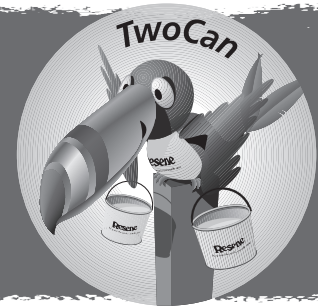


“ As we travel through life, so little stands still. This TradeLines newsletter series has been going for decades and while there is one more issue to come, next year we will be moving to an email only version so you can keep up to date via your inbox. If we don't have your email you can sign up at www.resene.com/specifierregister. We'll still have some printed publications now and again with more in depth industry focused articles to help keep you up to date with new developments, projects and more... ”



To strip or not to strip?

It is sad but true that we all deteriorate and weaken with age and the same goes for paint systems. The first coat of paint that is applied to a substrate will inevitably become the oldest as new repaints are applied on top of it. Eventually that old first coat will just become too tired and simply let go and, when it goes, everything above it goes as well.

Picking just exactly when built-up paint systems require expensive total removal is a black art because failure of the underlying system can be catastrophic with few early clues. An old original primer might be coping under the burden of several repaints but the additional stress of applying yet another repaint could be the straw that breaks the camel's back.

The old primer lets go of the substrate in a series of blisters that go right back to the original surface. The fault is not the latest topcoat, but that the old primer can no longer perform.

The presence of blisters is a sure sign that total removal is necessary as patching up is only a palliative. There may, however, only be a constrained area that needs this treatment – areas that have had the most exposure to the weather.

The need for total removal can sometimes be predicted by checking the adhesion of the system with special adhesive tapes. In other cases the problem may only become known after the topcoat has been applied and left to weather.

You can use the following tape test to indicate how well the paint is adhered:

1. Make a number of close crosshatch cuts in the paint using a sharp blade.

2. Press strong self adhesive tape over the cut areas and make sure it is pushed down well so it is well adhered.
3. Pull off the tape at a right angle to the surface.
4. If paint flakes come off with the tape it generally indicates that paint adhesion is weak and that the paint should be stripped off before repainting.

The risk is higher when applying dark coats over light colours and waterborne paints over old enamels. While using a Resene CoolColour in place of a non-cool version of the colour can reduce heat build-up and lower the risk, let your customer know the potential risks as they may err on the side of caution and choose to go with a lighter colour instead.

Beat the heat!

Remember when the sun gets hot, cover up exposed skin and slap on some sunscreen. Your local Resene ColorShop has pots of handy suntan lotion to give away – just ask for your free pot while stocks last. Resene also has a range of clothing from caps to t-shirts etc to keep you covered this summer. Check out the trade display at selected Resene ColorShops.

And once you've covered yourself, grab some **Resene Hot Weather Additive** for any waterborne products you are planning to apply. It will slow down the drying of the paint giving you a longer wet edge to get just the right finish.



Caught short!

The funniest decorating stories tend to be the ones that involve someone else being the brunt of the story, rather than the storyteller... just like this story that Bevan has shared with us...

"The boss, his son and I were in the middle of painting a rural cottage on a rundown property covered in rata vine and other scrub.

All morning the boss was complaining about an upset tummy, unfortunately, there was no working toilet, common back in the 80s. All of a sudden the boss says out loud "that's it! I've got to go". So off he heads (penguin



walking) to the van for some toilet paper, which turns out to be on the shelf on the opposite side of the van and there is only one sliding door. He rushes off into the scrub...

Then we all start cracking up at the same time – at the sight of a long haired yearling beast with a pair of white underpants hanging off its horns. True story!"

If you've thought of a funny decorating story or very handy tip but didn't get a chance to enter it in our last funny stories and handy tips competition, we'd love to hear it. Please send it to us at update@resene.co.nz, subject **Trade funny story or handy tip**. If we include it in a future TradeLines newsletter online we'll reward you with a \$50 Resene credit and some colourful m&ms!

Help us find our history

In 1946, Ted Nightingale started Resene in his Eastbourne garage in Wellington. Today, 74 years on, Resene is still family owned and operated.

To celebrate Resene turning 75 in 2021 we're asking you to help us find our history by sharing any photos, stories or memories you have of Resene from years gone by. We know many of you have been part of the

Resene story for many, many years and we'd love to hear from you with your early memories of Resene – the company, the products, the stores and anything else Resene related you'd like to share.

