

Resene TradeLines

Quick find



With fax, email, txt, phone, cellphone plus good old snail mail we sometimes find information and queries slip through the cracks if it goes to the wrong person and doesn't get redirected. So, just to make things easy for everyone, here are the contact details for our Accounts Departments in New Zealand and Australia - if you follow these details you'll know your info is getting to the right person.

If you have a query or problem with your Resene account, or are sending us your remittance advice, please contact us on:

In Australia:
Phone: 07 5594 9522
Fax: 07 5594 9093
Email: accounts@resene.com.au

In New Zealand:
Phone: 04 577 8285
OR 04 577 8284 OR 04 577 8112
Fax: 04 577 0610
Email: accounts@resene.co.nz

Even cooler

It's always the way - you launch a new product and everyone wants to use it somewhere other than where it was first intended. This is what has happened with Resene Cool Colour technology, so now it has expanded from just a high gloss roof coating to being available for everything from weatherboards and concrete to windowsills. **Resene Cool Colours are now available in Resene Lumbersider satin acrylic, Resene Sonyx 101 semi-gloss, Resene Hi-Glo gloss acrylic, Resene X-200 waterproofing membrane, Resene Enamacryl gloss waterborne enamel, Resene Lustacryl semi-gloss waterborne enamel and Resene AquaShield mineral effect.** Best of all, if you have a large enough job (200 litres +) we can make many other colours into cool colours - just ask your Resene representative and they will check with our Technical Department to see what benefit you would get converting your colour to a Cool Colour.

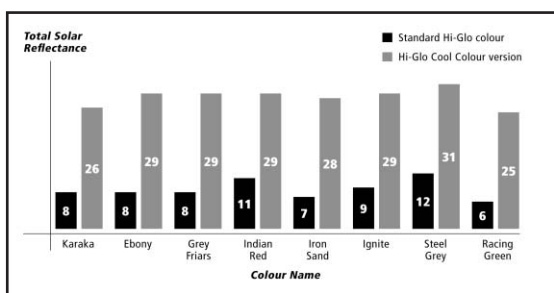
Anyway, in case you have completely forgotten what Cool Colours are about here's the short explanation...

Resene Cool Colour technology allows the coating to retain its normal visible colour but reflect heat from the surface, reducing stress on the coating and substrate and subsequent heat related damage improving the longevity of each. The technology also minimises build up of unwanted heat in the building reducing airconditioning and cooling costs. In short, the colour looks the same as normal but reflects much more heat than normal so doesn't get as hot as the standard colour would.

Those who remember the introduction of the new Cricket NZ black shirts a wee while back will remember them talking about a new technology that stopped the shirts absorbing the heat a black shirt normally would (which would make it unbearable for cricket players). The Resene Cool Colour paint technology is basically the same, but instead of protecting cricketers' backs we are protecting houses and buildings instead.



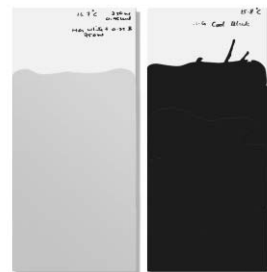
Cool Colour technology is generally best suited to colours that have black in their make-up as these tend to absorb the most heat. Colours like popular **Resene Lumbersider** black and colours such as **Resene Karaka**, **Resene Nero**, **Resene New Denim Blue** plus many more are ideal candidates for cool colours.



The full Cool Colour system is generally **Resene Cool Primer** plus two topcoats of Cool Colour topcoat, however with some colours the Resene Cool Primer only adds a minor improvement to the system so you can leave it out. Check with your Resene rep if you are planning to use a Cool Colour without the Cool Primer and they can confirm with Technical before you start to make sure the system will still work well.

There is a specific Resene Cool Primer suitable for use on roofs and the like, plus Resene Quick Dry is now also suitable for use as a cool primer on many other exterior surfaces.

Grey panel is a standard coating. The black panel is coated in Resene Cool Colour technology. The black Cool Colour panel reflects more heat and remains cooler than the standard paint finish on the grey panel.



More news next month!

Eneser ♥
Bucket

Eneser Bucket, Editor.



Painting with Eneser
No. 67

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Call 0800 RESENE, visit www.resene.co.nz
or email advice@resene.co.nz

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