

Resene TradeLines

May 2002



“ I've wrapped myself around the heater and I'm still super cold. I feel like I am doing an icicle impression - you know what I mean... with the landslide drop in temperature my arms and legs feel stiff with the cold and none of my joints seem to want to work properly. I'm sure it's all to do with the high proportion of water in human bodies slowly starting to freeze as the weather gets colder. Paint kind of works the same way I guess... if it is too cold, a perfectly good paint just can't get its act together enough to cure properly, which is where those new fandangled Wintergrade versions come in handy. Of course, you can always do what I do - pretend the alarm clock hasn't gone off yet and keep sleeping - it may not be productive, but it sure is a nice warm way to spend winter.**”**

Brushstrokes

Ice Ice Baby

All those delightfully chilly autumn and winter months are just starting to bite. Resene will be producing Wintergrade Lumbersider and Hi-Glo in time for the start of the colder months and will keep production running until the end of August.

With some fancy formulating footwork the lab boys and girls have dropped the recommended minimum drying temperature to 2°C to give you a bit of an insurance policy against getting caught in the cold.

Wintergrade Lumbersider and Wintergrade Hi-Glo are available in a limited colour range as tinters can stuff up

the drying properties. Both products are available in all colours off white base and as an extra wee bonus you can also get Wintergrade Hi-Glo in factory blends of Karaka and Steel Grey.

Best of all, the wintergrade versions are the same price as good 'ol standard Lumbersider and Hi-Glo, so you can just choose whichever product fits in with your local weather conditions.

If there is a heavy downpour lurking, don't start painting... these products may be tough wintergrade versions unafraid of the cold, but they are not downpour proof unless you give them a chance to dry first!



New Product

Crowning Glory

It isn't often you get exactly what you asked for, but this month, that is precisely what you are going to get!

We have had a number of requests over the last wee while to expand the Decorator Roof colour range or dump it altogether and get a new roof paint range at a lower price point than shelf-line Hi-Glo. We got the message loud and clear and, believe it or not, both of those wishes are coming true.

In response to popular demand, we've introduced a new value range of roofing paints, known as Crown Roof. The Crown Roof range includes a good mix of 16 colours in blue, green, grey and red hues including many of the most popular Colorsteel roof colours.

Since you'll have all these extra roof paint colours to choose from, we've decided to make everyone's life easier (and clear some space in the shops at the same time) and delete the Decorator Roof and ColorShop roof ranges. Once current stocks of these products have been bought, the products will be outta here.

All of the new Crown roof colours are available in 4L and 10L and are net priced for painters so you can get a good Crown roof rate for all your roof painting. Check the net pricing with your local rep or ColorShop next time you're in, or they're in, so you can build the right price into your quotes.

Product has hit the store shelves already so grab yourself one of the new handy A5 Crown roof colour cards or check out the A4 samples in-store.

Check out the new range next time you're in - you can't miss the new metallic blue packs.



the paint the professionals use

Tips 'n Tricks

Paper Wars

With the Resene quote book tucked firmly into your bag of tricks alongside the colour scheme forms and thankyou cards, the paperwork should be starting to look pretty neat and tidy.

No sooner had we started printing and giving out the quote books when we found the same painters tapping us on the shoulder asking whether we could create an invoice book too. Well, we're always keen to be of service, so figured we might as well do exactly what they wanted and put together an invoice book.

Like the quote book, the invoice book has 50 consecutively numbered invoice forms. The books also include 10 product listing forms to help you note down any discounts you may have given for large jobs.

The forms have plenty of room to add in your own company GST number and details and the necessary project info.

Once you're done, give your customer the top copy and keep the duplicate copy in the book for reference later. It is a simple way to keep track of the income you should be receiving from your customers.

Plus, just like the quote books we give you, we're also supplying you these invoice books completely free! If you're keen to get into this new stationery have a chinwag with your local rep and they can get you started.

If, like most of us, your handwriting leaves a little to be desired, you can download an electronic version of the invoice from the Resene website, www.resene.co.nz. Then, type in all the info, and print and send a copy to your customer. Then all you have to do is sit back and wait for the money to arrive.

Joke Corner

Gender Wars

There were 11 people hanging onto a rope that came down from a rescue helicopter - 10 men and 1 woman. They all decided that one person should get off because if they didn't the rope would break and everyone would die.

No one could decide who should go, so finally the woman gave a really touching speech saying how she would give up her life to save the others, because women were used to giving up things for their husbands and children, giving in to men, and not receiving anything in return.

When she finished speaking, all the men started clapping.

Never underestimate the power of a woman.

Telling Tales

Wallpaper Sale

The famous Resene Wallpaper Sale is back... for a limited time! This is a once in a year offer, so make sure you make the most of the 40% off the retail price of all pattern books while the promotion lasts.

The discount applies to all cash and account sales but is not available in conjunction with other discounts.

The sale starts 6th of May.

WALLPAPER
SALE

40%
OFF

CASH SALES ONLY

ALL PATTERN BOOKS

FOR A LIMITED TIME
NOT AVAILABLE IN CONJUNCTION WITH ANY OTHER DISCOUNTS

Luck Has It

The Candish family of Wanganui, won the recent Heart Foundation lottery first prize of a brand new home. Wayne Candish (aka "Dad" to the kids) is an excellent painter who runs his own painting business.



Congrats to Wayne and his family from everyone at Resene - our local staff tell us the win couldn't have happened to a nicer family!

More news in June!

Eneser
Buckett

Eneser Buckett, Editor.

**ENESER DEAR,
WOULD YOU BE SO GOOD AS
TO HELP US CHOOSE A COLOUR
FOR OUR ROOF?**



Painting with
Eneser Buckett
No. 31

Resene Paints Limited

In New Zealand: 32-50 Vogel Street, Lower Hutt, PO Box 38-242, Wellington Mail Centre
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In Australia call 1800 738 383 Visit our website www.resene.com or email us at advice@resene.co.nz

Resene

the paint the professionals use