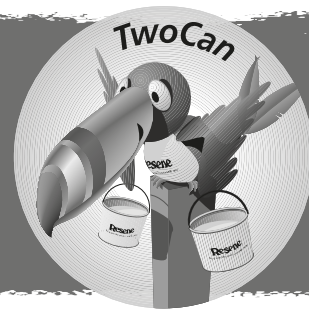


“ With the year well underway, and all going well, some successful jobs under your belt, it can be a good time to plan ahead for the winter months. Some customers think that painting and decorating are ‘warm weather’ projects, but with the right products and planning, painting and decorating can be done all through the winter. In fact wallpaper suppliers have traditionally loved rainy periods because rain tends to equal more wallpaper sales! If you haven’t tried it yet, check out the Resene wintergrade range to help you keep on top of your projects this winter... ”



Smoothing the way

Waterborne enamels have largely replaced solventborne enamels for most uses. Waterborne enamels are lower odour, faster drying and easy to clean up in water, making them a popular choice. However on small areas such as trim and joinery, it can be tricky to get the smooth finish of a solventborne enamel using a waterborne version.

New Resene Brushing Additive is specially formulated for addition to Resene waterborne enamel paints to reduce brush marking and produce

a smoother finish on trim and joinery. It’s ideal for use year round extending the wet edge and improving the flow and levelling for these projects.

All you need is an addition of 2-5% of Resene Brushing Additive into Resene Enamacryl (gloss) or Resene Lustacryl (semi-gloss) for a smoother finish on trim and joinery.



3 marketing trends you can use to get ahead in 2017

In 2017, it might be time to think about boosting your marketing efforts and reaching new clients to further promote your brand and business.

If you’re looking at the year ahead and aren’t sure where to start, consider these three marketing trends that could help you get ahead.

1. Influencer marketing

Influencer marketing is currently booming, and you may be in a great position to use it to your advantage.

The idea is simple: Find someone who has a hefty following across social media in an area relevant to your business. Then, find a way to get them to post about your brand in a positive light.

Making it happen can be a little tougher. Industry professionals do it by researching Instagram, Facebook and Twitter accounts that are relevant and offer plenty of followers, then get in touch with the influencer and negotiate a deal. If you do it this way, it could either be a payment, or perhaps you could offer free or discounted services in exchange. Alternatively, you could keep an eye out for any current or upcoming clients who might fit the bill. In this case, you may be able to negotiate a deal should they snap a few photos and share your brand name in exchange.

This is basically the digital version of word-of-mouth marketing, where a trusted advisor recommends a brand or company. Getting this right can help put your name out there, and even bring in new clients.

Influencer marketing uses the idea that one person can encourage many others to learn about your business.

2. Videos

Video content online has grown and grown, and it looks set to continue through 2017. In fact, in an analysis of 151 marketing trend predictions for 2017, NewCo Shift found that video was mentioned more than anything else. Those mentions included ‘live streaming’, ‘growth of video’, ‘360-video’ and ‘videos in email’.

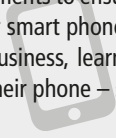
You might not think your work is particularly riveting, but a concise video of you painting an entire room, assembling scaffolding and especially tearing apart walls and other features could make for fascinating video content. Not many companies have the luxury of offering clients an interesting video of them at work, so make the most of your physical job on camera. Aim to keep videos short (a minute or less) and sweet. For example, a sped-up clip of a full day’s work can be a fun example of how you spend your day, and it would show potential clients how you can transform a space.

Additionally, 360-degree videos could be a great option if you finish a job and the results are particularly impressive. This option would give viewers a better feel for how a space would look after you’ve done your work.

3. Mobile content

One of the biggest predictions made for the year is that 75% of internet use is going to be via mobile, according to Zenith Media. It might sound excessive, but if you consider that the figure has already been steadily growing, and that it already reached 68% in 2016, it doesn’t seem so far-fetched.

