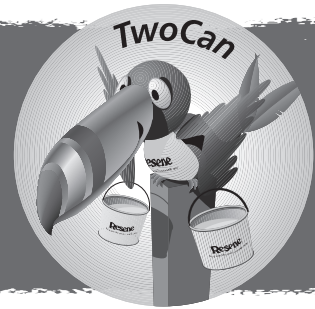


“ And somehow here we are again... staring down the barrel of the end of the year and wondering where all those months went. There's still plenty of time to get all those loose ends finished up so you can enjoy a good break over the holidays. Holiday time is also an expensive time of year, so make sure you have your cashflow well sorted before your clients are away on holiday. While it's easy to put off dealing with the paperwork, it only gets harder the more you leave it to pile up... ”



Ready to repaint

Pre-coated coloured steel, such as ColorSteel®, ColorBond® and ColorCote®, is a hugely popular option for roofs and may also be used as cladding. However as time marches on inevitably new owners or even the original owners invariably want a colour change. Sometimes they want a colour change within months of the pre-coated coloured steel being installed, sometimes it comes years down the track when they are redoing the exterior.



To make it easier to prepare the surface for topcoating, we have new Resene Pre-Coated Steel Primer. Simply apply, allow to dry and you're ready to topcoat with Resene Summit Roof on roofs or you can opt for waterborne exterior finishes such as Resene Lumbersider waterborne low sheen, Resene Sonyx 101 waterborne semi-gloss or Resene Hi-Glo waterborne gloss on cladding.

Resene Pre-Coated Steel Primer is coming to ColorShops and selected resellers this summer.

A cat-astrophe

There have been many stories over the years that it is best to avoid working with animals and children, but sometimes even when you don't work with them, they still cause chaos as Winsome tells us...

“Tip: Remember to lock that cat flap!”

There were lovely original tongue and groove timber floorboards. We sanded the kitchen and dining room floors and put on the first coat of poly. It looked great, dried and we put on the second coat.

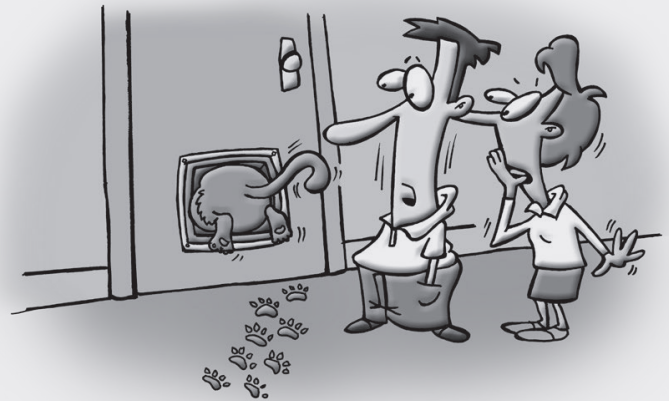
We checked it the next morning... the lovely dried semi-gloss finish was reflecting the sunlight streaming in AND paw prints in all directions in both rooms!

Back to re-sanding and recoating... and oh, locking the cat flap.

The home doesn't even have a cat! It was the friendly neighbourhood cat!!”

Talking about polyurethanes, the Resene technical team have been working on the Resene Qristal Clear range to make them a little less

tough on the nose. Resene Qristal Clear Poly-Flat, Poly-Satin and Poly-Gloss are all moving to a reduced odour finish. This means you can choose lower odour solventborne products when painting indoors, from Resene Super Gloss and Lusta-Glo to Resene Sureseal and now Resene Qristal Clear. The new formulation reduced odour variants are coming through as the old stock runs out.

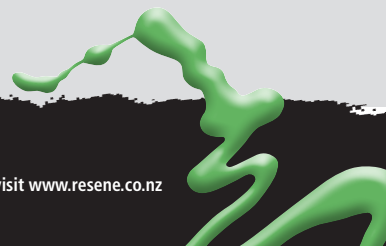


Classically yours

We all have those customers that know they want colour in their home, but they don't want something that will date too quickly and they definitely don't want all white.