We hope to use the stores, photos and memories to build an archive of Resene's history to be enjoyed for years to come.

We need your help to build this archive. Please send photos, stories or memories to trade@resene.co.nz. We'd love to hear from you!

7 outside-of-the-box ways to grow your business

Everybody knows the usual methods of boosting a business, from advertising on the radio to handing out business cards.

But what about some out-of-the-box ideas that you haven't tried yet? Here are seven ways you may be able to boost your trade business with a little creative thinking.

1 Try a referral programme

By starting a referral programme, you offer other tradespeople and those in the industry some form of benefit for sending a paying customer your way.

It could be a set fee, a percentage of the project work, referring your customers on in return or something else. Whatever it is, it should be enough to ensure those contacts start sending you new projects, and it should help to bring in more income for your company.

You can also try a referral service with your satisfied customers and give them a benefit if they send a paying customer to you. This can help to amplify the power of word of mouth as happy customers may be more willing and active in passing on your details.

2 Create a contest

Social media contests are a fun way for people to get involved with a company, and when the prize is good enough, you'll find plenty of people are willing to take part.

If you're a painter, you could run a contest for an image of a lounge that most needs a makeover. The winner might get your work hours to do the job for free, or another prize such as a gift card or dining voucher. Simply ask your followers to post a photo on their social media page and tag your business account to enter. When it's so easy to take part and the prize is so worthwhile, you should get plenty of interest in the competition.

Ideally, so many people will see your business name, that the cost of the prize is well worth the investment. You can also use an entry process that asks entrants to pass on their details, so you can contact the non-winners later too and perhaps offer them a smaller voucher towards their project to get them started.

3 Find your target market

Is there a place where a lot of your clients go in your area?

Perhaps there is a local sports field, a popular pub or a weekend farmers' market where many of those who live in this area frequent. Once you've tracked down a few prime spots, find ways to place your ads there – it might be on the noticeboard, a sports sign next to the ground, on coasters or getting involved with the local quiz night. Often these are very low cost options and just need a bit of thought about the right places to find your customers. Experiment with some and see which provide you with the best leads, then try to find other groups or locations like those.

4 Advertise outside your clients' homes

Advertising outside the project you are working on is an oldie but a goodie and one that many do but not necessarily for every job. Each time

you take on a large project, ask your client if they would accept a small billboard outside their home in exchange for a discount on services.

You might be able to put a sign on their fence saying 'This home currently under renovation by *your business name*' or something to that effect. This way, you're showing others in the same area that one of their neighbours has decided to hire you, and therefore that you might be a good option for their next renovation as well. Keep it simple and add your contact details and basic services, then take the signage with you and use again at the next project. Remember Resene can help provide the signage for this.

If most of your work is shorter duration, consider using a pavement sign with your details to let others in the street know you are working in the area. Combine it with a flyer drop – a great way to get some fresh air over a lunch break.

Parking your sign-written van outside the property is also a good way to be noticed and will help keep the property owner's drive clear for their own vehicles.

5 Pick a niche

Is there a gap in the market you can see yourself filling? Perhaps there is a need for someone who is especially good at painting high-stud interior ceilings or someone who specialises in using technical paints.

Make a list of things you do, or could, specialise in and then use those to promote your services. There may be customers out there looking for those skills in particular, and by marketing yourself to them you'll be able to tick those boxes and pick up new projects.

6 Chalk it up

Don't forget about simple ideas you can do in the real world.

For example, a pack of chalk and a busy sidewalk can be a deceptively simple way to get a short message out there. Whether it's a Twitter handle, a hashtag specific to your business or a website address with a clever drawing of your services, it might be all it takes to get someone to get in touch.

Sometimes the simplest ideas are really the best. Leave behind a list of the colour palette details with your card and any workmanship warranty attached for the property owner to keep as a record of the project. Not only does it give them a quick reference to the project but they will also have your details handy to contact you later for the next project.

7 Keep in touch

The customer relationship doesn't need to stop when the job is done.

There is scope for more work down the track. Keep in touch with clients with useful advice and information. You may even be able to give them a taste of other projects, which may give them ideas for their own projects. That might even be just once a quarter or perhaps a few months prior to your quieter season so you can have work lined up to keep you busy.



Catch you next month!

TwoCan, Editor.