>> This means that if you haven't already optimised your company website for mobile, you need to make the investment. Plus, it might be time to consider paid mobile advertisements to ensure your message is reaching those potential clients on their smart phones. Keep in mind that clients should be able to find your business, learn more about your services, then contact you all through their phone – so make sure that process is easy for them.



Be specific

When you're embarking on a paint project, it always pays to ensure you have very specific instructions, as Simon tells us:

"My mate Les was doing a bit of property management. So he rang one day to see if I could fit in a small exterior repaint.

It was one of a row of about eight joined townhouses. 'Second one in from the end, next to a 'nice old lady' was the instruction. I arrived at the job, met a nice old lady, counted in one and proceeded to wash down, sand and prime. I left the job planning to carry on the next day.

On arrival the next morning I found a note on the door of the flat asking if I was sure I should be painting here. In a quandary I rang Les and asked if he knew what the note meant. Les liked a good joke and guessing what had happened, managed in his laughter to ask what end of the townhouse row I was on. Of course there was another 'nice old lady' up the other end.

Moral of the story: don't make assumptions and get clear, specific instructions.

Three-quarters of internet use may be via smart phones in 2017, so be sure you're prepared for it.

Of course, it all starts with a great service and excellent tools, so it's best to get the basics right to make those finished projects something worth shouting about.

For my presumptuousness the gods of painting decided to punish me. Les also asked me to do a little painting inside the flat.

It was vacant at the time and I went in and stood in the lounge looking at what needed doing. Within a short period of time I felt a strange crawling on my legs. An examination revealed a mass of starving fleas all over my shoes, socks and legs. Never seen anything like it. Another call to Les!"

Thanks to Simon.



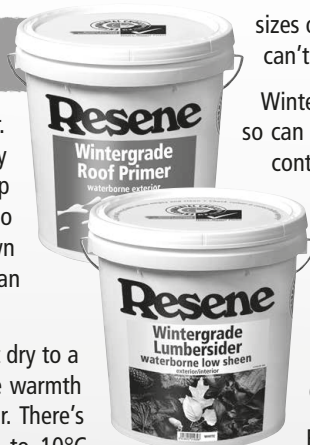
Chill out

It's that time of year when we all start to feel cooler. With winter comes chills, frosts, cold air and many buckets of Resene wintergrade paints designed to help you keep working over winter – so no excuses not to go to work! These products can dry at temperatures down to a chilly 2°C, which means you are buying yourself an insurance policy against the cold.

A paint film dried in the cold can crack and even just dry to a powder. This is because the acrylic base needs some warmth to make the particles soft enough to stick together. There's an intermediate set of temperatures between 5°C to 10°C where the film appears normal but looks can be deceptive as the coating is likely to have much poorer than normal durability. The surface temperature of the substrate may be considerably colder than the ambient air temperature, which creates even more of a challenge for normal paints.

The Resene Wintergrade range is available now and has something to suit a wide range of projects including: Resene Wintergrade Hi-Glo gloss, Resene Wintergrade Sonyx 101 semi-gloss, Resene Wintergrade Lumbersider low sheen, Resene Wintergrade Quick Dry primer and Resene Wintergrade X-200 waterproofing membrane.

You can also request Resene Wintergrade Roof Primer, which we can make to order for you, and Resene Wintergrade Summit Roof in batch



sizes of 200 litres or more, ideal for those larger projects that just can't wait until spring.

Wintergrade products are the same price as the standard versions, so can be substituted for standard products without affecting the contract price for the project. Finishes of wintergrade products can differ slightly from the standard products so we recommend using the same product consistently for a project. Wintergrade products are available for ordering from Resene ColorShops and selected resellers from April – August inclusive.

If your hands start to feel the chill too, ask your Resene ColorShop for your free handwarmer – only while stocks last.

Remember when you're using standard paint over the winter, keep an eye on the temperature, both on the surface and in the air. A surface can be a lot colder than the air that surrounds it so you may find it's best to change your order of work and work on surfaces like plasterboard in the early morning and move to areas like concrete, which tend to be cooler in cold weather, until they have had a chance to warm up a little.



Catch you next month!

TwoCan, Editor.

