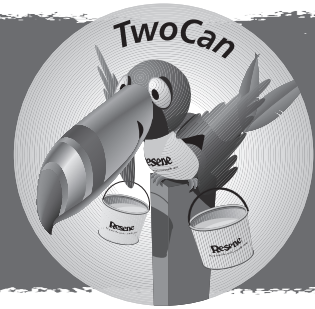


“ When tackling a new paint project it can feel like there are a lot of decisions to make – which colour, which prep, which product, which accessory... and with paint technology and colours ever evolving, the choices you made just a year or two ago, may not be the best choice now. The best way to keep on top of new options is to talk to your Resene rep or Resene ColorShop staff – they can help you navigate your way through the options. And if you have a new substrate or tricky project to tackle, they can follow-up with our technical experts for extra advice to help you nail the job... ”



Why choose between waterborne and alkyd when you can have both?

Paint technology sometimes feels a lot like making a cocktail, mixing sometimes what seems like the most unlikely of ingredients to create the perfect blend. Many years ago, the choice of paint was limited to alkyd/solventborne paints. With one type to choose from with a few gloss level options, it was pretty easy to choose a product.

These days, the choices have expanded to solventborne, waterborne and then hybrid options of waterborne enamels and waterborne alkyds. While waterborne enamels tend to act more like waterborne paints, being quick drying, low odour and easy water wash-up, they also have the block resistance of an enamel. Waterborne alkyds are also low odour and easy water wash-up, but they have a slower dry time and are more durable.

An easy way to remember is that the features of a waterborne enamel are closer to a waterborne paint. The features of a waterborne alkyd are closer to a solventborne paint.

So what do you pick when?



Waterborne enamels, such as Resene Lustacryl and Resene Enamacryl, are popular for trim and joinery, inside and out, with low odour, quick drying and easy clean up. They come in a wide range of colours. Resene SpaceCote Low Sheen and Resene SpaceCote Flat are waterborne enamels too – which is why you can use them in dry areas as well as wet areas like bathrooms and kitchens.



Compared to the well-established waterborne enamels, waterborne alkyds are the new kids on the block. Waterborne alkyds are ideal for areas like bathrooms and where a harder and more durable finish is required. Compared to a traditional solventborne enamel they have lower odour, lower VOCs and yellow less. And they dry slower, which is ideal for those who want to work the finish a little more than you can with waterborne paints.

The range of Resene waterborne alkyds is expanding with Resene Room Velvet and Resene Waterborne Lusta-Glo in white and colours off white giving you low sheen and semi-gloss options to use. While Resene Room Velvet is ideal for walls, we don't recommend it on joinery – instead we recommend a higher sheen finish.



The technical team are also working other waterborne alkyd products too... so keep an eye out for other developments in this space.

Wrong way up

Ever grabbed a wallpaper and then scratched your head wondering which way it goes up? As well as checking the batch number of all your wallpapers to make sure they match before you start, make sure you take the time to check the orientation too, as this local decorator tells us...

“Soon after I had finished my painting and paperhanging apprenticeship, I went out on my own, taking on paperhanging a two storey home for a business couple. She had quite an arty taste in wallpaper and had picked a rather ‘loud’ old fashioned 1960s patterned style for me to hang.

I found the paper easy to hang and my clients were pleased with the progress I was making. However, as I got to about halfway through the job it dawned on me, to my horror, that I had



been hanging the pattern upside down! The design was such that it was hard to tell!

I debated internally whether to explain my error, but decided as she seemed so happy with what I had done, to ‘let sleeping dogs lie’.

I heard that when they went to sell the place a year or so later, the real estate agent's first comment was, “if you seriously want to sell this place, you need to paint over the top of that wallpaper!”

If you've thought of a funny decorating story or very handy tip but didn't get a chance to enter it in our last funny stories and handy tips competition, we'd love to hear it. Please send it to us at update@resene.co.nz, subject Trade funny story or Trade handy tip. If we print it in a future TradeLines we'll reward you with a \$50 Resene credit and some colourful m&ms!

Help us find our history

In 1946, Ted Nightingale started Resene in his Eastbourne garage in Wellington. Today, 74 years on, Resene is still family owned and operated.

