

Resene TradeLines

May 2003



“ Having had the privilege to be chief sorter of the tips and stories you have all been sending in has been brilliant fun. I've still got another whole month of looking forward to your entries and then I have the terrible task of trying to pick out my favourites when the competition closes at the end of May. Still, I reckon I can rope in a few others to the final judging panel - after all, I can see at least 5 people from where I sit who'd be keen for an excuse not to do real work for a while. Anyway, keep 'em coming in for your chance to win one of the hundreds of prizes we have got lined up. ”

Brushstrokes

Cool Time

It's getting cold again which means it must be time to bring out **Wintergrade Lumbersider** and **Wintergrade Hi-Glo** to help you keep working over winter. The recommended drying temperature for both products is down to a cool 2°C, which basically means you are buying yourself an insurance policy against the cold. Still, if you start to paint and your hand freezes into position, we do recommend you stop painting (not that you had much choice) until your hand thaws and the blood starts circulating again!

The most serious effect from cold weather is that standard waterbased paint won't form a proper film at low temperatures as the acrylic base needs some warmth to make the particles soft enough to stick together. Unless the paint is based on wintergrade technology, a paint film dried in the cold can crack and even just dry to a powder. There's an intermediate set of temperatures between 5°C to 10°C where the film seems to form okay but in fact can result in much poorer than normal durability.

Another problem is that cold air just doesn't have the same drying power as warm air, which just means you have one to two less hours of pay each day as you have to knock off earlier than in warm weather.

The cold weather can also be a harsh test of character. We all know what it feels like to be champing at the bit to get at the job when you have been beaten by the rain for a few days and you want to make the most of the first fine day that comes along. Of course, those that throw caution to the wind are often disappointed. There's nothing worse than seeing the paint on the last side of the roof lying in the gutter the following morning after a heavy dew.

Cold weather increases the viscosity of paint too, and often some thinner is needed for good application. With a solventbased paint this reduces the final film build unless it is applied a little heavier. With a waterbased paint, thinning just increases the amount of water you have to lose before the film is dry, creating further drying problems.

Another wee trap for new players is 'thermal lag'. No that's not a description for new thermal underwear, but it does mean that surfaces take a lot longer to warm-up after a cold night. The air might be up to 10°C but a concrete wall for example might still be only 4°C or 5°C. It is very difficult to measure the temperature of some surfaces and a fair bit of experience is needed to accurately pick when it's okay to paint.

Despite all these extra little tricky bits, painting over winter is definitely possible, especially if you have a trusty pail of Resene Wintergrade Lumbersider or Wintergrade Hi-Glo by your side.

Wintergrade Lumbersider and Wintergrade Hi-Glo are available in 10L white and colours off white and we also have a very limited amount of some grey and green around to keep those after darker colours happy.

Best of all the Wintergrade versions are just the same price as the normal versions, so you can just choose whichever product fits in with your local weather conditions.

Of course, while Wintergrade products are tough enough to protect against the common cold, you do need to let them dry before exposing them to a winter downpour!

Production will be churning out batches of Wintergrade products from now until the end of August, at which time we all hope it gets warm!



A Year in the Life of a Painter

Time is Running Out...

Don't forget to get your entries in pronto for the Resene Great Professional Tips and Stories Promotion... on until the end of May.

Enjoy fame and fortune just for telling us your best painting or decorating tip or funny story. We've got literally tonnes of cool prizes lined up plus cold hard cash for the best of the best!

So get your tip or story into your local Resene ColorShop, post to Resene Marketing, PO Box 38242, Wellington Mail Centre or email to advice@resene.co.nz with subject header - Tips Comp by 31 May 2003. The best will score cash, the rest will score prizes, the ones who don't enter will miss out completely!

Wallpaper Sale

The famous Wallpaper Sale is back... well almost! This is a once in a year offer so make sure you make the most of the 40% off the retail price of all patterns from the pattern books while the promotion lasts. The promo starts 12 May... so you can start planning what you want to buy now and beat the rush!



The discount applies to all cash and account sales but is not available in conjunction with other discounts.

Losing Your Marbles

Waterborne Colorwood is an incredibly easy product to use, except that sometimes people forget to stir it, which can result in different colours at one end to the other. While this is somewhat of a self-induced problem (but hey, no-one's perfect!), we will be adding a special ingredient to Waterborne Colorwood to help everyone remember to ensure the product is properly mixed prior to, and during, application.

The special ingredient is one glass marble. Long used in spray cans to remind customers to shake the can vigorously, we are now applying the same reminder concept to our cans. Each can of Waterborne Colorwood will now be packed with 1 x non-shatterable glass marble and the new stock will slowly bleed through as existing stocks run out.

Of course we recommend you keep the cans well away from children or you may find your marbles go missing!

Living in 2004

You know you're living in the year 2004 when:

- Your reason for not staying in touch with family is because they do not have email addresses.
- You have a list of 15 phone numbers to reach your family of three.
- You call your son's beeper to let him know it's time to eat. He emails you back from his bedroom, "What's for dinner?"
- You chat several times a day with a stranger from South Africa, but you haven't spoken with your next door neighbour yet this year.
- Your grandmother asks you to send her a JPEG file of your newborn so she can create a screen saver.
- You pull up in your own driveway and use your cellphone to see if anyone is home.
- Leaving the house without your cellphone, which you didn't have the first 20 or 30 years of your life, is now a cause for panic and you turn around to go get it.
- Using real money, instead of credit or debit, to make a purchase would be a hassle and takes planning.
- You just tried to enter your password on the microwave.
- You consider second day air courier delivery painfully slow.
- Your dining room table is now your flat filing cabinet.
- Your idea of being organized is coloured Post-it notes.
- You hear most of your jokes via email instead of in-person.
- You get an extra phone line so you can get phone calls.
- You disconnect from the Internet and get this awful feeling, as if you just pulled the plug on a loved one.
- You get up in morning and go online before getting your coffee.
- You start tilting your head sideways to smile. :-)
- You're reading this.
- Even worse; you'd email it to someone if you didn't have to retype it first.

Keeping your Clients Clean

Well, perhaps you don't need to keep your clients clean but you can help them keep their paintfinish clean. After all, you didn't expend all that energy getting them a stunning finish just to see it covered in dust and dirt in next to no time.

While it might seem a good idea to let them leave their paint finish to get ruined quicker (because they'll need to get you back in faster to redo the job), they will of course judge your performance on how long their paintfinish looks good. The longer it looks good, the better they think you are and the better they think our paint is... and the more likely that they'll refer us both onto their friends when they are in the painting market.

There's no need to lecture clients on how to clean - just leave them behind a Resene Caring For Your Paintfinish brochure when you finish the job and it will do all the explaining for you. The brochures are available free from your Resene ColorShop so keep a fistful in your Resene kit and then just pull one out when the job's done, slip your business card in the slots in the front and leave it in an obvious place. Not only will the client have useful information on their new paint finish (which should save you the need for a callback) but they'll also have your card nice and handy when they need to paint the next room.



It's just a small added value service that will cost you about 30 seconds and one business card. Your customers will value the extra attention you have paid to them and you'll be paid back over the years with more work... pretty good payback for 30 seconds and a business card!

So if you don't already have a fistful of brochures that you are handing out, make sure you nudge your rep or ColorShop staff to hand you over some.

If you want to go that bit further you could even leave them behind a bottle of the ready to use Resene Interior Paintwork Cleaner - for less than 5 bucks you're bound to get more than \$5 worth of positive PR when they boast about your service.

More news in June!

Eneser ♥
Buckett

Eneser Buckett, Editor.



Painting with Eneser Buckett
No. 42