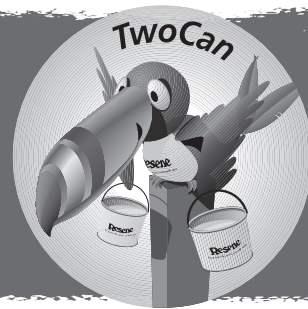


“ Good old Mother Nature is a powerful force to be reckoned with. From the memorable scorching summers to chilly winters, nature also has a way of slowly growing so that we hardly notice it, until suddenly it seems to have taken over. Paths and decks slowly get covered in lichen, once clean walls start showing signs of mould and seemingly from nowhere exterior surfaces end up laden with salt, especially for those beachside. To keep things looking and performing their best we need to take the time to clean them... and we have two handy products to help you get the cleaning underway... ”



Leave it to nature

Resene Deep Clean is the simple, safe method of keeping outdoor areas free from moss, mould, algae and lichen. Simply spray or brush on and leave nature to do the rest. Slow acting Resene Deep Clean gets right down to the roots of the problem, destroying the growth and leaving behind a clean surface. It's ideal for use on paths, patios, decks and other exterior cementitious, timber and painted surfaces.

And now, Resene Deep Clean is available in a quick and easy application trigger pack. Simply attach it to your hose and start spraying – no premixing needed and no heavy containers to lug around! You can treat large areas such as driveways, fencing or extensive pathways in minutes. Available from Resene ColorShops and selected resellers.

Promote your projects

We're always on the lookout for interesting residential, commercial, government and landscape projects to share through Resene media, such as the habitat and Resene websites, social media and the other media we work with.

If you have a project finished in Resene paints, wood stains or coatings, whether it is strikingly colourful, beautifully tonally coloured, a haven of natural stained and clear finishes, wonderfully unique or anything in between, we'd love to see it and have the opportunity to showcase it.

Please complete the submission form on our website. You're welcome to submit as many projects as you would like whenever suits you. We look forward to seeing your projects!

Submit your projects at www.resene.com/submit-project.

Bringing the bio

With all that was going on at the start of the year, you might have missed the new addition to the Resene cleaning products range – Resene Bio-Cleaner, designed to give an eco-friendly clean.



Creating a cleaner that works well – both to clean effectively and to meet environmental standards – requires a careful balancing act.

Resene Bio-Cleaner is a quick and easy way to clean surfaces ready for painting or use it annually for regular maintenance cleaning to give homes and buildings a fresh look by washing away dirt and contaminants that may be present.

It's formulated with eugenol, the active ingredient in clove oil, which helps to inhibit mould and fungal regrowth. And it has Environmental Choice approval so you and your customers can be assured it meets independent eco standards for cleaning products.

Available from Resene ColorShops and selected resellers.

White out!

Over the years we have heard many funny stories from professional painters, often involving ladders and spilt paint... stories we're sure weren't funny at the time when there was a massive clean-up job on hand. However, we've found a DIY painter who managed to see the funny side immediately as Della tells us...

"A few years ago, Dad was painting the ceiling upstairs at our home in Blenheim. He was holding a newly opened 4 litre container of white paint.

As he was stepping down the ladder, he missed the bottom rung and fell backwards, his momentum sending him halfway across the room and off the drop cloth. While he was attempting to re-balance and not spill the paint, he landed flat on his back, the container was sent high in the air landing over him, and his entire head and body.

We were downstairs and heard a massive bang, followed by shrieks of laughter. We rushed upstairs to find two eyes streaming with tears of laughter and



a cheeky grin poking through a sea of white paint abstractly decorating Dad in his entirety and the brand new carpet.

The story has a happy ending though, no injuries were sustained, the carpet washed spotlessly clean and a valuable lesson was learned... to this day Dad always decants paint into a small container when up a ladder!"

And like so many funny stories, there's something we can all learn – always decant your paint into a paint pot whether you are painting high or low. Not only does it keep the paint in the main can free of bacteria from the walls, but it also means if you do have a spill you won't lose the whole lot.

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 trade@resene.co.nz, subject Trade funny story or handy tip. If we include 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 stores, photos and memories to build an archive of Resene's history to be enjoyed for years to come.

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!

6 simple strategies to boost your bottom line

Are you looking for ways to improve your bottom line? Try these six ideas for strategies that can work across just about any industry.

