

# Resene TradeLines

Issue 12 - 2005



“ Season Greetings, Merry Christmas, All the Best of the Season and all that. I’m determined this year to disconnect my laptop for at least a week and eliminate all distractions from my schedule of socialising, eating, drinking and enjoying quality time with the family - though I’m sure after a week of me they’ll be begging me to turn the laptop back on again! I never kept the last lot of New Year’s resolutions so have finally decided I won’t waste time agonising over what I should promise and then never do in 2006. And just in case you had ever pondered whether Santa really is a man - here’s some thoughts on the topic that we found on the web. **So Seasons Greetings from everyone at Resene to you and your family. Take care over the holidays and we’ll see you all next year!** ”

## Santa Gender

### Santa Claus is a woman...

I hate to be the one to defy sacred myth, but I believe he’s a **she**.

Think about it. Christmas is a big, organized, warm, fuzzy, nurturing social deal, and I have a tough time believing a guy could possibly pull it all off!

For starters, the vast majority of men don’t even think about selecting gifts until Christmas Eve. It’s as if they are all frozen in some kind of Ebenezerian Time Warp until 3 p.m. on Dec. 24th, when they - with amazing calm - call other errant men and plan for a last-minute shopping spree. Once at the mall, they always seem surprised to find only socket wrench sets, and mood rings left on the shelves. (You might think this would send them into a fit of panic and guilt, but my husband tells me it’s an enormous relief because it lessens the 11th hour decision-making burden.)

On this count alone, I’m convinced Santa is a woman. Surely, if he were a man, everyone in the universe would wake up Christmas morning to find a rotating musical Chia Pet under the tree, still in the bag.

Another problem for a he-Santa would be getting there.

First of all, there would be no reindeer because they would all be dead, gutted and strapped on to the rear bumper of the sleigh amid wide-eyed, desperate claims that buck season had been extended. Blitzen’s rack would

already be on the way to the taxidermist.

Even if the male Santa DID have reindeer, he’d still have transportation problems because he would inevitably get lost up there in the snow and clouds and then refuse to stop and ask for directions. Add to this the fact that there would be unavoidable delays in each chimney, where the Bob Vila-like Santa would stop to inspect and repoint bricks in the flue. He would also need to check for carbon monoxide fumes in every gas fireplace, and get under every Christmas tree that is crooked to straighten it to a perfectly upright 90-degree angle.

Other reasons why Santa can’t possibly be a man:

Men can’t pack a bag. Men would rather be dead than caught wearing red velvet. Men would feel their masculinity is threatened... having to be seen with all those elves. Men don’t answer their mail. Men would refuse to allow their physique to be described even in jest as anything remotely resembling a “bowl full of jelly.” Men aren’t interested in stockings unless somebody’s wearing them. Having to do the “Ho Ho Ho” thing would seriously inhibit their ability to pick up women. Finally, being responsible for Christmas would require a commitment.



### And the Rebuttal...

**And when does Santa deliver his presents?** Christmas Eve deliveries are irrefutable proof that Mr. Claus is a man and is leaving things to the last minute.

**Santa uses as his navigator a reindeer so drunk his nose is glowing.** You think a woman would allow those cute deer to work on Christmas Eve? In the cold? A female Claus would dress those poor deer in sweaters and booties.

**When was the last time you saw a woman in a red velvet suit?** The fact Santa can ignore “fashion” and wear the same suit for 500 years proves he couldn’t possibly be a woman.

**And when was the last time Santa answered a letter?** Like, never.

**As many presents as Santa delivers he has no trouble with babes.** It’s amazing how grateful a woman is when you deliver a nice diamond solitaire or electric socks.

**Being responsible for Christmas also requires the ability to stay up for 24 hours straight in the cold with a bunch of mangy deer and going up and down soot infested chimneys.** You think a woman would go down a chimney and risk staining that red velvet? Of course not. Commitment also requires that Christmas is the same day each year.

With a female Santa, **Christmas would be late** because she’d have to touch-up her makeup and do her hair after leaving each house.

Let’s face it, Santa Claus is, and always has been, a **guy**.



