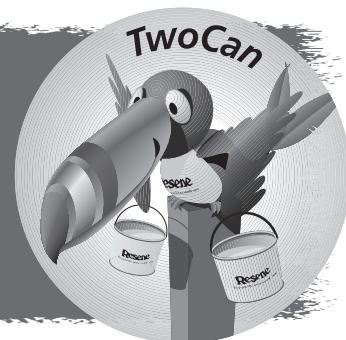


“ It’s getting to be on the decidedly chillier side of the year, so if you’re feeling the chill too it might be time to put the **Resene Wintergrade paints** to use or head indoors for some interior work. While you’re there, take a few minutes out to try out our new online **Resene Colour Palette Generator** for a super quick colour palette and find a stained surface so you can test run our new **Resene StainLock**... ”



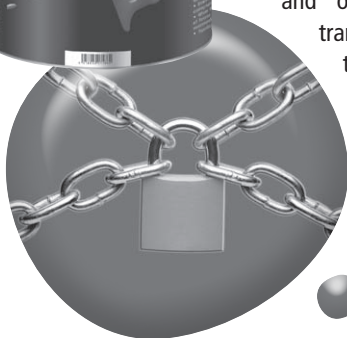
Lock it in!

Don’t let stains ruin your fresh paintwork. Lock stains in with **Resene StainLock**, a waterborne stain sealer formulated to hold back a wide range of common surface stains to prevent them damaging subsequent topcoats.



It’s ideal for exterior and interior projects and is designed for overcoating with your choice of Resene waterborne decorative topcoat. Use it on substrates such as brickwork, concrete, fibre cement, old stained surfaces, plasterboard and over stained areas where stain transmission is more likely. Once dry topcoat in your favourite Resene waterborne decorative paint system. One coat is all that is needed to lock in most stains.

Resene StainLock is available from Resene ColorShops and Resellers. See Data Sheet D408 for further technical information.

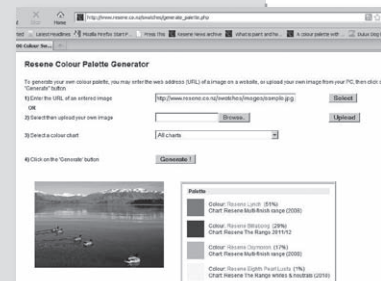


Picture to palette... in seconds!

Thanks to the wonders of web technology, we have a new quick way for you and your clients to develop a colour palette. All you need to do is visit www.resene.com/picturepalette, select and upload your image and then click the ‘generate’ button. Then the **Resene Palette Generator** will create a Resene colour palette based on the proportions of colour in the picture. Once done you can click on the colours for more information, download swatches and save or email them or share your colour palette to Facebook.

The **Resene Palette Generator** provides a colour palette, which contains the most common colours that occur in the image. It does this by sizing the image to a set size, converting it to a standard format and a set of colours, then it calculates the similarity of colours and merges them until it reduces to a handful of colours. By this process, the only colours left are those that are as dissimilar as possible, thus providing the colour palette.

So if you or your client have a favourite photo you can use it to inspire your colour scheme. Or scan in a favourite flower, shell or painting and use that to create your next colour palette.



NEW!

Watch where you are going!

Arie Preesman sent this wee gem into us...

“In the days when I was still an apprentice, we started working for a new building company. Our first job was priming new window frames. My boss was a person of ‘quick this and quick that’.

Early in the morning my boss, two other mates and I were driving around and looking for the building company as we hadn’t been there before. One of my mates said, “I think it’s over there”, pointing to the other side of the road.



The boss, who was concentrating on his driving, without thinking then jerked the steering wheel; we did an instant u-turn, hitting the curb, over the grass verge, over the footpath, back on the road again in the other direction.

At that time there was a man walking on the footpath watching us with open mouth. My mate, who always was the funny one, made some wrist movements and pointed to the driver. The man probably thought the boss had been drinking as he was shaking his head. After all, it was only just after seven in the morning!”

Your helping hand with colour

Since the new Resene ColourHelpers have been out and about we've had queries come back as to what else they can do. So here's the short rundown on the main things this clever little tool can do...

So what can it do?

