

“ The year’s getting on a bit now and with public holidays few and far between you might well be starting to hang out for a break. Now’s a good time to remember fondly all those paint jobs that didn’t perhaps go to plan and enter them into our **professional decorating tips and stories competition**. And to help get you motivated, not only are there prizes for the winners but all professional painters who enter will be rewarded with Resene gear for making the effort!... ”



## Here’s some rules to consider

- Don’t worry about what people think, they don’t do it very often.
- Artificial intelligence is no match for natural stupidity.
- If you must choose between two evils, pick the one you’ve never tried before.
- For every action there is an equal and opposite government programme.
- A person, who is nice to you, but rude to the waiter, is not a nice person. (This is very important. Pay attention. It never fails).
- Bills travel through the mail at twice the speed of cheques.
- A balanced diet is a piece of cake in each hand.
- Middle age is when broadness of the mind and narrowness of the waist change places.

## And our favourite

- If you look like your passport picture you probably need the trip!



## Are you at risk? ... the sequel! 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.

UVI levels can be found in daily newspapers and on TV weather forecasts (during the summer months) and on the SunSmart website [www.sunsmart.org.nz](http://www.sunsmart.org.nz).

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



## SLOW DOWN!

When the weather gets hotter the paint starts drying faster. Make sure you have a trusty pack of Resene Hot Weather Additive with you. It can be added to Resene waterborne paints to slow down the dry time on the days when Mother Nature cranks the heat up.

## FORGING LINKS

We regularly get asked by professional painters as to whether they can borrow the **Resene the paint the professionals use** logo to use in their advertising to show their customers they use and recommend a quality brand and whether they can link to our website. The answer to both is yes, provided the logo and/or link are appropriate. We covered the link in the last issue, so this time we'll focus on the logo.

If you are using and recommending Resene paints you are welcome to use our logo in your advertising provided that you get the logo from us (just so we can make sure you have the right one), that you use words along the lines of "we choose to use" or similar in

conjunction with the logo (just so those viewing the advertisement can immediately see the relationship between the advertiser and Resene) and that we get a chance to approve the artwork (just to make sure the logo is used correctly). Unfortunately we can't approve wording like "Recommended by Resene" because if the client of the advertiser gets poor service they will likely follow up Resene to get the problem fixed even though we were not a party to the service.

If you are interested in including a **Resene the paint the professionals use** logo in your advertising following the guidelines above just contact Resene Marketing by email to [update@resene.co.nz](mailto:update@resene.co.nz) (NZ) or [marketing@resene.com.au](mailto:marketing@resene.com.au) (Australia). Logos are available for use in both New Zealand and Australia.

## Got a great decorating story or tip?

Enter the Resene great professional decorating story and tip competition and make the most of your chance to enjoy fame and fortune just for sending us in your best painting/decorating tip or funny story. We've got **thousands of dollars worth of prizes** to give to professional customers with a worthy decorating story or tip to share.

Get your decorating tip or funny story into your local Resene ColorShop, post to **Resene Marketing, PO Box 38242, Wellington Mail Centre, Lower Hutt 5045, New Zealand**

## TELL US AND WIN CASH!

or email to [update@resene.co.nz](mailto:update@resene.co.nz) with subject header – **Tips Comp** by 15 December 2010. The best will score \$500 cash each, the rest will score prizes, the ones who don't enter will miss out completely!

Everything we get in will be subject to being printed somewhere, so if you don't want your name attached to the story or tip, make sure you let us know! On the other hand, it could be great advertising so if you are happy for us to use your business name we can give you a free plug!

Your name:

Your business name:

Your address:

Your phone number:

Your Resene rep/main Resene contact person:

Your decorating story/tip: (if longer than this space continue on another page or attach to this page)



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

TwoCan, Editor.

