

# Resene TradeLines

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“ With the Resene Multi-Finish colour chart ruling the colour roost for more years than one cares to admit one can remember, it has had a complete makeover from tip to toe. And if laying all that out, getting all the colour standards organised and having colour chips flying at record speed to get everything ready wasn't enough to keep everyone busy, the Technical team kept the works well oiled with their latest product offering. ”

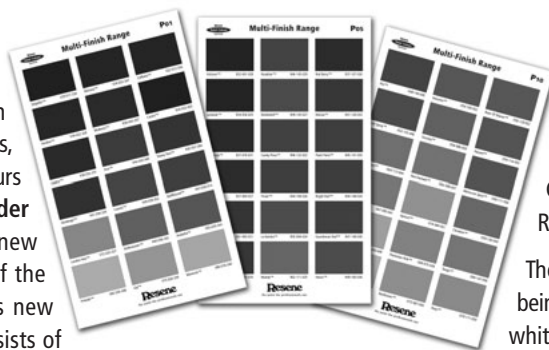
## Thousand +

The new **Multi-Finish** colour range is making its debut. From the 586 colours on the old range to a whopping 1008 colours, you'll find all the popular Multi-Finish colours plus popular **101 chart** colours, **Lumbersider** colours and **The Range** colours in the new Multi-Finish colour range. In fact most of the most popular Resene colours are in this new colour range. The Multi-Finish range consists of 56 palettes, each with 18 large colour chips to make selecting the right colours easier.

Colours have been selected for the Multi-Finish colour range based on their popularity over the last decade and their uniqueness. Where two colours were similar, the most popular colour was selected for the chart. All colours are existing Resene colours, but some may not have been seen for a few years on a colour chart.

The aim is to make finding a blue, red, green or whatever easy. If you're looking for green you can check out the new Multi-Finish colour range and find a great range of all sorts of green, whether you want a lime green, mid green, dark green or dull green, rather than having to check out every Resene colour chart.

The new palettes come complete with the new **Resene Total Colour** codes introduced earlier this year... and if you can't remember how to decipher them, here's a quick reminder lesson.



The new codes follow a format of BR99-010-090.

The first letter or letters tells you what colour palette the colour is from - e.g. B = Blue, BR = Brown, G = Green, M = Metallic, N = Neutral, O = Orange, R = Red, V = Violet, Y = Yellow.

The first digits denote the colour's luminance, with 0 being approximately black and 100 being approximately white.

The second set of digits denotes how far from grey the colour is - the higher the number the cleaner the colour. E.g. Black is 000 and Resene Turbo (bright yellow) is 198.

The last set of digits tells you where the colour sits on a wheel of colour of 0 degrees to 360 degrees. This allows you to place multiple colours into a sequence and determine the relative positioning of colours.

By comparing multiple colours using the new colour codes you can establish whether a colour is greyer or cleaner, brighter or darker and where they sit on a colour wheel.

As you can imagine, it will take a wee while to get all the new palettes rolled out to all stores so keep an eye out at your local store. With 1008 colours, the new colour range will be hard to miss.



## Well oiled

Like shining your shoes, oiling decks and furniture regularly helps them to keep looking their natural best while providing protection against the ravages of water, fungi and ultraviolet light. Popular amongst those who prefer the lightly oiled look to the more heavily pigmented stain finish, new **Resene Furniture and Decking Oil** is quick and easy to apply. Recommended for annual application to decks and furniture, the product will assist with water repellency and help to maintain timber in good condition - a great product for you to capture some repeat sales with the need for annual reapplication. See Data Sheet D503 for technical information.

If a darker stained finish is desired, then you can opt for **Resene Kwila Timber Stain** or else one of the solventborne **Resene Woodsman** colour range.

## Zen for those **who take life too seriously...**

thanks to the Resene Automotive Division for brightening up a dull Friday afternoon with these gems...

1. A day without sunshine is like... night.
2. **On the other hand** you have different fingers.
3. I just got lost in thought. **It wasn't familiar territory.**
4. **42.7% of statistics** are made up on the spot.
5. **99% of lawyers** give the rest a bad name.
6. I feel like I'm **diagonally parked** in a parallel universe.
7. **Honk** if you love peace and quiet.
8. Remember, half the people you know are **below average.**
9. **He who lasts laugh,** thinks slowest.
10. The early bird may get the worm, **but the second mouse gets the cheese.**
11. **I drive way too fast** to worry about cholesterol.
12. **Support bacteria.** They are the only culture some people have.
13. **Monday** is an awful way to spend 1/7 of your life.
14. A clear conscience is usually the sign of a **bad memory.**
15. **Change is inevitable,** except from a vending machine.
16. Get a new car for your spouse - **it'll be a great trade!**
17. **Plan to be spontaneous** tomorrow.
18. **If you think nobody cares,** try missing a couple of payments.
19. How many of you believe in psycho-kinesis? **Raise my hand.**
20. Ok, so **what is the speed of dark?**
21. How do you tell when you run out of **invisible ink?**
22. If everything seems to be going well, **you have obviously overlooked something.**
23. When everything is coming your way, you're in the **wrong lane.**
24. Hard work pays off in the future, **laziness pays off now.**
25. Everyone has a photographic memory. **Some people just don't have film.**
26. **How much deeper** would the ocean be without sponges?
27. What happens if you get **scared half to death twice?**
28. **I used to have an open mind** but my brains kept falling out.
29. I couldn't repair your brakes so **I made your horn louder.**
30. **Why do psychics** have to ask you for your name?
31. **Inside every older person** is a younger person wondering what happened.
32. **Light travels faster than sound** - that's why some people appear bright until you hear them speak.



## Berry red red

Keen to make life simpler while also increasing choice is a daily challenge for the Resene Technical team when tackling the latest product requests. The latest challenge that our Techos have cracked is **Red Berry tone.**

Resene will start to introduce a new **Red 2 tone** that will allow the tinting of Red Berry plus a number of other colours. This means that the existing Red Berry and Red tones will be deleted over a period of time. The good news is that with Red Berry coming off the standard Red 2 tone, the Red Berry colour will be available in a wider range of products... which has to be good news for the many customers who keep Red Berry colour sales looking very healthy.

The new **Red 2 tone** will start trickling through as the older tones run out.

## Par pastel

Resene Zylone Sheen Pastel a colour that's popular on both sides of the ditch is now available in a 10L size. So next time you are planning to paint an interior in the latest trendy neutral in **Zylone Sheen**, you might just find this 10L size comes in handy.

More news next month!

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Painting with Eneser  
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