

# Resene TradeLines

Issue 2 - 2005



“ Mad panic - left my brain on holiday and now frantically trying to remember all the bits and bobs in some sort of order. I should have known that all play and no work makes for a superb holiday but a rude awakening when I got back to work. Some of the less lucky ones worked through so thanks to their hard work, a good overdose of hyperactivity thanks to too much sugar at Xmas (and a month off from me distracting them) they managed to progress a few of the new things, which comes in very handy when you have two pages to fill. ”

## on the flat side

First up on the books is **Resene Zylone Sheen**. Hugely popular this product has always had somewhat of an annoying side sheen - looks superb head on but sometimes a little less superb when the light catches the side sheen the wrong way. Luckily technology has been progressing nicely in the last few years and the Technical boys and girls have finally hit on a new material that will knock out the side sheen so that **Resene Zylone Sheen** will look low sheen no matter what the angle.

Under strict instructions they didn't dare change anything else so now we have a nice **low sheen front and side on** and other than that the product is just like the one you have been using for years. The lower side sheen comes with a great side benefit - lower sheen means that the coating will help to hide surface imperfections ideal when you have critical light glancing down a wall or the stopping is not quite as perfect as you'd like. All that happens is that the lower side sheen tricks the eye into **not seeing** the imperfections... whereas a higher gloss will tend to highlight these imperfections.

Of course the good news is that the product is still available in heaps of sizes, including the ever popular 10L, so once we've finished rolling it out you'll be able to get the new formula in every **Resene Zylone Sheen** tone in every size. Of course it'll take us a wee while to work through all the different tones and sizes and stocks, so keep an eye out



for the new formula labels on packs.

Now that we have a lower side sheen version of Resene Zylone Sheen, one might be stuck trying to decide when to use **Zylone Sheen** and when to use **Resene Zylone SpaceCote**. The answer is of course dead simple...

The main difference is that Resene Zylone SpaceCote is a waterborne enamel so can be used on trims, joinery and in wet areas. It's a tougher finish so can be more easily cleaned without fear of damage.

Resene Zylone Sheen is a great all round finish with lower odour that is still washable however Resene Zylone SpaceCote is designed to outperform it on this attribute being easier to clean and less likely to burnish.

In short - you can either use Resene Zylone SpaceCote virtually anywhere inside, or swap to Resene Zylone Sheen in areas such as bedrooms, studies and the like and stick with Resene Zylone SpaceCote on trims, joinery, wet areas and in open plan lounge and dining areas.

The new Resene Zylone Sheen formulation will bleed through marked with new formula labels as the old formulation stock sells out. All tones will be migrated across to the new lower side sheen formulation until they all incorporate the new version.

## anti-tan time

With the sun turned up high, grab yourself some free suntan lotion and keep yourself sun safe. Even on the cloudiest days you'll be amazed at how much UV light is sneaking through the cloud cover and aiming to hide in your skin. The suntan lotion is available in a handy **Resene testpot pack** so save your cash and your skin at the same time. You don't have to buy anything to qualify for the suntan lotion - all you need to do is ask nicely for a pot next time you're in your local ColorShop or Reseller and make sure you use it!



If you're feeling hot under the collar don't forget to use **Resene Hot Weather Additive** to help you keep your wet edge and **Resene Cool Colours** to keep your project cool.

## on top

We all know how popular COLORSTEEL® colours are for roofing so to make life easy for everyone, the new **Resene Hi-Glo colour chart** includes favourite Resene colours plus colour matches to a wide range of COLORSTEEL® favourites... which is great news for customers because it means you can now get colour matches to most of the COLORSTEEL® colours in good ol' Resene testpots... handy huh?

Of course if you haven't spotted the new chart yet, make sure you grab one from your ColorShop or Reseller.



the Eneser news the professionals use

## top under

Talking about being on top, but this time the bottom of the top, we've added a **Ceiling Paint** to the Crown range of products. The full range includes an Acrylic Primer, Roof, Gloss and Low Sheen variants plus the Ceiling Paint.

These products offer customers a value brand purchase for less critical areas where budgetary constraints prevent the use of the higher quality Resene products. Solid performers, the **Crown range** offers limited colour options of whites and neutrals in the low sheen and gloss variants and deeper colour options for the roof variant.

