

“ Spotted mould on a project anywhere recently? Tempting to just paint over it isn't it? The problem is that the mould will merrily grow through the new coating and you and your customer will be worse off than you started. So if you spot any mould lurking on your next project, take the time to treat it before you start painting with Resene Moss & Mould Killer and save yourself the hassle and time of trying to sort out a grumpy customer later... a few minutes now can save you a lot of frustration and grumpiness later... ”



Clean up... in bulk!

New to the Resene bulk cleaners range is Resene Timber and Deck Wash 10L. It's identical to the existing product, but in a handy 10L size for those doing a lot of timber related projects. Resene Timber and Deck Wash is a quick and easy way to clean surfaces, such as weatherboards and decks, prior to staining or painting.

The new Resene Timber and Deck Wash 10L joins the rest of the Resene bulk pack cleaning range –

- Resene Roof and Metal Wash is designed for washing down roofs and other metal surfaces prior to repainting.
- Resene Paint Prep and Housewash is ideal to wash down homes and buildings as part of a regular maintenance plan and also prior to repainting to provide a fresher surface for the new paint finish. For an instant fresh appearance, wash the surface with Resene Paint Prep and Housewash diluted as recommended with water, then wash off with water.
- Resene Moss & Mould Killer, which is designed to kill mould ready for repainting. Don't be tempted to paint over mould – it will grow through the new paint finish and you'll end up worse off than you started.

- Resene Deep Clean, a slow release cleaning agent which is applied to the surface and then left to weather. Over time it works with the weather to clean off the surface.

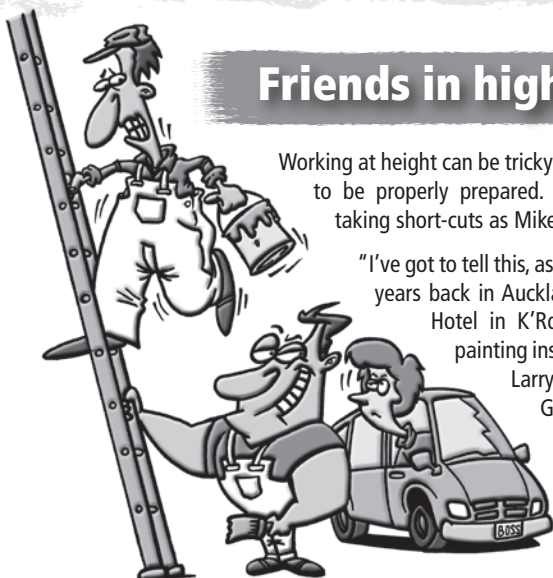
All these products come in a handy 1L, 4L and a bulk 10L size so if you have a lot of cleaning to do you can grab the larger size and use it on multiple jobs.

Wintergrade keeps you working in winter

Now the weather is heading towards the chillier end of the thermometer, remember the Resene Wintergrade paint range, including Resene Wintergrade Lumbersider, Resene Wintergrade Sonyx 101, Resene Wintergrade Hi-Glo, Resene Wintergrade X-200, Resene Wintergrade Quick Dry, Resene Wintergrade Roof Primer (made to order) and Resene Wintergrade Summit Roof (made to order), is there to help you keep painting through the winter.

And if you're finding your van's windscreen looks more like an ice rink in the morning than something you can actually see through, grab yourself a free ice scraper from your Resene ColorShop or representative, available while stocks last.

Friends in high places



Working at height can be tricky and it always pays to be properly prepared. It's best to avoid taking short-cuts as Mike tells us:

"I've got to tell this, as it happened, some years back in Auckland. Working on a Hotel in K'Rd. I was with our painting instructor at the time, Larry and his two sons Garry and Barry who were power lifters, rep rugby players and very strong.

Larry got us to pick up all the extra ladders to save the company scaffolding. Two triples, two extensions. As we got all the ladders on the wall area we were set to go. Larry came out and said I'm going to show you once and once only because I've got to finish off some areas of the interior of the hotel.

As Larry got close to the top of the ladder with his white overalls and shirt tied on and a pot of paint, Larry's wife pulls up in their car and says you better not be sending my sons up there. 'No not us Mum, Dad said he's going to do it for us while we hold the ladders'. And Larry at the top says 'Yes dear I'm going to do it'. And as she pulls away she calls out 'I'll be back to check'.

It's one of the funniest moments of all time I've had working with painters."

