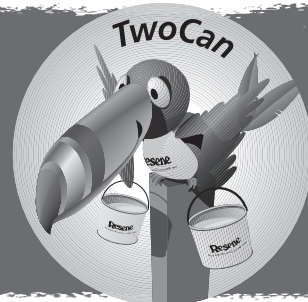


“ With autumn comes falling leaves and falling temperatures. If you’re tackling a chilly project in the coming months, keep in mind the Resene Wintergrade range, which is designed to cure down to a cool 2 degrees. It might be just what you need to keep painting over the cooler months. Autumn also means many customers get stuck inside staring at their less than perfect walls and decide that a paint job is just what they need to get their place looking shipshape. To help you with your interior painting we have our new even tougher Resene SpaceCote and Resene Zylone Sheen range... ”



## New, even tougher, wall paints

Resene is constantly working on improvements to its products and colour range, focusing on anything from durability and toughness to VOC and odour reduction. The latest changes to the Resene SpaceCote waterborne enamel family provide improved burnish resistance, improved scrub resistance and improved chemical resistance.



These improvements have been achieved with a bespoke acrylic binder system with enhanced enamel cross-linking properties to provide better scrub and chemical resistance and a specialised polymeric extender package leading to improved burnish resistance.

And if that sounds like a whole lot of tech speak, the short version is, the new Resene SpaceCote products are quite simply harder to damage and easier to clean.



Resene SpaceCote comes in two sheen levels – low sheen and flat. Resene SpaceCote Low Sheen is designed for use on interior walls throughout homes and buildings, including wet areas, while Resene SpaceCote Flat is designed for use on interior ceilings, including wet areas, and can also be used as a flat wall finish where a matt surface finish is desired. Both come in an extensive range of Resene colours and are Environmental Choice approved.

Resene SpaceCote is ideal for high wear and tear areas of a home or office for a seamless look throughout the interior from dry areas through to wet areas. It also comes in kitchen and bathroom variants with anti-bacterial silver and MoulDefender for extra protection.

The improvements don’t stop there. Resene Zylone Sheen has also been reformulated with a bespoke binder designed for very low odour and high resistance to stains and an enhanced pigment and extender combination to provide a tougher, robust paint film with excellent washability.

These new formulation products are rolling out to Resene ColorShops and resellers.

## Always check first

When you delegate a job, it always pays to check the quality just to make sure it meets the expected standards, just in case you have someone creative on your crew...

“I am a retired signwriter. I worked with paint from the 60s to the 90s. At one shop where I worked the manager was obsessed with shoplifters. One afternoon he asked me to paint 20 signs to say ‘Shoplifters will be prosecuted’. Halfway through this job I got fed up and started writing ‘Prospectors will be executed’ and ‘Prostitutes will be uplifted’. The next morning the manager was up and down the ladder tacking these signs on the walls and wondered why the staff were in fits of laughter. When he realised why he took down the signs smartly and stormed out the back to my office and said “If there had been customers in the shop and they saw this you would have been sacked”. I couldn’t stop laughing!!”



## Blinds of colour

When your clients are trying to decorate, the key is to co-ordinate everything from carpets to paint, window furnishings to accessories. To make this even easier, Resene is working with Four Families to help co-ordinate colour schemes with the Resene Origin collection, a new blind fabric range, using 12 of the top selling Resene colours, and Colour Wise guides, with complementary Resene colour suggestions handpicked by a Resene Colour

Expert designed to work with each blind fabric choice. Each guide gives 12 coordinating colours for walls, ceiling, trims and feature walls to help homeowners put together a look to suit their home.

The Four Families blind collection is available at selected curtain specialists in New Zealand and Australia.