## Baring all with an expert stripper

No, Tradelines isn't going x-rated but yes we do have a stripping story for you that won't get you in trouble with the other half if you decide to take part! **i-strip** is a new paint removal system that has landed on our shores - infrared technology sounded like a bit of a long shot to us so we sent along one of the more cynical of the Resene team for a product demo... well he came back convinced that the product was a surefire winner and if you can convince such a tough audience as him that it works then it definitely does work!



**Speedheater 1100** uses infrared heat to remove most kinds of paint and varnish. Infrared heat is a low temperature deep heat that penetrates the wood and draws the moisture and resins in the wood to the surface breaking the bond between the wood and the bottom layer of paint or varnish enabling all layers to be removed at once. Best of all, the wood surface doesn't get damaged and clean up is easy. The Speedheater 1100 heats the surface to be stripped in about 20-60 seconds depending on the paint type and the number of paint layers hidden beneath. The paint or varnish bubbles up and separates from the wood ready to be scraped off easily while the next section is being heated. Once heated and stripped, the surface is ready to be painted immediately.

Now who wouldn't like a nice fresh substrate to work with rather than one that is layers deep in unknown old paint systems just waiting to crack up on you?

And if you're in the lead-based paint removal game, you can use the Speedheater 1100 as the low operating temperature doesn't release plumbic (lead) gases.

So if you want to make stripping easy you can get yourself an **i-strip** in New Zealand and Australia direct from the distributor - visit [www.i-strip.co.nz](http://www.i-strip.co.nz) or call 0800 90 55 23 in New Zealand.

## From Adrian of Christchurch...

It was the last day of the year and we were just finishing up on a new home. Everybody was keen to get home early and we just had the finishing touches to do, sweeping the floor before the new owners moved in. One guy sweeping decided to practice his golf swing with the broom; full back swing great tee shot, head comes off the broom straight through the lounge wall. Needless to say we didn't get away early that day.

**A different day, a different painter's nightmare** - a paint spill and this one was a cracker. We arrived on the job and had to repaint the exterior windows with black enamel paint. We'd done all the prep work and we were ready for topcoating on a beautiful day. One of us placed a 1 litre can of enamel on the windowsill so we could open the windows when suddenly a gust of wind slammed the window shut and knocked the paint right into the middle of the lounge floor onto the lovely (well I'm sure the homeowner thought so!) pink carpet. Panic stations set in... we got inside to find not only did the carpet cop it but the three piece suite, the stereo and the wallpaper. Thank goodness for insurance!

## And last but not least... how's this for bizarre?

Last job of the day we puttied up the skirting boards. The next day when we arrived there was no putty in the skirting, instead there were a trail of mouse droppings around the house, starting off as brown ones and ending up as pure putty. The little bugger had scratched them all out and eaten them.



## Top painting tip:

Don't take up painting as a career!!

## And another one from down South...


A well known full time fisherman, part-time painter in Invercargill had pumped himself up to be one of the best Level 5 finishers in the country. When trying to sand his stopping in a bedroom he came to a wall that had a window covering 90% of the wall... without thinking he swung his dustless sander onto the wall, which also had the client's curtains still fixed to the tracks. To his amazement the dustless sander didn't sand well over the curtains and got all tangled up in his sanding head - you can just imagine the look on his face as the curtain and sander went head to head one foot on the ground and one foot on the wall trying to prize free what he thought could have been a blue fin marlin.

**And not to be outdone**, one from Steve of Thorndon to round out the laughs...

## Doing the Hokey Tokey

With all the sadness and dramas going on in the world at the moment, it is worth reflecting on the death of a very important person, which went almost unnoticed recently. Harry La Prise, the man who wrote the Hokey Tokey died peacefully at the age of 93. The most traumatic part for the family was getting him in the coffin. They put the left leg in. Then the trouble started...

## More news in March!

*Eneser*   
*Buckett*

Eneser Buckett, Editor.

OK SO LOW SHEEN GOES  
DOWN THE BOTTOM... I WONDER  
WHERE I GET A CAN OF  
MIDDLE SHEEN FOR THE  
MIDDLE BIT?



Painting  
with Eneser  
No. 56

## Resene Paints Limited

In New Zealand: 32-50 Vogel Street, Lower Hutt, PO Box 38-242, Wellington Mail Centre  
In Australia: PO Box 785, Ashmore City, Queensland 4214 In New Zealand call 0800 RESENE (0800 737 363)  
In Australia call 1800 738 383 Visit our website [www.resene.com](http://www.resene.com) or email us at [advice@resene.co.nz](mailto:advice@resene.co.nz)

# Resene

the paint the professionals use