

“ With the warmer weather, sun protection is a must... for you and for your projects. To help you keep the sun's damage at bay we've gathered together some information on Resene Cool Colour technology and some handy info on being Sun Smart. A little due diligence up front protecting the substrate and yourself will be well worth it if it saves you from the sun's ravages... and the painful sting of lobster like sunburn... ”



Temperature gauge

It's been a few years now since Resene Cool Colours first became available in Resene Hi-Glo and over the last few years the Resene Cool Colour range has expanded to more and more products and an extensive range of colours.

You can now get everything from Resene Summit Roof Paint to Resene Hi-Glo, Resene Lumbersider to Resene AquaShield, Resene Waterborne Woodsman to Resene Lustacryl, Resene Enamacryl to Resene Waterborne Sidewalk and let's not forget Resene SpaceCote Flat made with the Cool Colour technology.

Chances are most of you will have seen Resene Cool Colours on a recent specification or had a retail customer keen to try it... but you might not remember the science of how it works, so here's a quick lesson so you can explain it to your clients...

Resene Cool Colour technology is designed to reduce the heat absorption of colours. All dark colours absorb a lot of light. This in itself is no big deal but

they also absorb swags of heat from the infrared rays of the sun, collecting in heat, heat and more heat, causing significant temperature build up at the surface. White and light coloured paints on the other hand reflect light and heat, so don't suffer from this overheating problem. The great trick with Cool Colours is that they absorb light so still look the same but reflect a lot of the heat falling on them keeping the surface significantly cooler than their not so cool counterparts. The benefit of course is that a once superheated roof will be considerably cooler if coated in a Resene Cool Colour, which in turn means the substrate will be cooler and the once overheated roof space will also be cooler – all of this coolness combined together means that your coating, substrate, house and house occupants will be less stressed when the weather is hot because they'll be able to keep their cool.

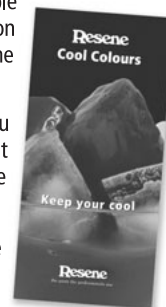
Best of all, while the colour works to keep things cool it looks just the same as a normal coating so you can get just the look you want and keep things cool at the same time.

The Cool Colour system generally consists of Resene Quick Dry or Resene Galvo-Prime as the primer followed by two Resene Cool Colour topcoats... and a dousing of a nice cold drink to reward you for a job well done!

In official technical speak, in hot summer conditions Resene 'Cool Colours' will help keep the surface temperature down, minimising the energy required to keep homes and buildings maintained at a comfortable temperature. A secondary benefit is that the reduced stress on the coating and substrate will increase the expected lifetime of each. Cool eh?!

For more information on Resene Cool Colours and how you can keep your project, your clients and yourself cool, check out the Resene Cool Colour brochure available from Resene ColorShops or the Resene website.

And to make it easier to choose a Cool Colour option, we've included a 'CC' next to colours on colour charts if they can be made as a Resene Cool Colour.



Resene Cool Colours - a seasoned performer

Hot stuff

We have one of the highest rates of skin cancer in the world. Over 90% of skin cancers in countries such as Australia and New Zealand, are attributable to excess ultraviolet radiation (UVR). During the daylight savings months, we have UVR levels that are 40% higher than similar latitudes in the northern hemisphere.

Each year, over 300 die from skin cancer, mostly from melanoma, which is the most serious type of skin cancer. There are around 1,800 melanoma registrations each year and an estimated 50,000 or more cases of non melanoma skin cancer diagnosed. Despite these sobering facts, skin cancer is often preventable.

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Employers of outdoor workers must ensure workers are protected from excess UVR. The peak UVR period occurs during the daylight savings months, especially between 11 am and 4 pm. This is when workers are most at risk of excess exposure, including sunburn.

The Health and Safety in Employment Act 1992 requires employers to identify and control the risks from UVR faced by employees required to work outside.

