



When we flip through the glossy pages of a magazine and are bowled over by full page spreads of gorgeous projects that appear to be the pinnacle of perfection, we're often not getting the whole story. In our imperfect world, there's no such thing as a perfect project. No matter how many years we have under our belts, there are always unique and unexpected hitches and hurdles that trip us up along the way, and things seldom turn out exactly as planned. While taking in the beauty of a stunning portfolio piece is generally inspiring, understanding the challenges that were overcome during its creation can be where the real value lies – and it's imperative for furthering what our industry is capable of.

At *BlackWhite*, we are all about celebrating achievements – certainly in design and the use of Resene paints, stains and wallpapers, but also in problem solving, innovation and adaptability in the face of obstacles. I have enormous appreciation and respect for those who have been transparent about both the ups and downs of their journeys over the years, for you are playing an active role in helping others who may one day encounter similar stumbling blocks. You have done the hard yards, and your willingness to share your lessons learnt means we can all take a smarter approach to our work and what we are able to create for our clients.

Of course, it also helps Resene to know about the snags you run into, because if there is a paint or coatings-based solution to be uncovered, you can be sure that the staff will be unwavering in their search for it – even if that means developing a brand new product. And with each new Resene product comes clever and innovative ideas for how to use it, and even more extraordinary stories for us to share.

Happy reading,

*Laura Lynn*

**Laura Lynn Johnston**  
Editor



Watching paint dry might be the definition of boring for most people, but after 46 years, it's still the thing I most look forward to when designing a new product at Resene.

Resene's offerings are diverse; we don't just make residential and commercial paints but a wide range of automotive, marine, industrial and construction products intended for many different surfaces and purposes, too. As a paint chemist, if I need a break from formulating new interior timber stains and wash-resistant wall paints, I can work on paint for carbon fibre race yachts, deep-penetrating exterior wood stains, heat-reflective rocket coatings, stain- and wear-resistant kitchen coatings, swimming pool paints... the opportunities to switch gears are practically endless, as there is always something new being developed at Resene.

For paint scientists, Resene's commitment to collaborative innovation is always exciting. Our team of keen problem solvers literally make thousands of paint products with a development process that allows ideas to become products in the minimum amount of time. This attracts the latest technologies from around the world as well as those wanting to work at the cutting edge of paint design.

Underpinning our innovation process is the commitment to making safe products. We are constantly checking global sources to identify harmful ingredients as we continue moving towards a more naturally produced array of paint ingredients. When a new material is promoted to Resene, the first stage gate is health and safety. And instead of relying solely on our own set of standards, we partner with universities, government and NGOs, environmental auditors, institutes and industry associations, as well as include the steady flow of feedback from you, our customers, at every opportunity.

The challenge of keeping up with the latest technologies while reducing stress levels on people and the planet is an exciting challenge that none of us can ignore. It's a challenge that I'm glad that Resene has embraced wholeheartedly, and something that I'm proud to be a part of.

The future looks bright!

Enjoy,

*Greg Percival*

**Greg Percival**  
Senior Chemist, Resene Research & Development

If you have a project finished in Resene paints, wood stains or coatings, whether it is strikingly colourful, beautifully tonal, a haven of natural stained and clear finishes, wonderfully unique or anything in between, we'd love the opportunity to showcase it. Submit your projects at [www.resene.com/submit-project](http://www.resene.com/submit-project) or email [editor@blackwhitemag.com](mailto:editor@blackwhitemag.com). You're welcome to share as many projects as you would like, whenever it suits. We look forward to seeing what you've been busy creating.

