Resene TradeLines

> " Christmas has definitely come early this year at Resene, with the Technical team being extra generous with their treats delivering a whole host of new products. And to help your customers get started with their choices, we have a colourful treat too – an updated *habitat plus* – decorating and colour trends booklet which you can gift to your clients who need a helping hand with colour… "

TwoCan

Trend again

Just when you thought you had the hang of the latest trends, they're on the move again.

The old colour rules have been broken many times over and now almost anything goes. Despite the move to personality driven palettes where if you like it you choose it, there are still some definite trends in decorating and colour that are evolving that help to influence colour choices.

Full on multicolour blocked walls have made way for more random areas of colour that are not restricted by the edges of the wall. Designs and colours are starting to meander, from wall to wall, wall to ceiling and wall to floor.

We've created the latest *habitat plus* – decorating and colour trends – to help get customers inspired for their projects. It's full of decorating and colour ideas that can be borrowed for projects big and small. Get a free copy or two from your local Resene ColorShop to share with your customers to help them with their decorating decisions. Or view it online **www.resene.com/habitatplus**.

Rust never sleeps

When we asked the Resene Technical team to create a coating that is designed to rust, it's probably not surprising that they double and triple checked whether we wanted to stop rusting or actually create the rusting effect.

Over the years, we have seen the Resene FX special effects range grow in range and application as decorators are looking for something new and different to try out to make their homes and projects as individual as they are.

Traditionally effects finishes were quite structured and formal – think rag rolling and marbling. Of late, effects finishes have tended to become more organic and freehand style, more of an anything goes approach.

From metallic to pearl shimmer, magnetic to crackle, blackboard to chalkboard, fluoro to glow-in-the-dark and now to rust, the only limit is your imagination.

New Resene FX Faux Rust Effect is a waterborne coating used to create a rust style effect on exterior and interior surfaces. Once applied, it looks like rust, a look that will continue to develop as the coating ages. Leave it as is or protect it with a clear finish of diluted Resene Waterborne Aquapel. It's best used in non-contact areas.

Always work on a sample area first, applying two coats of Resene FX Faux Rust Effect basecoat then two coats of the Resene FX Faux Rust Effect Activator to set off the rusting effect. The colour intensity and variation of the rust effect depends on the application method. The sooner the activator is applied after the basecoat is tacky, the deeper the rust effect. Surface texture also adds to the effect, either through the roller texture from the basecoat or when a textured surface, such as Resene Sandtex, is applied underneath the basecoat.

The FX range of Resene products is available from Resene ColorShops and selected resellers. Keep an eye out at your local store for the new Resene FX Faux Rust Effect.

Chalk it up

The Karen Walker Paints range of colours was an instant hit when it was first launched, and has continued to be a popular go to colour range with each updated release.

And now to bring the Karen Walker experience full circle, we have a new Karen Walker Paints range of paints available so customers can get their favourite Karen Walker Paints colour in Karen Walker paint.

The new range is Karen Walker Chalk Colour, available in 500ml and 1L packs, perfect for small projects around the home, from furniture to features. The paint is based on chalk style paints, which bring a handcrafted DIY vibe to a project. The range also includes Karen Walker Soft Wax in a clear and vintage option.

The Karen Walker Chalk Colour range can also be tinted to a range of standard Resene colours off white, light and ultra deep tone.

Colour like no other

There's nothing like a poor owner who has so carefully chosen their Resene colour for their kitchen cabinetry, furniture, shutters or joinery, who finds when it is installed that the colour isn't quite right. Then starts a path of trying to figure out where the problem is… and that problem inevitably leads to finding out their cabinetry, furniture, shutter or joinery supplier hasn't used the authentic Resene colour they asked for in a Resene product.

