

Resene TradeLines

September 2003



“September is the official start to spring or so we are told. I think someone had better send Mother Nature an email and remind her that she needs to turn the heat gauge up and the water gauge down... she's probably too busy watching NPC and has forgotten all about us. With us almost on the countdown to Xmas it's a busy time ahead so here's hoping we all have a cracker peak painting season!”

Solid Concrete

Resene Quick Dry is renowned for its versatility and is used here, there and everywhere. In fact we've even heard some say "if in doubt, get the Resene Quick Dry out"! Now it's nice to have a superman style product that conquers all situations but sometimes there might just be a better way to achieve a great finish.

Resene Quick Dry started life as a primer for weatherboards and the like. It was easy to use, worked well and funnily enough everyone started using it on more and more and more substrates. The techie boys and girls, being very logical as they always are in the face of marketing and sales mumbo jumbo, pointed out quite rightly that they could in fact develop a specific primer for concrete that would do an even better job than **Resene Quick Dry**. Hard to believe so we thought we'd leave them to it and figured that would be the last we'd ever hear about it. Well, just to prove they were right, they went out and developed **Resene Concrete Primer**.

Resene Concrete Primer is suitable for exterior use on cementitious surfaces where you might have previously used **Resene Quick Dry** or possibly even **Resene Smooth Surface Sealer**. Having taken out all the timber substrate related ingredients and replaced them with concrete substrate focused ones, this new primer is chock full of all the right stuff for priming cementitious surfaces.

Of course if you have a powdery, porous or extremely well weathered concrete wall in front of you, you'll still need to drag out a can of **Resene Sureseal** to help hold it altogether. If fresh plaster is on your painting menu, then head over to the **Resene Limelock** display and grab a pack to ensure that lime staining doesn't take over your freshly painted finish. Having solved those two, **Resene Concrete Primer** will take care of virtually everything else.

Resene Concrete Primer is available in 1L, 4L and 10L pails in light grey. Why light grey? Well simply really: being grey, it is easy to tell later on what has been used where (always handy if you need to prove adherence to the spec)... and those of you



painting reds and yellows get an added bonus because a grey undercoat is the ideal way to maximise the hiding power of a yellow or red topcoated area.

Priced the same as **Resene Quick Dry** you can choose whichever one you need for the job at hand. Better yet, keep a bucket of each handy and just top up your supply when the bucket starts getting low.

For more info on **Resene Concrete Primer**, check out data sheet D405. Copies available from Resene ColorShops or online from www.resene.co.nz/archspec/datashts/d405.htm.

Health Tip

Hot Spot

With the sun just starting to peek out around the clouds, grab yourself some free suntan lotion and keep yourself sun safe. Even on the cloudiest days you'll be amazed at how much UV light is sneaking through the cloud cover and aiming to hide in your skin. The suntan lotion is available in a handy Resene testpot pack so save your cash and your skin at the same time. You don't have to buy anything to qualify for the suntan lotion - all you need to do is ask for a pot and make sure you use it!



Colour Coverage

Every now and then we get a complaint about colour coverage. As a rule, we find that the problem is that not enough product has been put on in the first two coats resulting in a thinner film, which needs another coat or two just to bring it up to the thickness that should have been achieved in two coats.

Basically, if you plan to paint two coats on an area 12 metres square with **Zylone Sheen**, which has a recommended spreading rate of 12 square metres per litre, you'll need approx 2L of paint. This 2L of paint should be applied in 2 coats, thus achieving the recommended coverage and film build. However, if the paint is thinned too much or spread too far you may find that you have 1L left at the end of the job. This means that only half the paint that should be on the wall is on the wall. To get the full coverage, all 2L must be applied so you still have to put the other 1L on. So you won't be out of pocket on the paint because you use the same amount either way, but you will be out of pocket on the labour cost because of the extra labour to put the last bit of paint on.

The easy way to make sure your coverage is on track is to guesstimate based on the square area of the section you are painting approximately how much paint you should be using. If you find you are using a lot less than estimated, the paint is being spread too far and you will need to apply it thicker to achieve the right coverage. By using this easy method, you can make sure you get the right amount of paint on the wall first time around and avoid having to expend extra labour on catchup coats later.

So, next time you think a colour doesn't cover well, check what your ACTUAL spreading rate is, then compare this to the recommended spreading rate. If the actual spreading rate is higher than the recommended spreading rate, you are likely to have coverage problems. I.e. if you spread 1L over an area 24 metres square instead of the recommended 12 metres square, you have only put on half as much paint as required, therefore the film build is only half as thick as it needs to be.

We recommend using tinted undercoats to get good hiding - a little bit of extra assistance in the hiding department is never wasted.

Paper War Breaks Out!

Just in case you don't have enough paper to contend with already, some of the Resene reps came up with a new tool that they thought might just come in handy for all their VIP's (aka Very Important Painters!). The plan was simple - create a **trade goods order book** and save the painters from having to buy them by themselves... plus get the added bonus of being able to track what has been supplied to what job and give the painter added security before others start willy nilly adding purchases to their account.

We have surrendered to the paper war and created some handy trade order books to keep everyone happy. Each book contains 50 duplicate order forms, which should be enough to keep at least everyone occupied for a few weeks. To get your hands on a book get hold of your Resene rep and ask him or her for your one to get you started. Then when you start ordering lots and run out of order books, remind them how much you have bought and that they had better hand over another one to keep you going.

The trade goods order book is part of the **Resene Painter Stationery** range that we offer to you. The range includes everything from **quote pads** and **invoice pads** to **window stickers** and **scheme records**. They're all free to you so no excuses for not making the most of them.

Tips n Stories

More out of the Bag

Here's some more wisdom for you from your fellow professional painters - enjoy!

This one is courtesy of Kevin Stone of Christchurch.

We had just finished sealing the walls of a new house when the owner arrived to discuss the colour scheme with me. We were talking for 30 minutes and my foreman of 20 years experience was getting itchy to carry on and butted in to ask what the colours were. Spanish White for the lounge I said. He asked about the rest and the client said ditto for the rest. He came back with 4L Spanish White and said those idiots at Resene can't find the colour 'Ditto' anywhere!

Not to be outdone, Rob McDonald of Palmerston North has this handy idea to keep all brushes in order...

Problems in drying weather with paint build up on the top of your paint bristles? Wind 50mm of carton tape around the brush so it comes down approx 20-25mm over the top of bristles. This helps retain moisture at the top of the brush, makes cleaning the brush easy and helps to keep rough bristles in place. It only takes a few seconds to put on and remove and works well. Try it!

Catch you next month!!

More news in October!

Eneser ♥
Buckett

Eneser Buckett, Editor.



Painting with Eneser Buckett No. 46