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Another busy year has nearly been and gone and I have largely managed to stay out of trouble this year, or maybe that is just a case of convenient amnesia. Never heard of that affliction? It's the memory loss (some call it complete denial) you get when you do something you wish you hadn't and immediately erase all knowledge of it from your mind in an effort to wipe the slate clean.

So now you know my memory is terrible, here's a quick snapshot of what we got up to in 2005 based on the wee notes I took. Being a little egocentric, I'll just focus on things I know about - after all, if it didn't include me it can't have been very interesting!

First up for the year the **Resene KidzColour** chart was born. Bursting with brights and lights perfect for children of all ages, the chart has become a fave among children and parents - even if sometimes parents do regret the colours their children select. We did consider giving one pair of sunglasses with each can of some of the new bright colours - but we figured that would take all the fun out of them.



Pesky hairline cracks in concrete and the like were next on the hit list, quickly dealt to with **Resene Brushable Crack Filler**. A few quick slaps of product across the crack and the cracks are sorted. This product quickly separated users into two groups of those who read the instructions before they start and those who read them after things go wrong - the product works either way - immediately for those

who read the instructions and with a slight delay once the latter group figures out they need to go across the crack and applies a few more coats to cover up their first attempt at covering the crack lengthways!

Just before the summer sun hibernated over winter, new **Resene Sun Defier** came out for some last minute sunbathing duty to protect the more vulnerable topcoat colours outside. As we all know, lying around all day in the sun without getting burnt is not as easy as it sounds, but Resene Sun Defier has the job description well covered.

The chill in the air come autumn was enough to scare the wintergrade products out of their summer hidey holes and back onto substrates. Tough enough to withstand the cold, these products cure down to 2°C, which sounds great unless you're the one who draws the short straw and has to stand outside in the nearly freezing cold to apply them. Still we gave you a great excuse to get back inside with the new **Decorator Tintable Ceiling Paint**, which gives you true to life colours with easy application, cleanup, blah blah blah. No need to tell you how good this one is - thousands of litres went out the door in the first month alone so we kinda figure you know this one inside out anyway.



Of course what would a fresh new year be without the latest The Range collection? **The Range 2006** was bursting with new colours tempting customers to repaint to get their walls back into fashion for another season.



Other colour chart tweaks followed in its wake with everything from **woodstains** to **metallics** and **Lumbersider** getting a fresh look and colour selection to keep the paintbrushes moving.

Amongst all this crystal ball activity, we did slow down long enough to take a look back into the past. Delving through the mountains of filed paper rewarded us with the relaunched **Resene Heritage** range, a handy starting point for those planning to decorate heritage homes and buildings in authentic style. Getting rid of some of the filed paper had dual benefits of making room for new paper and reducing the fire hazard - but that's a whole different story altogether.

As the year progressed, new **Crown Acrylic Primer** and **Crown Timber Colour** jumped onto shelves, followed by **waterborne Resene Aquapel** while solventborne Resene Aquapel bid us farewell.



**Resene Paint Prep and Housewash** came along and filled a nice wee gap in the cleaners product range providing a quick and easy surface prep option for



paint in sound condition that just needs a wash down before topcoating, plus enabling annual washdowns of houses and buildings where the dirt is removed from the surface, not just relocated to a different part of it!

And in a turn of events, rather than all the paint going out, some of it started coming back in with the **Resene PaintWise Responsible Recovery Programme** initially rolled out in the northern North Island. Funded by Resene, local councils and a levy on retail customers, the service collects back in unwanted paint and packaging from consumers and recycles the packaging and diverts usable paint back into the community or other industries.

A contractor service was launched at the same time - kind of a "We've got a Whole Lot of Paint We Don't Need and No Space Left" call out service, where the service will visit you at your place and clear out any unwanted paint and packaging for a very modest fee to cover the running costs. A great way of making some room.



Of course this is just the highlights package - if you want to see the extended highlights check out the copies of the Tradelines newsletters on our website. And if you want the full length version, next year you'll just have to stick around! Anyway must dash, there's a piece of Christmas cake demanding my attention and I'd hate to be rude.

See you in 06!

*Eneser* ♥  
*Bucket*

Eneser Bucket, Editor.