercargill trade painter Trevor Plank: "A great finish can be achieved on a repaired pinex ceiling by lightly rubbing the almost dry stopping compound with a toothbrush before repainting. This will give you the same texture as the rest of the ceiling."

Trevor's second tip: "When spraying with an HVLP during winter, place the turbine unit near a fan heater which will warm the air, allowing the paint to spray more easily."

Back to Front: "Resene Face Paint, you've got to love it, especially if there's a bit of provincial rivalry between work-mates or friends," says shop manager for Kilbirnie ColorShop **Andrew McPherson**. He does add a note of caution, "Don't write alphabetical letters on your face in front of a mirror, the letters will read backwards which the shop manager for Marion Street **Kerry MacArthur**, discovered".

Andrew also has a tip: "To help prevent your corking gun from breaking when working with a tube of No More Gaps, try increasing the flow quality of the filler by warming the tube on a sunny window ledge or the dash of your van."

Telling Tales

Garnering New Talent: **Sophie Reader** joins Resene Kilbirnie ColorShop as a full-time retail assistant. Sophie has recently graduated with a Diploma of Visual Arts, majoring in Furniture Design and Construction from the Nelson Polytechnic.

Place Your Bets: Resene Hastings sales representative **Andrus Lei** and his wife **Michelle** have just produced a baby boy named Kendall.

Moving North: Resene Invercargill sales representative **David Ferguson** will be moving to Resene Timaru in October to uplift a similar sales role.

From Head Office: **Karen Warman** has been promoted from brand marketing manager to marketing manager.

New Players: **Andrew Rennie** and **Kylee Fraser** join Resene New Lynn ColorShop in part-time retail sales.



More news in October

Eneser Buckett

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Editor.

Painting
with Eneser
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No.13

Resene - the paint the professionals use