

Resene

TradeLines

May 2001



“ I am so slacked off that I missed seeing the Aurora Australis last month. I don't know why but it is just something that I've always wanted to see and experience. And I missed it - almost certainly the greatest display of it in our lifetimes. I could have seen it, I was around, but I decided to have a rare early night! I saw photos of it, of course, and the television coverage shot in Timaru - stunning wasn't it? I tell you, when Mother Nature does her thing even Resene would be hard pushed to put on a better display of colour. ”

Brushstrokes

Ducks' Backs and that sort of stuff

The team at Resene have long been fascinated by how masonry water repellents such as Aquapel work. You know yourselves how amazing it is - you slosh on this stuff that looks just like turps and when it cures water just runs off it like, well, like water off a duck's back. We have been prodding our techos to give us something like this in a paint and while they have been able to give us something that looks good for a few months, they have not been able to produce the miracle we were after!

When they finally quacked it (sorry about that), I was completely gobsmacked. For some reason I had expected a gloss paint but what they came up with was dead flat.

Apparently just as the very fine surface texture of the duck's feathers helps the run-off of water so does the fine texture in the paint. Couple that with some fancy silicone resins and 'hey presto' a durable 'duck's back' of a paint.

When we got over our surprise at it being flat, we realised that in fact this 'mineral look' appearance is all the rage and very European.

It is also a very breathable' paint, which keeps 'outside' water out but allows 'inside' water to pass through without creating any damage. The water repellency actually improves on exterior exposure and lasts the life of the paint.

We have called our new product AquaShield and offer it in all of our colours off white base. Colours look a little different when tinted in AquaShield, so if you're keen to give it a whirl, check out the AquaShield sample card so you know what you're getting.



Resene - the paint the professionals use

Tips 'n Tricks

Ice Ice Baby

We've had Easter, which means that those delightfully chilly winter months are just waiting to bite. Resene will be producing Wintergrade Lumbersider and Hi-Glo in time for the start of the colder months and will keep production running until the end of August.

With some fancy formulating work the lab boys have dropped the recommended minimum drying temperature to 2°C. Basically, it creates an insurance policy against getting caught in the cold.

Wintergrade Lumbersider and Hi-Glo are available in only a limited colour range as tinters can stuff up the drying properties. Of course, we still recommend that you chip the ice off the substrate before you start painting!

Best off all, the winter versions are the same price as standard Lumbersider and Hi-Glo, so you can just choose whichever product fits with your local weather conditions.

Sitting Pretty

We've taken to our colour charts and ripped out all the old info and replaced it with some useful new stuff - like what tone the colour is off and what the reflectance value is. What this means is you can quickly check out what the colour will cost you (by checking the tone) before you price the job, rather than getting a nasty surprise after you've finished.



Approximate Reflectance Values are also really useful, if you know how to decode them, so here goes on the quick decoding guide...

The reflectance value of a colour is the amount of light and heat it reflects. As we all know (think of black t-shirts and the beating sun), black absorbs all light and heat, and therefore has a reflectance value of 0%. Surfaces coated in black are consequently very dark and can get very hot. In contrast, good old white has a reflectance value of almost 100%, which means it reflects virtually all heat and light. Painting surfaces white will help to keep a building light and cool. All colours fit within these two extremes.

Now if you apply a little logic to this whole story, painting a dark colour onto an unstable substrate isn't the best idea. The dark colour will absorb lots of heat and light, and not surprisingly the unstable substrate will become even more unstable, and may even crack or warp.

Make sure you warn customers wanting to paint dark colours onto unstable substrates why they should choose a light colour instead... it's bound to save headaches (mainly yours!) in the long run. And if they are still keen to use a dark colour, suggest that they use it as an accent colour on a stable substrate somewhere else in the colour scheme where it won't cause any damage.

The Expert's Guide to 'Buck Passing'

Once upon a time there were four people named EVERYBODY, SOMEBODY, NOBODY and ANYBODY.

When there was an important job to be done EVERYBODY was sure that SOMEBODY would do it. ANYBODY could have done it, but NOBODY did.

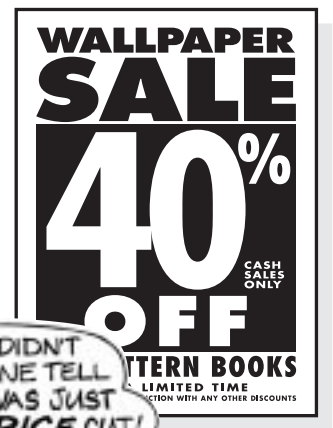
When NOBODY did it, EVERYBODY got angry because it was SOMEBODY'S job. EVERYBODY thought that SOMEBODY would do it but didn't realise that NOBODY had done it. So it ended up that EVERYBODY blamed SOMEBODY when NOBODY did what ANYBODY could have done in the first place!!!

Someone should really fire that SOMEBODY!

Wallpaper Sale

The famous Resene Wallpaper Sale is back... for a limited time only of course! Get 40% off the retail price of all pattern books from the 1st May to the 4th June 2001.

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



More news in June!

Eneser ♥
Buckett

Eneser Buckett, Editor.

Painting with
Eneser Buckett No.20

Resene - the paint the professionals use

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