Unleash your inner artist

The Resene Mural Masterpieces mural competition is back with over \$7000 of prizes to be won. Entry is easy – simply register your entry details online at www.resene.com/murals.htm or drop into your local Resene ColorShop and pick up a copy of the Mural Masterpieces Competition registration form. Send your completed registration to Resene and you'll receive an entry pack containing all the information you'll need to get started.

There are four classes of entry:

- Best Professional Mural
- Best School Mural (2 categories Y1-6, Y7+)
- Best Community Mural
- Best Mural Design

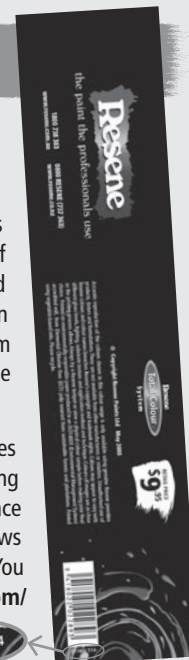
Entry is open to all ages and all mural types, so get your creative juices and paintbrushes fired up. Entries close in November.



Old or new?

Resene aims to continuously improve its colour range and materials over time. One of the ways we do this is by updating colour charts and printed information when it comes up for reprint. For many of the colour charts these can be minor tweaks, some can be more major. If you find you have two Resene colour charts on hand and can't decide which is the latest one, check the date on the back of the chart – the date is generally in the bottom right corner with a format such as 5/15 (which would be May 2015). This quickly tells you the age of the chart.

As well as wanting to find the newest chart, sometimes you need to refer back to old ones. To save you having to hold every single version of a chart in your reference library, we have an online colour chart archive that shows scans of previous chart versions as a quick reference. You can view the archive on our website www.resene.com/chartarchive. As new charts are released they are also added to the archive section.



Terrific tradespeople: 3 tips for small business

If you're a tradesperson with your own business, it can sometimes get overwhelming ensuring you meet your clients' demands while maintaining a work-life balance.

In order to make your business succeed, there are a few things to keep on top of. Here are three tips to help make your painting, building or home decorating business the best it can be.

Start the day right

You may be the only face behind your business or you could just have a select handful of staff. Either way, it's important the people behind a trade business are in the right frame of mind for success.

Starting the day right is key to having a productive day, which is for the benefit of your company. Having a stable routine in the mornings can help, as does a hearty breakfast.

Choosing to exercise in the morning isn't for everyone, but it can help get you in the right state of mind to conquer the rest of the working day.

Develop a marketing strategy

While word of mouth referrals from previous clients can secure more business for your company, it's essential not to rely on this alone.

The authenticity of recommendations shouldn't be underrated, but it's important to also have a marketing strategy that guides your company into the future.

You might need to obtain some professional help to develop your strategy, but the results are worth it. If you haven't done so already, it's a good idea to establish what your trading business' unique selling proposition is. For instance, are you the only business in your suburb that can do both paint and wallpaper jobs? Perhaps you've got the most comprehensive paint and wallpaper selection, or you offer a free visit-and-quote service to potential customers.

Once you've established what makes you stand out from the crowd, you can focus on outlining your business objectives, positioning and promotional tactics (i.e. your marketing communications).

If this all seems a bit foreign or confusing, consult with a professional to produce a marketing strategy. Once you've come up with a complete

strategy for your business, it's important to continue to review it on a regular basis to ensure you're meeting the objectives set.

Build contacts

While your business may paint decks or make significant renovations, the building doesn't stop here.

It's essential to also focus on building your contacts within the local industry. Being friendly with suppliers in your area may help secure competitive trade discounts.

That's not to mention the benefit of being on good terms with suppliers – they're more likely to go that extra mile for you if you urgently require certain materials or want advice on popular paint colours or other materials essential for the job.

Ask us anytime online

Need help with a painting project or perhaps you've got a burning paint or colour question and are not sure know who to ask? Ask our Resene experts and they can help you with free advice and information direct to your inbox. We've noticed more and more painters are using the Ask a Colour Expert service to get some colour ideas for their clients – so do feel free to get in touch with us and our colour expert can give you some ideas to share with your clients.

Try out the free Resene Ask a Technical Expert service online: www.resene.com/techexpert

Or try out the free Resene Ask a Colour Expert service online: www.resene.com/colouexpert

Or you can call our freephone number for advice over the phone during normal working hours Monday – Friday on 0800 RESENE (737 363) in NZ or in Australia 1800 738 383.



Catch you next month!

TwoCan, Editor.