Every Resene colour is made with its own unique formulations using tinters exclusive to Resene. No matter what may be said, a match is never a true match, unless it uses the original materials. You can buy a burger at a fast food location or a burger at an upmarket restaurant – both in theory have all the same ingredients – a burger bun, patty, lettuce and dressing – yet the end result is drastically different.

The same happens with colours, the nuances of tinters, the undertone of each base, the way each tinter interacts with each other, means that colours will show different undertones when exposed to different lighting. This is usually exacerbated when seen in combination with other colours, as the lighting changes and as the coating ages.

To make it easier for clients to get just the right colour, Resene has introduced a range of products especially designed for kitchen cabinetry, furniture and joinery. The new Resene AquaLAQ range includes a full system from sealer options to colour coat to clear coat finish options, including a complete waterborne system of sealer, colour coat and Environmental Choice approved clear coat. With a full range of authentic Resene colours available, there's no need to settle for anything less.

Contact your Resene representative for more information or see **www.resene.com/aqualaq**.

What stops customers from returning?

Why don't customers return for repeat business? Here are three common reasons why you might not see them again and how you can ensure you will.

In any business, one of the best sources of new income is from old clients. This is because these past customers are already familiar with you, your services and your professional integrity.

So, what could stop those old customers from coming back and using your services for a second, third or fourth time? Here are some of the most common reasons customers won't ask you for work again and what you can do to ensure that doesn't happen.

Lack of communication

When Forbes ran a study that asked 300 retail executives their thoughts on what stopped customers turning into repeat clients, 51 per cent said it was to do with communication.

Customers may be perfectly happy with the service and products you provided, but only didn't get in touch again because you never maintained a relationship with them. It can be as simple as asking them to follow you on social media or signing up to a monthly newsletter after the job is done, then keeping up with regular updates across those channels. This can help to keep your name front and centre, and remind them of your services the next time they're thinking of starting a project.

It's also vital to make sure they can communicate with you when they want to get in touch, so be sure to give them a card at the end of the project, and ensure your contact details are clearly and correctly displayed on your website and social media channels.

Communication is key in ensuring your past clients might consider using you again. It also helps them recommend you to others.

The products or services ticked the boxes – but nothing more

In other cases, your products and services may have ticked all the boxes and got the job done just fine, but did nothing further to strengthen the customer relationship.

Consider when you go to a restaurant, order a meal and have it brought to you in a reasonable time. This experience ticks all the boxes, but isn't memorable. Compare this to one where you found exceptional service, the menu was interesting, the chef checked on your table, or you enjoyed music from a live musician. This experience goes above and beyond and you'll definitely remember it in future. It's more likely you'll return to the memorable restaurant to enjoy the same experience again. Those lessons translate to any type of business.

Ticking the boxes is good, but adding some form of cherry on top may be what makes a client return again and again. Consider ways you can go the extra mile without breaking the bank or spending too much time on the job, such as adding advice that improves the outcome, finding ways to complete the work sooner, or simply being a hassle free, friendly and professional company to deal with.

Unfulfilled promises the first time around

Of course, it's possible that the customer was left feeling let down after the first experience.

Perhaps this is from the job taking longer than initially thought, costing more, or not living up to the finished product that they had expected. Ideally, you'll be able to avoid these problems before they arise by giving yourself ample time to finish a job and by managing expectations from day one. In other cases, you'll usually be aware that a job hasn't gone perfectly to plan, so you'll be able to clearly communicate with the client exactly what happened, and how you would avoid the same issues again in future.

Additionally, you may be able to offer a discount on the final job due to the problems that arose, or you could offer a deal on future services to help ensure they do consider you next time around.

Of course no-one is perfect all the time, so sometimes communication will break down, service won't be up to your usual high standard or things will run late. Putting yourself in your customer's shoes and providing the updates and assistance you'd expect in the same situation can go a long way to ensuring your customers return. Most customers don't expect 100% perfection every time, but they do want to know that if things go wrong, you'll be there to help them through.

Catch you next month!
TwoCan, Editor.