

Resene TradeLines

Issue 12 - 2006



“ And somehow here we are again... another year older, a few more grey hairs and a few less total hairs - still the Technical boys and girls are looking the worse for wear more than me... after all they have to create all the new stuff and I just get to sit back and write about it. Having said that, keyboard punching 30 minutes pre deadline isn't for the fainthearted so I'll be having a month off and will catch up with you in 2007 with some new concoctions, colours and whatever else the team decides to throw at me.

Seasons greetings and have a safe and happy holiday period from the Resene team. Thanks for your support in 2006 and we look forward to working with you in the New Year. ”

Christmas downunder style

Twas the Night before Xmas and all through the bach
Not even a weta was making a scratch
Woolly socks were hung by the pot belly with care
In the hopes that Santa soon would be there



The children were snoozing in a light summer's breeze
Whilst dreaming of spongy pud and lime green cream freeze
And Dad in his walk shorts and me in my jandals
Had just settled down for a couple of handles

When out on the lawn I heard such a ruckus
I sprang from my Lazy Boy to see what the fuss was
I ran to the sliding door, gasping and wheezing
Threw open the curtains and upped the venetians

The moon on the sand and the trailer tarp
Lit the beach up just like the rugby park
But still when I saw, I thought I was asleep
A miniature Kingswood, pulled by eight tiny sheep

With a little old driver, sipping a Fanta
I knew in a moment, it had to be Santa
Faster than Pharlap on steroids they came
And he coo-eed and shouted and called them by name

Now, Kevin! Now, Sharlene! Now, Rangī and Beck!
On, Darryl! On, Shazza! On, Bilbo and Shrek!
To the top of the pagoda, to the top of the wall

Get in behind, Get in behind, Get in behind, All!



As sandflies around a bar-b-que fly
When they sniff the sizzlers and take to the sky
So up to the top of the bach they flew
With a boot full of toys and Santa Claus too

With a handbrake stop, they arrived on the roof
Four hot tyres and 32 hoofs
And as I quickly turned and ran to the lounge
Out from the chimney Santa came with a bound

He was wearing boardshorts, and gumboots on foot
And his Mambos were covered in six-month-old soot
A bundle of toys he had on his back
As if on OE with a brand new Macpac

He looked like he'd come from the beauty parlour
With rosy red cheeks like pohutukawa
A gorgeous big grin and white as white hair
With wee little tufts growing out of his ears

He had a broad chest and a round beer gut
That shook when he laughed like Jabba the Hutt
He was chubby and plump, a right jolly hobbit
And I laughed when I saw him, I couldn't stop it

He gave me a wink and a bonza thumbs up
And I quickly realised he wasn't a nut
He went straight to the socks without saying a thing
And filled them with barbies and Shrek 2 keyrings

Then giving his nose a jolly good scratch
He flew up the chimney with an almighty flash
He jumped in the Kingswood and cranked the ignition
And then they took off, like some NASA mission

But I think I could hear, as he drove out of sight
“Merry Christmas to all, have a blooming good night!”

Poem thanks to a productive afternoon on the web!



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The boss is lurking behind me and muttering something about canceling my Christmas leave due to not getting enough work done, so just to prove him wrong here's a quick summary of some of the 2006 highlights and once I fire this onto his desk I'm heading for the beach.



First up, **Resene Broadwall 3 in 1** burst on the scene. Designed to be adaptable even the sales crew were impressed at all the bells and whistles that Technical threw in... a surfacer, a sealer and a finish coat... that's what I call an all in one solution. Needless to say it was a popular mover and as a bit of a heavyweight in the pack Production staff could be heard cursing as they lugged around pail after pail. Needless to say there is now no need for gym memberships for any of the staff making this product!

With the heat on, it was time to cool things down a bit with some new cool colour products - **Sonyx 101**, **Lumbersider**, **X-200**, **AquaShield**, **Enamacryl**, **Lustacryl** and **Woodsmen** joined **Hi-Glo** in offering cool colour variants. Reducing stress on the coating and substrate, these cool colours are just the ticket for customers who insist on selecting dark colours outside... now they can without losing their cool (and yours!)



Having sorted out the walls it was time to look down. After years of searching the Technical team finally came up with a waterborne version of Sidewalk... but in true techie style they didn't just match the performance they bettered it... and best of all, the new product is available in standard tones, which means customers can choose from over 800 colours... not just the old

range of 20 colours. Better performance, better colours... need we say more? Nah.



Getting down to the nitty gritty **Resene Cemseal** turned up to deal with the dust. Ideal for concrete floors, **Resene Cemseal** seals the surface and makes it easy to remove the dust. Those of you who

have ever had to try and sweep dust off an unsealed floor will know what a time saver this new product is... and if you have never had to sweep dust off an unsealed floor we recommend next time you see one you either quickly coat it with **Resene Cemseal** before it gets dusty... or run a mile.

Of course mid year wouldn't be mid year without **The Range 2007** to brighten up the winter. And with colours like **Party Mix**, **Wild Thing** and **Oh Behave** getting top billing it doesn't take much to imagine what the colour namers were planning for their Friday night.

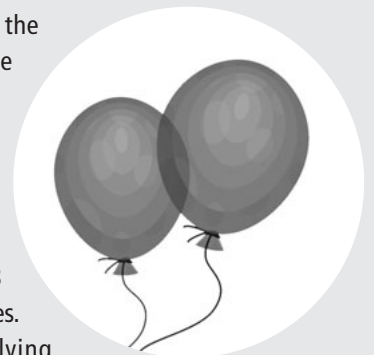


Splatter became optional around the same time with **Resene Thickening Additive** available to help thicken up paints and make heavily tinted colours easier to apply at the correct spreading rate. We hear it's a particular hit with woodstains making them easier to get on the wall without creating drip artwork on the way.

And who could forget the new **Resene SpaceCote** interior products - **Resene SpaceCote Flat** and **Resene SpaceCote Low Sheen Kitchen & Bathroom**? The only wee problem is that now everyone is clamouring for Resene SpaceCote Flat tones - oh well something to keep us busy next year!

The nice people at the Master Painters named **Waterborne Smooth Surface Sealer** best product followed by the HitWise people giving us a number 1 website award for most visited website in our category, so that got our Marketing staff into the good books and distracted the boss from looking too closely at what they had spent.

And finally the BIG news of the year... we turned 60 (well not me personally you understand but Resene did and to be honest my boss isn't far off the grand old 60 either)... and decided to celebrate by launching a whopper colour range of 1008 colours displayed on 56 palettes. With all the colour chips flying around it was a very colourful birthday.



Well I've now run out of page and I haven't even managed to get everything in. Never mind... the beach is beckoning so I'll just go and rustle myself up one of those pots of **Resene suntan lotion**, accidentally on purpose leave my cellphone at work and then I'll be all set for a nice relaxing afternoon of doing not very much. Hope you find some time to get a break too! Catch you later!

More news next year!

Eneser Buckett, Editor.

Eneser ♥
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