

Issue 12 – 2014



“ We’re officially in silly season - too many jobs, too many distractions and too little time before the Christmas break. And this year with Christmas being on a Thursday, the Christmas break might start a little early as people make an early dash for their Christmas destination... of course that also means the New Year working calendar is likely to kick off much earlier too.

Once you’ve put away your paintbrush or roller from the last job of the year, it’s a good time to reflect on all the jobs well done. Enjoy your successes, your family and friends because it won’t be too long and you’ll be back busy working again.

Before you swap decorating for snoozing and quoting and invoicing for socialising, we’d like to say thank you for all your support this year. Much as we like making paint and colour, we’d end up with rather a large stockpile of it if you didn’t help apply it. So a huge thank you to you from all of us at Resene. ”



Twas the Month after Christmas

Before you over indulge in the Christmas season, you might want to bear the following story in mind... seems to be Murphy’s Law that putting on weight for most of us is considerably easier than trying to take it off again...

*Twas the month after Christmas and all through the house
Nothing would fit me, not even a blouse.
The cookies I’d nibbled, the eggnog I’d taste.
All the holiday parties had gone to my waist.*

*When I got on the scales there arose such a number!
When I walked to the store (less a walk than a lumber).
I’d remember the marvellous meals I’d prepared;
The gravies and sauces and beef nicely rared,
The wine and the rum balls, the bread and the cheese
And the way I’d never said, “No thank you, please.”
As I dressed myself in my husband’s old shirt
And prepared once again to do battle with dirt -*



*I said to myself, as I only can -
“You can’t spend a winter disguised as a man!”
So - away with the last of the sour cream dip,
Get rid of the fruitcake, every cracker and chip.*

*Every last bit of food that I like must be banished
Till all the additional ounces have vanished.
I won’t have a cookie - not even a lick.
I’ll want only to chew on a long celery stick.*

*I won’t have hot biscuits, or corn bread,
or pie,
I’ll munch on a carrot and quietly cry.
I’m hungry, I’m lonesome, and life is a bore -
But isn’t that what January is for?*

*Unable to giggle, no longer a riot,
Happy Holidays to all and to all a good diet!*



End of year roundup

There's never a dull moment when you are surrounded by thousands of paint colours and you can always guarantee you'll end up with a splash of paint somewhere other than where you planned. It keeps us all on our toes and no matter how many colours we have, there always seems to be another one to add.

This year has been more colourful than most, which is quite an achievement when you work at Resene.

The Range fashion colours with all the latest colour trends and some of our all time favourite Resene colours was one of the obvious highlights. The new colour options are always eagerly awaited to provide fresh inspiration. And none more so than this year when the on trend colours match up to perennial favourites of blue reds and duck egg blues.

The Roof chart, Metallic & special effects range, Whites and neutrals collection and Decks and paths charts have also all had updates to keep them up to date and expand your options. And we created a couple of **Habitat Plus** '1 look 4 ways' books to show what a difference paint can make to a space.

To help ensure the colours look as good on the wall as they do on the chart, we changed our undercoats system to a varishade system using a series of white through to dark grey.

As a counterpoint to all the colour, clears also commanded attention. **New Resene Concrete Clear** gloss, satin and flat for concrete, **Resene Clearcoat UVS** to help prevent bright colours fading outside and of course **Resene Concrete Wax** to protect concrete benchtops and floors inside. It's all very well to want the natural look, but even better to get the natural look and protect it so it keeps looking good for longer.

Decorator Premium Roof in popular colours hit the shelf early in the year, followed by glass reinforced **Surtech wallcovering** for interior projects, **Resene Walk-on** flooring and paving paint for inside and out and **Resene Forester** for a wood stain style effect. Phew! No wonder production has been so busy.

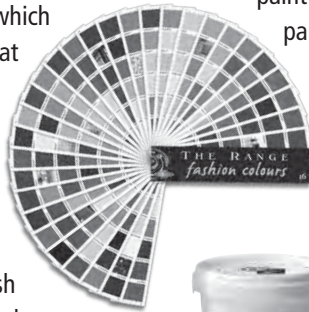
We got another lovely pat on the back when Resene was announced the **Most Trusted Paint Brand** again for the third year running. Of course while it's always awesome to win,

we know that we're not and never will be perfect, so do keep that feedback coming in as it helps us to keep improving the products and services we provide to you.

On the awards front, **Resene Room Velvet**

solventborne low sheen won the Master Painters' Best New Paint Product of the Year award.

And in a perfect example of every little bit counts... **Resene PaintWise** our NZ paint and packaging recycling service celebrated its tenth birthday this year. Over the years over 2 million packs have been recycled. That means over 400,000kg of steel has been recycled and over 200,000kg of plastic. Over 500,000 litres of solventborne paint has been sent to solvent recovery and over 190,000 litres of paint has been donated to cover graffiti and other community projects. Thanks to everyone who has made the most of the service over the years.



We had a clean out of the Resene website 'filing system' and created hubs of information so you can get to the info you need easier. And we added more features to the **Resene mobile website** so you can get more of what you need on the go.

The **Ask a Colour** and **Tech expert** service which started last year really took off this year with thousands of queries answered throughout the year. So don't be shy. If you have a question or need advice and you'd rather ask it online, we'd love to hear from you. Simply Ask a Technical Expert (www.resene.com/techexpert) or Ask a Colour Expert (www.resene.com/colourexpert) on our website and we'll find you the right Resene expert to answer it... for free.

And that's just the highlights.

It's been another colourful and productive year. If you're lucky enough to be heading away, have a safe and enjoyable trip. And for those staying home, we hope you manage to knock off the jobs on your to do list well before your holiday time ends.

We wish you and your family and friends a safe and happy holiday period and look forward to working with you in the New Year.



Catch you in 2015!

TwoCan, Editor.

