

“ It wasn’t so many years ago that we all lived in somewhat shiny interiors. Gloss and semi-gloss enamels ruled the day. As technology has improved, we’ve been able to make tougher paints with low sheen finishes, and customers have been happy to leave the glossier finishes behind and opt for low sheen and flat finishes on their walls. Easy to live with, the lower sheen finishes tend to recede into a comfortable backdrop, easier on the eyes than the glary reflection of a higher sheen. We continue to embrace the trend to low and flat finishes, and have our latest very flat finish to share with you... ”



Ultra for interior

With Resene Decorator Interior Low Sheen proving so popular, our tech team has created an ultra-low sheen finish too. New Resene Decorator Ultra Low Sheen has a super flat finish, ideal for all those projects where a higher sheen level just won’t suit.



Resene Decorator Ultra Low Sheen is now available in white and colours off white, so you can choose from the Interior Low Sheen or the Interior Ultra Low Sheen depending on the sheen level you need for your project. It is ideal when painting walls and for ceilings in the same colour where critical light for the ceiling is not an issue, in particular ceiling tiles and for the walls and ceilings of commercial offices where the same colour is specified for both surfaces.

Handy productivity tip

Save time washing up using Jeff’s tip...

“My tip that I use is I go and buy a pack of cheap shower caps with the elastic band from the two dollar shop and when I have finished with my paint for now I put one over the brush and work pot. This keeps it fresh for days or when you need it in 30 mins or so. When I use the paint again I just simply put the cap in my pocket for next time. They are also good if you don’t want dust in your hair.”

Thanks to Jeff.

Paint... with effects

A freshly painted wall looks beautiful but what if your client is after something just a little different?

Paint effects were popular a couple of decades ago and are on their way back in, but reinvented for today, in modern colourways, more relaxed techniques and more of a free spirit, anything goes approach.

We’ve put together a new habitat plus – paint effects to show decorators what they can do with paint, colour and a little imagination. It has a taste of the paint effects techniques commonly used, from French wash to crackle, woodgrain to marbling. Some of the finishes need special products, such as Resene Paint Effects or Resene Blackboard Paint, some just need some low-tack masking tape and a little patience, and others are freehand all the way. You can view it online at www.resene.com/habitatplus. Or pick up a free copy or two from your local Resene ColorShop or reseller to help your clients bring out the best in their place.

Some paint effects techniques also have the practical benefit of disguising less-than-perfect surfaces. In fact, imperfections in the surface can add to the overall impact of the effect.

If you’re asked to create a paint effect for a client, the key thing to remember is that there are no hard and fast rules about what you should do. Spend time getting the effect right by trialling different colours and application techniques until you and the client are happy with the finished look. Then use your trial piece as a reference board for the whole project. Wall sockets, skirting boards and door frames should be masked off so that the effect may be continued right to the edge.



Always keep a phone handy

Dave tells us about a problem on the job a few years back, that could easily be solved now by always making sure you have a cellphone handy and fully charged, just in case you find yourself stuck somewhere you didn't quite intend to be...

"25 years ago, I was repainting the interior of a two storey house.

This day I was upstairs, papering ceilings with anaglypta paper. I had a brush hand giving me a hand. He was working downstairs, undercoating doors with brush and roller. After morning tea he started doing a small door under the stairs. He unscrewed the handles, took out the spindle and started on the inside of the door.

Unfortunately he pushed the door too hard and it closed. He had left the handle and spindle on the outside so was locked in! He tried yelling out

and banging on the wall, but as I was upstairs and had the radio going, so I did not hear him. On stopping for lunch I came downstairs but could not find him for a start, till I heard him yell out. Not many doors done that morning!"



5 ways to start marketing if you don't know where to begin

For many small business owners, the start-up phase of a new company is all about learning. Whether you're a painter, a plasterer, a wallpaper hanger or something else, there will always be a time when you must learn to market your abilities and services.

If that sounds like you, and you've never had any official marketing training, here are a few tips on getting started:

1 Figure out what makes you special

What is it that you can offer to your clients that no one else can?

It could be anything from fast service to accurate quotes or realistic deadlines that you'll never break. Whatever it is, this 'unique selling point' (USP), will become the cornerstone of your company. It's what you'll aim to represent with every client encounter, and it will help you remain focused on what kind of clear message you're trying to get across in any promotional materials.

What makes you stand out from the crowd? Decide on what makes you special and incorporate it into your marketing strategy.

2 Figure out who your target market is

A key mistake many companies make when starting out is to try to target everyone.

When you consider all the different target markets out there – young and old and everything in between, affluent and on-a-budget, families and couples and singles – you'll realise that there are simply too many people to appeal to all at once.

Think about who would most benefit from your product or service, keeping in mind your USP. This will help you narrow down the group you are looking to reach, and make it easier to find ways to get your message across.

3 Start online

Building a website and a social media profile are a couple of the easiest marketing strategies at your disposal.

There's no need to hire someone to build an entire new website for you when there are hundreds of pre-made templates to choose from on websites such as WordPress. In most cases, all you'll need is the ability to write up a few details about your business – or a friend who can. While there are plenty of options for building your website (such as a blog section or free ebooks), the basic set up is a good start.

Social media is often even simpler, especially if you're already familiar with Facebook, Instagram, and Twitter. Each platform is free to sign up

to, and Facebook in particular is particularly good for allowing the space to add your contact details, work hours, and company information.

An online presence is a good first step towards your marketing goals.

4 Encourage reviews

Asking for a review from a happy client will hardly feel like work at all, as you can slip it into a conversation as you finish up with the work.

Direct them towards your website or review sites such as Yelp to add their positive experience to your business name. Word-of-mouth is one of the most powerful marketing tools there is, so a great collection of reviews can encourage many more clients to sign up with you.

5 Set marketing goals

It's also important to start out by setting some goals for yourself to ensure your marketing efforts have a purpose.

Perhaps in the short term those goals could be as simple as setting up your website, getting your work vehicle sign written with your company details or getting reviews from five clients. Eventually, you'll be looking to reach goals such as attracting a certain number of new clients each month, or growing an email database.

Of course if this all seems like too big of a task and you'd rather be painting, plastering or wallpapering you can always call on a professional to help get you started on a marketing strategy and guide you through the process of boosting your company.

Most trusted once more

When Readers Digest announced its Most Trusted Brands survey results, Resene was proud to be named Most Trusted Paint for the sixth year running, and this year we also made the top 10 coming in 6th place! Thanks for your ongoing feedback that helps us to continually improve. And remember we always welcome your feedback – simply email us at update@resene.co.nz or fill out the contact form on our website.



Catch you next month!

TwoCan, Editor.

