

# Resene TradeLines

Issue 7 - 2004



“Being so far away from the rest of the world is great at times and frustrating at others. Many of the raw materials we use to create products come from Europe and the United States, which means that we sometimes have to wait patiently for 8-12 weeks to get the raw materials in, let alone then having to make them into paint. For normal products there's no great drama as we simply keep everything topped up so that the raw materials are continuously available. The only trouble is when we come to launch new products or a supplier has trouble with making or sending us stock; then we have to sit and twiddle our thumbs for weeks waiting for the right materials to show up. Our Purchasing team do some magic tricks at times with raw materials and production have a nice habit of surprising us with the speed they can get things made and in the can when raw materials arrive late. Still when we have something new to launch it can be hard keeping it to yourself for a couple of months - of course we do tell the boss and then have to **swear him to secrecy** otherwise he'll have sold it all even before we make it!!! Must admit there is more to this paint making stuff than I thought; and I don't even know the half of it yet. Still I think I've kept my mouth shut for long enough so here's some new products that are a **secret** no more!”

## Sticky Stopper

Does this sound familiar? You visit the client's house, they proudly show you the lovely vinyl wallpaper that adorns virtually every visible surface and then tell you that all that you have to do is slap their colour on and the job will be done. Of course they don't really understand why your face has dropped at the thought of whether you can actually paint the vinyl wallpaper without ending up with a sticky surface.

Painting directly over vinyl wallpaper can cause the plasticiser hidden in the vinyl wallpaper to migrate through to the topcoats affecting the cure of the coating and leaving a sticky surface, which just like Sellotape has a nasty habit of sticking to things!

In the past the only way around this has been to either trust your luck and cross your fingers (not really a great option), or rip off all the wallpaper and start again. Stripping wallpaper that is well adhered is not a particularly great option; but is definitely more likely to give you a good result than trusting your luck.

## Glossed

With whites and neutrals being the 'in' thing, we have another new product available in these popular colours; **Crown High Gloss**. Crown High Gloss is a gloss acrylic designed for exterior areas and is ideal for those jobs where price is an issue.

Crown High Gloss can be tinted to colours from the Crown Whites Collection available from all Resene ColorShops.

With a range of Crown Roof, Low Sheen and High Gloss, you can now paint a wide range of surfaces using popular Crown products.

Watch out for more new Crown products in future months!

Recognising the need for a quick and easy method of coating vinyl wallpaper (motivated by lots of Resene staff who also want to paint over their wallpaper!), the tech team came up with **Resene Vinyl Wallpaper Sealer**.

Easy to use, you simply apply this to the vinyl wallpaper, allow to dry and then topcoat. Resene Vinyl Wallpaper Sealer seals in the plasticiser so you'll end up with just the finish you want without the sticky effect.

Not surprisingly you'll also save yourself time and frustration; Resene Vinyl Wallpaper Sealer is far cheaper and quicker than removing the wallpaper and starting the paint system again and will save you having to cross your fingers and trust your luck.



the Eneser news the professionals use

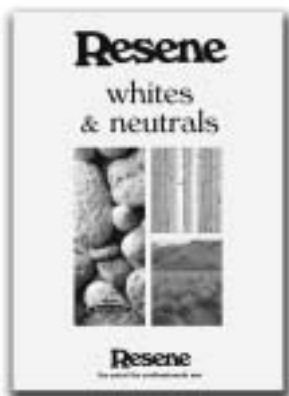
## Fast Mover now Faster

Colours like good old Resene Tea have found their way into the top 10 of Resene colours over the last few years. Try visiting open homes - you'll be surprised at how often good ol' Tea shows up. So to make it easier for our customers to find the colour we have added it into the Resene Whites & Neutrals chart together with some other whites and neutrals favourites.

The new updated Whites & Neutrals chart now has 42 colours - with some of the old ones replaced by the newer more popular whites and neutrals from The Range collections. In short, we've kept all the favourites and added some more favourites.

With this chart already being a fast mover, we expect the updated version will be even faster moving so you'd better get your hands on one quick!

Of course, in good old Resene fashion, just because 6 colours have disappeared off the chart doesn't mean you can't get them anymore. All the deleted colours are still available in testpots.



## Get a Grip

As if they hadn't already done enough, the tech team decided to tackle another long-term bugbear; the high solvent level of Resene Smooth Surface Sealer. For years we've wanted to change this to a waterborne version but we weren't willing to do this until we could offer you a product that would perform at least as good as the old version; well the tech team have done better than that, making not only a waterborne version, but one which works even better than the old one and can even be used over shellacs.

**New Resene Waterborne Smooth Surface Sealer** is perfect for use on smooth surfaces where you used to use solventborne Smooth Surface Sealer. With this new product joining the range we will be phasing out the old solventborne version. It's all part of the long-term plan to reduce the hazards associated with painting.

If you've been using Resene Smooth Surface Sealer on exterior cementitious surfaces then we suggest you grab the new Resene Concrete Primer, which is optimised for use on these surfaces.

The new Resene Waterborne Smooth Surface Sealer will bleed through as the old solventborne stock runs out. For further tech info on the new product, check out Data Sheet D47a.

## Getting IT Right

For all those glued to their computer screens for long days at work, you may just appreciate the following:

"Dear Techo Boffin, can you help? 18 months ago, I upgraded to Girlfriend 1.0 from Drinking Mates 4.2, which I had used for years without any trouble. However, there are apparently conflicts between these two products, and the only solution was to try and run Girlfriend 1.0 with the sound turned off. To make matters worse, Girlfriend 1.0 is incompatible with several other applications, such as Lads Night Out 3.1, Rugby 3pm, and Playboy 6.9.

Successive versions of Girlfriend proved no better. A shareware application, Party Girl 2.1, which I tried, had various bugs and left a virus in my system, forcing me to shut down completely for several weeks.

Eventually, I tried to run Girlfriend 1.2 and Girlfriend 1.0 at the same time, only to discover that when these two systems detected each other, they caused severe damage to my hardware.

I then upgraded to Fiancé 1.0, only to discover that this product had a very short use-by date before requesting to be upgraded to Wife 1.0. While Wife 1.0 tends to use up all available resources, it does come bundled with Cleanhouse 2003.

Shortly after this upgrade, however, I found that Wife 1.0 was very unstable and costly to run. Any mistakes I made were automatically stored in Wife 1.0's memory and could not be deleted. They then resurfaced months later when I had forgotten about them.

Wife 1.0 also has an automatic Diary, Explorer and Email filter, and can, without warning, launch TurboStrop and WhingeExcel. These latter products have no Help Centre Resource files, and I have to try to guess what the problem is.

Additional problems are that Wife 1.0 needs regular resource upgrading, requiring ShoeShop Browser for new attachments and Hairstyle Express that needs to be reinstalled every other week. Wife 1.0 also spawns unwelcome child processes that drain my finances.

These additional resources also conflict with some of the new games I wanted to try out, warning me that they are an illegal operation. Also when Wife 1.0 attaches itself to my Audi TT hard drive, it often crashes. Wife 1.0 also comes with a rather annoying pop-up called Mother-in-Law, which cannot be turned off.

Recently I've been tempted to install Mistress 2004, but there could be problems. A friend of mine has alerted me to the fact that if Wife 1.0 detects Mistress 2004, it tends to delete all of your Money files just before uninstalling itself at the most inconvenient moment it can find."

More news in August!

Eneser Buckett, Editor.

*Eneser* ♥  
*Buckett*



Painting with Eneser No. 54

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