1 Focus on your return on investment (ROI)

When it comes down to it, your ROI is a big part of your bottom line.

Your marketing expenses are the perfect example. Let's say you spend \$500 on paid advertisements on Google and \$500 on a radio spot. Which one attracts more customers? When there are obvious winners and losers in your investments and their returns, it's easy to make the decision as to which options to drop or decrease, and which ones to boost.

That said, some investments are harder to measure than others, so you'll either need to incorporate that into your calculations or focus on metrics that you can measure in the meantime.

Is the return you're getting worth the investment? Monitor your ROI and focus on the biggest earners.

2 Cut your costs

Easy enough to say – harder to do.

Spend a month writing down all of your costs. Some of them will be absolutely necessary and expected, but others may be higher than you'd think.

For example, perhaps when you signed up for a phone plan, you weren't expecting to use it so much for business calls. Now, your monthly phone costs are higher than they should be because you're not on the right plan or with the best provider for your needs. A little research online on other options could be all it takes to find a better deal, and this can go for anything from your power bill to your email campaigns.

Travel time can eat up a lot of time, especially in cities. Keep travel logs to help you see whether there are more efficient ways you can organise the work and your materials to minimise travel time and costs.

3 Look for big spenders

Look closely at the projects you've worked on and your customer base over the past year.

Which ones brought in the most spend? While smaller, lower-paying projects will likely be the bread and butter of your business, you may be able to pinpoint those big spenders and target them in future marketing campaigns so they can become a bigger part of your business.

Be careful though... while one big spender for all your business can sound like the perfect plan, it's also best not to put all your eggs in one basket. If something happens to your big spender you may not have much business left. Where you can try and work with a number of customers, not just one.

4 Hire a professional

A professional marketing guru could be the difference between an unsuccessful campaign and one that grows your brand and your bottom line. Sure, it will cost in the short-term, but a good marketer can be worth their weight in gold when they can take your message and get it out to customers that matter the most.

This can also apply to your accounts, your business planning and more. If you're finding part of your business administration or growth plans are

taking up more time than you can allocate to them, a professional may be able to help you make the progress you need without you having to work more and more hours.

5 Increase the value of your sales

The very obvious and easy answer is to increase your prices. While this can be a good strategy once you start getting busy, it will be worthwhile to continuously study what your competitors are charging for the same work. The key is to ensure you are providing good value. If you offer benefits like shorter turnaround time, better quality workmanship, better quality finish, fewer call-backs, sustainable practices etc, customers will often be prepared to pay more as they value those benefits.

Another option for increasing the value of your sales is to add something a little extra – to upsell. On every job, consider ways you may be able to improve the overall outcome for the customer with a little extra work. Perhaps you have been hired to repaint the interior of a home, but you can see that the exterior needs doing as well. Or perhaps you are painting the exterior, but the deck hasn't been included and is looking the worse for wear. A small extra addition to each project can make a huge difference in your work over time. The extra addition might not even be a significantly larger job than the original project – all it needs to be is a little more for each one. Regular small upsells can help your bottom line.

Most customers would rather get all of a job done at once and get all the disruption over and done with. So, if you can point out something that will make the whole project look a lot better when it is finished, many customers will be grateful for the advice and happy to include it in the job. Upsells won't always work as some customers may be on a strict budget and unable or unwilling to include anything else in the current project, but if they are offered for all projects you'll get more business than if you never suggest anything.

6 Offer your employees incentives for increased sales or performance

You could be doing every textbook bottom-line-increasing strategy in the book, but it may not be enough if your employees aren't on board as well.

Make sure they know your plans for growth and give them the tools they require to help you make it happen. This might include teaching them how to upsell when they are in charge of one of the job sites and sharing some of the extra revenue with them. You'll need to teach them how to upsell properly so that they are offering an extra service to the customer but so the customer doesn't feel undue pressure into accepting.

Naturally, your employees should also follow your brand personality as well. For example, if your company goals include always responding quickly to calls and delivering on time, staff should also maintain these attributes, as a strong and reliable brand will naturally help to improve future sales thanks to referrals from past happy customers. Or perhaps you have built a brand on sustainable practices – make sure all your employees are following the same practices so your customer doesn't get an inconsistent impression of how you work.



Catch you next month!

TwoCan, Editor.

