

Resene

TradeLines

July 2001



“ Super 12 has been and gone for another year and we'll be into NPC in next to no time. Winter is made for the boys - too cold and wet to do any work outside in the weekends so there are lots of excuses to stay indoors and do nothing (well, apparently watching sport and drinking beer isn't nothing... but it sure doesn't look like hard work to me!).

Even the techos have gone on their midwinter holiday letting me loose with a Tradelines all of my own. I can't believe that they left little ol' me in charge - I'm sure they'll take over again when they get back, but in the meantime I'm gonna enjoy being the boss! ”

Brushstrokes

Time to trade-in your old mouse

If you thought Resene EzyPaint was a revolution in colour tools giving you the ability to virtually paint pictures, you'll be blown away by Resene EzyPaint2.

When we started working on EzyPaint2 we thought we would just improve the last version. But when we sat down and figured out what everybody wanted, we decided to throw the last program out the window and start from scratch!

EzyPaint2

With the original Resene EzyPaint you could virtually paint the 30 images we gave you. Some found this a little limiting - after all, not all projects can be classified into just 30 types. Well with EzyPaint2 you've now got a whopping 120 images to choose from - now that's a lot of pictures! We know you guys (and gals) don't just paint houses all day, so we've included pictures of schools, commercial buildings, motels, and so on.

Of course, we didn't just stop there. For some reason when clients decide to redecorate they always seem to feel that the paint colour has to fit with the carpet, cupboards, roof etc (talk about making the job harder!). With EzyPaint2 we've invited a few partners to join us so you can now select Feltex solid carpet colours, Melteca laminate colours, Dimond roofing colours and a whole range of masonry villas from Firth. What this means is you can virtually paint with Resene, carpet with Feltex, laminate with Melteca and re-roof with Dimond Roofing.

We've also added in The Range 2002, Whites & Neutrals, Woodsman and Waterborne Colorwood colours.

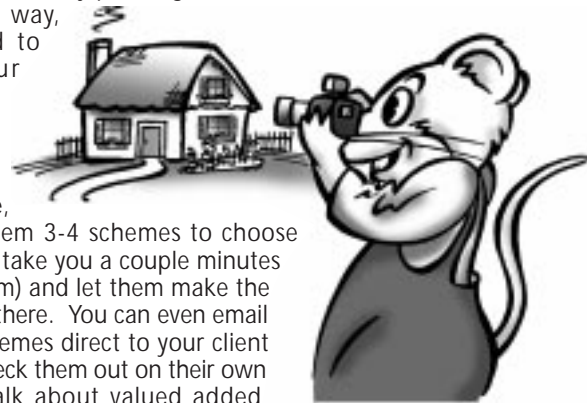
So right about now we've quadrupled the number of pictures and added about another 500 colours to choose from. We still weren't satisfied until we added our own little piece de resistance - the *scan your own* option.

Now this is pure magic! With EzyPaint2 you can scan in any picture (or use your digital camera and load it in directly), then path and paint it. You can virtually paint anything including houses, plans, drawings, furniture and if you really

can't stop yourself, you can even scan in your dream car and paint that. (Of course you might have to wait until you have won Lotto to actually go out and buy it!)

Getting back to business, Resene EzyPaint2 will enable you to do a quick colour scheme for your client using our extended gallery of 120 images in just a few minutes, or you can blow them away by virtually painting their own home in an hour or so. Either way, you're bound to impress your clients.

If they can't decide on a colour scheme, simply give them 3-4 schemes to choose from (it'll only take you a couple minutes to change them) and let them make the decision from there. You can even email the colour schemes direct to your client so they can check them out on their own computer - talk about valued added service!



Right about now you're probably wondering how you get your own copy of EzyPaint2.... download it free from www.resene.co.nz, buy a copy on CD Rom from your local ColorShop for a special trade price of about \$15, or borrow one of our library copies for free and return it once you've got it loaded.

Whichever way you get it, make sure you do.

Once you get started, you and your mouse are going to love virtually painting whatever you can lay your hands on.



Resene - the paint the professionals use

Tips 'n Tricks

Don't let your next job FRAME you

Picture framing is beautiful when it is wrapped around an expensive piece of art, but is less than amazing when it is wrapped around the edges of the wall you just finished painting.

In the paint world, picture framing refers to dark patches around the edges of the area you are painting and a lighter colour in the middle. Although it's a fairly common problem it is incredibly easy to avoid...when you know a bit more about it.