To celebrate Resene turning 75 in 2021 we're asking you to help us find our history by sharing any photos, stories or memories you have of Resene from years gone by. We know many of you have been part of the Resene story for many, many years and we'd love to hear from you with your early memories of Resene – the company, the products, the stores and anything else Resene related you'd like to share.

We hope to use the stories, photos and memories to build an archive of Resene's history to be enjoyed for years to come.

5 tips for dealing with difficult clients

Wouldn't it be wonderful if everything just went perfectly all the time – perfect weather, perfect timing and perfect clients? Unfortunately the chances of that happening all the time isn't likely to happen any time soon.

You will always encounter a mixed bag of clients. Some will be a pleasure to work with, many will simply be your standard client, and a select few will fall into the 'difficult client' group.

It's inevitable that you will encounter them at some point, so the best you can do is be prepared to handle them so you can minimise frustration and the loss of time. Remember these tips next time one of your customers turns out to be more demanding than most.

1 Start by listening

Difficult customers often just want to make sure they are heard. They may have had a situation in the past where they felt misunderstood or ignored, so will want to ensure you have heard and understood their demands. Your willingness to listen carefully early in the relationship will help them to trust you further down the track.

Some clients will be more difficult than others. Sometimes they seem difficult or indecisive but it may be that they just don't feel like they have enough information to progress.

2 Give detailed information of your plans

Tricky customers are usually those who want to know exactly what is happening, when it's happening, and how it's happening. Even though it won't change the work itself, it's important to keep your client up to date with as much information about the process as possible. This will make them feel in the loop with the work, and it will keep them from ringing you asking for updates throughout the process.

Be sure to include possible reasons for timing issues, and make sure they know what you need from them to keep the project running smoothly from start to finish.

A regular quick progress update can help clients feel assured that the work is in hand and that you are on top of their project. No updates means you risk them filling up the silence with their own worst case scenarios.

3 Fix mistakes

If your client is being difficult due to a mistake, don't put off dealing with the solution. Resolve any issues as soon as possible to rectify the situation and regain your client's trust.

We need your help to build this archive. Please send photos, stories or memories to trade@resene.co.nz. We'd love to hear from you!

Winterproofed work

If the weather is getting a tad on the chilly side where you are, remember we do have Resene Wintergrade Additive and Resene wintergrade paint options available so it may pay to switch to a Resene wintergrade version – check with our team for the best option for your project. And if you're finding the frost is starting to take over your windscreen, grab yourself a free ice scraper from your Resene ColorShop or representative, available while stocks last.



Some problems are easier to solve than others. A good place to start is to put yourself in the customer's position and think about what you would want as a resolution if you were them. That way you're more likely to end up with a fair solution.

Often the best way to resolve a problem is just to ask the customer what action they want you to take to make it right. Sometimes this might be working later into the evening or over a weekend to help them get their project done for an important deadline.

4 Communicate during and after the project

While you're completing the work, keep your client updated with quick messages or calls to explain where you are in the process and how it's all going.

Once you've finished, talk to them again to remind them of the value of getting the work done to ensure they walk away feeling good about the project. Let them know any specific care instructions for any of the finishes so that they know how to keep things looking good.

5 Don't put up with abuse

Some clients are just difficult – others can be outright rude and ungrateful.

If you spot one of the latter before you agree to work together, remember that you can turn the work down. In some cases, customers will be impossible to please, and will end up costing more time and effort than is beneficial to you and your business. If this is the case, simply let them know that you are too busy to take on their project to avoid burning bridges.

If you don't think the client will be beneficial to your business, you can always turn down the project.

If you do find yourself working with a difficult client, look on the bright side. Sometimes your most demanding clients actually help you to improve your business by pointing out shortfalls in service that other clients might have been too polite to tell you, or by suggesting new ideas that you had never considered before. Difficult customers can also push you to do things you might not have thought possible, which may help you expand the range of services you can offer others in future.

Difficult clients often don't stay difficult. Once you develop trust with them and complete a successful project, they can be incredibly loyal clients.



Catch you next month!

TwoCan, Editor.