Resene has plenty of colours for them to choose from already, but to make things even easier we have created a new colour chart – the

Resene Classics collection. We've gathered together many favourite Resene colours into this chart, colours that have been popular for many years and will likely be popular for many more to come. We have also added in a small collection of whites and neutrals so you can choose an entire colour palette using just one colour chart... or your clients can grab an accent colour or two or variations of their chosen neutral using the Resene palettes. >>



>> Think favourites like Resene Pohutukawa, Resene Coast and Resene Duck Egg Blue, the colours that pop up regularly in client wishlists.

We have also slipped in one new colour – Resene Quarter Dusted Blue – which we know will also be one of those timeless colours that will be popular year in and year out.



The new Classics Collection will be coming to Resene ColorShops and resellers over summer, so keep an eye out for your free copy at your local store. We recommend you keep a couple of copies handy so you can pass one onto clients who need to decide on their colours and don't know where to start.

How can professional painters better manage cashflow?

As a small business, staying financially afloat can be a tricky task for many. In Australia alone, small businesses have the lowest survival rate (56 per cent), according to the Australian Bureau of Statistics, with experts blaming poor cashflow management as an overriding issue.

And while many sole traders go through cashflow problems at some stage, if money issues continuously rear their head, it may be a sign that cashflow is a weakness in your business that needs fixing.

Thankfully, there are a range of strategies companies can adopt to get out of financial hardship and make positive, long-lasting changes to future finances too.

Common cashflow problems for painters

1 **Being too lenient with credit**

Unfortunately, there is such a thing as being too generous – especially when it involves your time and income. While many tradies are happy to give a degree of credit to clients – especially those with more prestige – giving such credit for too long can cause financial downfalls.

Leaving a client in control of when you'll get paid leaves small businesses sweating and vulnerable to debt. This is because it has a domino effect when it comes to paying suppliers and staff. If invoices are overdue, businesses may not have enough capital to pay bills, leaving them to fish into their own funds to cover costs.

How to fix the problem

Having a strict payment plan in place from the get-go helps clients and customers understand exactly what is expected of them, and when. You may still like to include a degree of credit but it's important to stick

to your own guidelines to avoid getting taken for a ride. Another way to secure payment is to request an upfront deposit. This can be larger depending on the scale of the job and encourages clients to complete payment once the job is finished.

Ultimately, it's important to remember that clients won't feel a rapid sense of urgency to pay you if they haven't got an invoice in front of them. So, be sure to prioritise sending invoices to avoid falling behind on payments.

2 **Not meeting the demands of growth**

While growth within a small business is exciting and commendable, sometimes it sneaks up unexpectedly, leaving owners unsure how best to tackle such big changes. Without the right guidance, growth can cause costly damages to a business. For example, owners may hire more employees than are actually needed to satisfy growth demand, which may be more than you can afford. Alternatively, while selling more is great, your service and product quality may slip, in turn damaging your reputation and causing you to fall back rather than move forward.

How to fix the problem

Leaving a comfort zone to meet demands can be a scary thing, but it's something that must be done if small businesses want to increase their chance of survival and avoid being a negative statistic.

Thankfully, business plans are a great tool to help make this possible. This crucial document lets you lay out your objectives, time frames and the steps that must be taken in order to reach goals. It should also include a plan for expansion, which may include funding strategies, hiring of employees and increasing marketing. It's a fantastic reference to cross check and ensure you're on the right track to meet your planned out demands instead of drowning.

If you don't feel comfortable drafting your own, there are expert advisers who can help create an achievable business plan for you and your company.

Clearly for floors

Timber floors are a popular choice, but how do you keep them looking good? Now flooring contractors can enhance and protect hardwood timber floors with new durable Resene ProSelect, a tough 2K low VOC waterborne polyurethane range developed for use on residential and commercial flooring.



Resene ProSelect gives specifiers and contractors the freedom to select any finish they desire, from a full or semi-gloss, all the way through to a natural or ultra matt finish, with just the minimum of components. The range includes an optional anti-slip additive to reduce the risk of falls that meets AS 4586-2013, an optional additive for extra protection against U.V damage in sun prone

areas, and a dedicated cleaning solution to help keep finished floors looking good for longer.

The new range has been designed and tested for ease of use and minimised wastage for professional flooring contractors. Mixed Resene ProSelect Bases are Australasian Timber Flooring Association (ATFA) approved.

To help make it easy to find everything you need about the new range, we have created a hub online at www.resene.com/proselect with everything from application advice and data sheets to maintenance tips and information.



Catch you next month!

TwoCan, Editor.