The Act requires that employers:

- Assess the level of solar UVR to which workers are likely to be exposed. This should include identification of the tasks and the time of day they are carried out.
- Minimise workers' exposure by taking simple actions, such as changing the time of day when outdoor work is carried out or, if this is not possible, rotate workers during the peak UVR period.
- Provide personal sun protection equipment such as:
 - Hats (broad brims or caps with neck flaps and clip-on brims for hard hats)
 - Clothing (e.g. long sleeves, long legged shorts)
 - Broad spectrum, SPF30+ sunscreen on exposed skin.
- Ensure employees comply with their use, including the two hourly reapplication of sunscreen.
- Provide portable shade, where practical.
- Provide training about the effects of solar UVR, ways of minimising the risks, and make available information about the early detection of skin cancer.

And if you are an employee or self-employed make sure you take it on yourself to ensure you take all of these steps to keep yourself safe.

The Ultraviolet Index (UVI)

The **Ultraviolet Index (UVI)** is an international, scientific measure of the level of ultraviolet radiation (**UVR**) in the environment. The higher the number the greater the risk of skin damage. The Cancer Society advises sun protection when the **UVI is 3 or higher**.

UV Index	Sun Protection
1-2 Green LOW	No protection required
3-5 Yellow MODERATE	Protection required when spending extended periods in the sun, especially if you have fair skin.
6-7 Amber HIGH	Protection essential between 11am and 4pm. Slip, slop slap and wrap.
8-10 Red VERY HIGH	Seek shade between 11am and 4pm. Slip, slop slap and wrap. Cover up. Reapply sunscreen regularly.
11+ Purple EXTREME	Reschedule outdoor activities for early morning and evening. Full protection essential.

Information courtesy of the Cancer Society.

UVI levels can be found in daily newspapers and websites (such as the SunSmart website www.sunsmart.org.nz) during the summer months.

So don't forget that when the sun gets hot, cover up exposed skin and slap on some sunscreen. **Your local Resene ColorShop has pots of handy suntan lotion to give away – just ask for your pot while stocks last.** Resene also has a range of clothing from caps to t-shirts etc to keep you covered this summer. Check out the trade display at selected **Resene ColorShops**.

And once you've covered yourself, grab some **Resene Hot Weather Additive** for any waterborne products you are planning to apply. It will slow down the drying of the paint giving you a longer wet edge to get just the right finish.

Find-A-Colour

Customer can't find the colour they want? Then you need **Resene Find-A-Colour**. This handy wee tool is modelled on the RGB feature in the **EzyPaint** software that allows customers to pick a colour from a palette and then the software will show them all the Resene colours close to their selection.



Just pick a colour from the colour grid and the software will use RGB values for each colour to display a palette of colours similar to the one selected. It's a great way to get started with colour selections, though obviously we still recommend that testpots are used to check out the colour choices on the area being painted before purchasing the paint.

The handy feature is available online at www.resene.com/swatches/resene_find_a_colour.htm. So next time you have a customer stuck trying to find colours, point them in the direction of **Find-A-Colour** and leave them to investigate at their leisure.

Rules for work

If your workload is stressing you out, sit back, relax and take five minutes to read these rules for work... it won't reduce your workload but it might just get a smile out of you.

1. Never give me work in the morning. Always wait until 4pm and then bring it to me. The challenge of a deadline is refreshing.
2. If it's really a rush job, run in and interrupt me every 10 minutes to enquire how it's going. That helps. Or even better, hover behind me, advising me at every brushstroke.
3. Always leave without telling anyone where you're going. It gives me a chance to be creative when someone asks where you are.
4. If you give me more than one job to do, don't tell me which is the priority. I am psychic.
6. Do your best to keep me late. I adore this job and really have nowhere to go or anything to do. I have no life beyond work.
7. If a job I do pleases you, keep it a secret. If that gets out, it could mean a payrise or, worse yet, a promotion.
8. If you don't like my work, tell everyone. I like my name to be popular in conversations. I was born to be whipped.
9. If you have special instructions for a job, don't write them down. In fact, save them until the job is almost done. No use confusing me with useful information.
10. Never introduce me to the people you're with. I have no right to know anything. When you refer to them later, my shrewd deductions will identify them.
11. Tell me all your little problems. No one else has any and it's nice to know someone is less fortunate. I especially like the story about having to pay so much tax on the money you make.



That's all for now – catch you next month!

TwoCan, Editor.