1. Find the nearest Resene colour

The Resene ColourHelper can compare the colour to a pre-loaded database of Resene's paint samples to identify the best match/es. This is useful when you have a colour and you want to find the nearest Resene colour. It is also useful for custom colours as you can find the nearest colours and then those formulas can be used as a start point for a colour match.

It's even clever enough to show you how good the match is using the bar indication system beside each colour.

2. Match to other items

Knowing the best colour match, you can check to see if another product (such as a rug or a furniture fabric) is also the exact colour match. This is especially useful when you want to check if one coloured object matches another item. If the colours aren't the same, the Resene ColourHelper will even tell you how the second colour is different (e.g. too red, too yellow, too dark, etc.).

3. Help with harmonies

The Resene ColourHelper can advise whether two colours will harmonise. As with colour identification, the Resene ColourHelper takes micropictures of two coloured surfaces one after the other. Using proprietary software and mathematics, the Resene ColourHelper will suggest whether the two colours go well together, and if not, suggest an alternative.

4. Suggest colours

The Resene ColourHelper can suggest several good coordinating shades to use with a primary colour. It will suggest harmonising colours ranging all the way from 'neutral' to 'dynamic'. If you are overwhelmed by the thousands of colours available and are not sure where to start, the Resene ColourHelper can help narrow the list.

This is also helpful if you have a colour sample and are wanting some complementary colour suggestions.

If your client already has a particular colour family in mind, (e.g. they want a shade of blue, but are unsure which of the hundreds of possibilities will work best with a primary colour), the Resene ColourHelper will suggest good options within a colour family.

5. Record

If you own a Resene ColourHelper it can record colours so you can 'take them anywhere with you'. You can, for example, record colours at home and then check colour matches and colour harmony of items elsewhere. This can be useful for corporate colours or similar.

6. View on your computer

Using the special Resene ColourHelper data cable you can view the Resene ColourHelper results on your computer complete with colour swatches.

How does it work?

The hand-held device uses a tiny, built-in digital camera to take a micro-picture of a coloured surface. An embedded microprocessor in the Resene ColourHelper then analyses the micro-picture to determine the exact colour by comparing it against the database of Resene colours it holds.

Each Resene colour has been painstakingly captured from original Resene colour standards using the same process using specially calibrated equipment in the USA to ensure the measurement of the colour standards and the target colour is consistent.

The closest colour match is shown at the top of the display. On the left of each colour result, the Resene ColourHelper shows an upright rectangle with bars. The more bars in the rectangle the closer the colour match. Easy!

Accuracy

The current Resene ColourHelpers are set to measure the surface three times. The unit then takes the average of these three readings and uses that to generate the colour suggestions. You can reset it to just read the surface once if preferred but the three settings is recommended.

When taking a colour reading make sure you are reading off a representative part of the sample. If you are taking a colour reading off a magazine or thin item, ensure you place it on a flat white background first so that the colour underneath

the sample does not affect the colour being measured.

Paint on walls and surfaces can change in colour over time. The Resene ColourHelper reads the colour on the sample that is present now. If the colour has faded, is dirty/dusty or has changed since it was first applied, then the Resene ColourHelper will suggest a colour based on the current state of the colour, which may be different from the original paint colour used when the colour was first applied.

The Resene ColourHelper uses the original Resene colour standards for its database and it averages the three colour readings it does. There can be some minor variations between this and our colour charts, which is why if you measure a Resene colour chart chip it will sometimes show another colour as being closer. When the Resene ColourHelper provides colour suggestions it focuses on colours of the same colour type first, opting darker or lighter if need be to find a good colour option. If there is nothing close then it looks for colours which are left or right of the original colour on a colour wheel.

There is a separate database for woodstains and metallics. These are much harder to capture the colour because of the nature of the finish, which is why they are in separate databases on the Resene ColourHelper so you can select just metallics or just woodstains if you are wishing to match those items.

Resene ColourHelpers can be used free at Resene ColorShops and Resellers. They may also be purchased. Contact your local Resene ColorShop, Reseller or representative for more details.



Resene ColourHelper

Get those colourful entries in

Resene
Total Colour
Awards

If you're planning to enter a colourful project in the Resene Total Colour Awards make sure you or the designer/architect get the entry on time. Entries close 30 June 2011.



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

TwoCan, Editor.