Brushing applies more shear (pressure) onto paint than roller application, which can affect the appearance of tinters. What this means is that a wall brushed at the corners and otherwise rolled can dry leaving a lighter rolled area surrounded by darker, brushed paint. The shear applied to the paint makes the brushed area appear darker than the rolled area. If you're not convinced try a side by side test using both a brush, roller and a dark colour. The brush applied paint will generally look darker than the roller applied paint.

Similarly, spraying generally applies more shear than brush or roller application so a sprayed area may spray darker than brushed or rolled touch-up areas.

Brushes, rollers and spray will generally give different spreading rates, producing varying film thicknesses. Also, the wrong kind of tinters or the wrong amount of tinter can add to the problem.

Here are some quick tips to help you avoid picture framing:

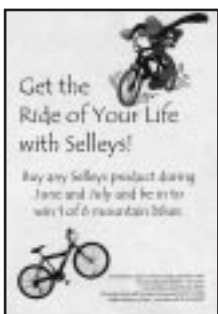
- Don't cut in the entire room before painting the main wall area.
- Take the roller as close as possible to the edge.
- Work in smaller sections of the room to maintain your 'wet edge'.
- Thoroughly stir paint before use.
- Keep consistent spread rates if you change from brush to roller or spray.
- Only use colours tinted into the right product and base.
- Pay particular attention when painting dark colours as you are more likely to experience this type of problem.

All this will probably be part of your normal paint job, so just take a little extra care and the only picture framing you'll see will be around the artwork hanging on your lounge wall.

Telling Tales

Re-Decorator'd

New Decorator packs will start hitting ColorShop shelves in July. Keep your eyes open for next month's new Decorator packaging promotion for your chance to get your hands on some free Resene gear.



Get in to get the Ride of your Life

You've got less than a month to get the Ride of your Life.

Hurry in during July and buy any Selley's product for your chance to win one of 6 mountain bikes.

Check out the details in-store.

Legends in their own Time

Well sometimes you just have to admit when you've been beat, and in this case, the Super 12 winners have shown their superior sports betting skills to come out on top.

The winners for the 2001 season are (drum roll please!)...

- Auckland Region: Barry Ruawhare (213.08 points)
- Northern Central Region: Justin Toomey (205.81 points)
- Central Region: Raj Patel (200.20 points)
- Wellington Region: Steve Salmon (210.60 points)
- Northern Southern Region: Warren Lewis (241.14 points)
- Southern Region: Theo Vermeer (227.26 points)

Drinks are on the winners, so if you find one in your area, make sure you drink my share of the winnings!

Where does the time go? It's that time of year when the flu bug starts to bite, so here's a thought for those planning to escape with a midwinter break...

- There are 365 days in a year • You sleep for 8 hours per day, which leaves 243 days • You get 8 hours to yourself, which leaves 121 days • 52 Sundays you don't work leaving 69 days • You get at least 52 Saturday afternoons off (26 days) leaving 35 days • A minimum of 15 days leave a year leaves 20 days • 6 public holidays leaves 14 days • 10 days off sick leaves 4 days • Doctors, dentists and other visits takes 3 days • Which leaves only 1 day of actual work...Do you seriously want to take your only day of work off?!!!

On the Box

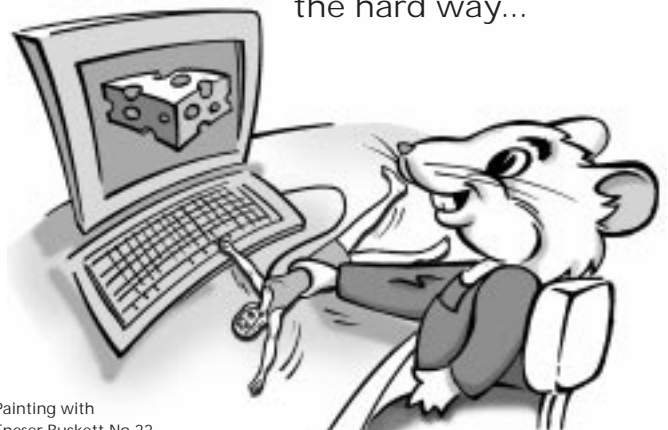
Ever seen a somersaulting painter? The avid TV fans among you have probably spotted the new Resene TV Commercials by now... for those who haven't, keep an eye on the telly for our acrobatic painter. We recommend that you don't try the somersaulting trick at work unless you have lots of insurance and a desire for a long injury related holiday.

More news in August!

Eneser ♥
Buckett

Eneser Buckett, Editor.

Eneser learns how to use EzyPaint2...
the hard way...



Painting with
Eneser Buckett No.22

Resene - the paint the professionals use