

Resene TradeLines

Issue 5 - 2005



“ We’ve got a bit of an odd bunch of info for you today – everything from fire safety to stain resistance to cellphone stuff plus the unfortunate demise of common sense. Nothing like variety to keep things interesting! There was no room for all the other new stuff we’ve been working on so we’ll give you an update on them next month. In the meantime, stay safe and hope common sense is still alive and well about your place. ”

Fire fire

Paints are pretty harmless if you use a little care when you are brushing them about the place and storing the paint and any accessories used. Trouble is, at the end of a long day working some may be tempted to throw the old rags they used to work with solventborne wood finishes or polyurethanes bundled in a pile on the floor. Seems a pretty low risk storage option until you come back to find them smouldering - if the fire department doesn’t find them on a callout first.

Some paints cure by an auto-oxidative mechanism. In specific circumstances, such as when a large surface area of uncured product is confined to a small volume and is in contact with air, this reaction may generate dangerous quantities of heat and lead to spontaneous combustion. Examples of such circumstances are balled-up cleaning rags; filters on spray booths and piles of semi-cured film scrapings or over-spray. Such waste should be disposed of **under water** to eliminate the hazard.

Ring ring

Your cellphone has become even more handy with the new Resene **mobilised website** available on an internet enabled cellphone near you. To access, simply go to the web function on your cellphone and type in 737363.com to access the Resene mobilised information.

Once there you’ll find everything from a problem solver through to safety information.

Rather than lugging around MSDS (Material Safety Data Sheets to the uninitiated), you can now use your cellphone to get the MSDS you need – easy! The information is drawn from the Resene website so you get the same info no matter whether you use your computer or your cellphone to get it.

The loss of common sense

Today we mourn the passing of a beloved old friend, **Mrs Common Sense**.

Mrs Sense had been with us for many years. No one knows for sure how old she was since her birth records were long ago lost in bureaucratic red tape.

She will be remembered as having cultivated such value lessons as knowing when to come in out of the rain, why the early bird gets the worm and that life isn’t always fair. The Common Senses’ lived by simple, sound financial policies (don’t spend more than you earn) and reliable parenting strategies (**adults**, not kids, are in charge).

Her health began to rapidly deteriorate when well intentioned but overbearing regulations were set in place. Reports of a **six-year-old boy** charged with sexual harassment for kissing a classmate; teens suspended from school for using **mouthwash** after lunch; and a **teacher fired** for reprimanding an unruly student, only worsened her condition.

Mrs Sense declined even further when schools were required to get **parental consent** to administer aspirin to a student; but, could **not** inform the parents

The products most at risk are any solventborne products, Resene Waterborne Smooth Surface Sealer and to a lesser extent Resene Waterborne Colorwood and Woodsman. The greatest danger exists with products with higher resin contents as pigments tend to dilute and dissipate the heat. Therefore the higher resin content Resene Qristal Clear Poly-Gloss has more potential danger than Resene Super Gloss, which in turn is worse than Resene Lusta-Glo. The inherent curing rate of the resin also impacts on the risk, which makes HD Poly-Satin more prone than Resene Qristal Poly-Satin.

Now none of this is anything to be concerned about as long as you wash up appropriately at the end of your working day. In all cases, be aware that oil soaked rags may **spontaneously** generate heat and catch fire. Fully wash contaminated clothing as soon as possible and rinse impregnated rags with detergent and water before safely disposing of them. Fire safety in less than 60 seconds – sounds like a sensible plan to us.

Plus you can access Resene Product Data Sheets as and when you need them.

If you have a full colour cellphone, you’ll be able to access over 2500 Resene colour swatches plus complementary colours information, tonal information and much more.

The system works across Australasia – so no matter whether you’re in New Zealand or Australia you can find the information you need.

The site is a work in progress, so if you have any suggestions of things you’d like to see mobilised, drop us an email to advice@resene.co.nz - subject: **Worddial Idea** and we’ll try and get them to a phone near you soon!

Watch this space for more new features in the future.

when a student became pregnant and wanted to have an abortion.

Finally, Common Sense lost the will to live as the churches all became businesses; and criminals received better treatment than their **victims**.

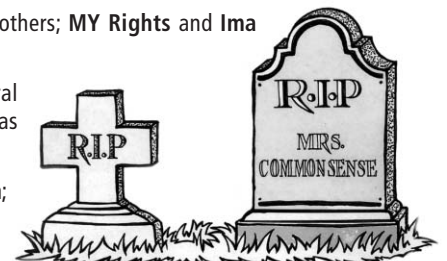
Common Sense finally gave up the ghost after a person failed to realise that a steaming cup of coffee was hot, she spilled a bit in her lap, and was awarded a huge settlement.

Common Sense was preceded in death by her parents, **Truth** and **Trust**, her husband, **Discretion**; her daughter, **Responsibility**; and her son, **Reason**.

She is survived by two stepbrothers; **MY Rights** and **Ima Whiner**.

Not many attended her funeral because so few realised she was gone.

If you remember her, pass this on; if not, join the majority and do **nothing**.



the Eneser news the professionals use

What's in a stain?

Stain resistance of paints is a pretty hot topic these days and one in which it is very easy to pick up misleading information. Stain resistance is governed by two basic characteristics of the film - its physical nature and its chemical nature.

It doesn't take a rocket scientist to realise that a rougher, flatter, more porous surface stains more easily than a smooth, glossy, impervious surface even if the surface is made of exactly the same material. Imagine a concrete pad, the sides of which have come off wooden boxing and the top of which has been power-floated. Rocket scientists aside, it's easy to see that the top of the slab will be much easier to keep clean than the sides. The same theory applies to gloss and flat paints.

There are a vast range of potential staining materials with an equally wide range of chemical make up, which means that what works for one may not work for another. How the stains interact with a paint surface depends very much on the polymers or binders used to formulate the paint. Some polymers excel in repelling oily stains while others are good at repelling waterborne stains; some will be better against acidic materials, others against alkaline stains and so on.

Just to make things even trickier, even within what appear to be similar staining agents, there may be significant differences in how they react with paint surfaces. Take, for example red wine, cochineal (food colouring) and beetroot juice. Although they are all waterborne red liquids, they can each behave very differently as stainers for paint.

Confused? We're not surprised! Because the impact of the different stains varies greatly depending on the specific type of stain and the substrate, there is a great opportunity to be selective with the stain media chosen to make any specific paint appear to be better than it really is.

At Resene, our market research showed that the **most common and persistent stains** occurring on paint films were black heel marking and fingermarking around light switches, door knobs etc. Fingermarking,

in particular, is tricky as it is a mixture of grime and sebum; the natural oil we all produce in our skins. Sebum has the ability to soften many paints and carry the grime into the paint film. We concentrated our efforts in this area. Naturally, building in resistance to these two nasty aggressors provides protection against quite a wide range of other stains, both oily and waterborne. However, we are sure that some exotic stain could be found to beat our defences and preclude a genuine claim of total stain resistance.

So what it all boils down to is quite simple really. One seldom sees beetroot being eaten let alone dripping off a wall, so chances are you won't have to get this one off your paint film anytime in the next decade. The stains you are most likely to have to deal with on paint films are heel marks and fingermarks and if you want to get these off you're best to opt for something formulated to deal with grime and sebum and banish the stain, and for this Resene Zylone SpaceCote is the one our customers select most often for the best stain resistance.

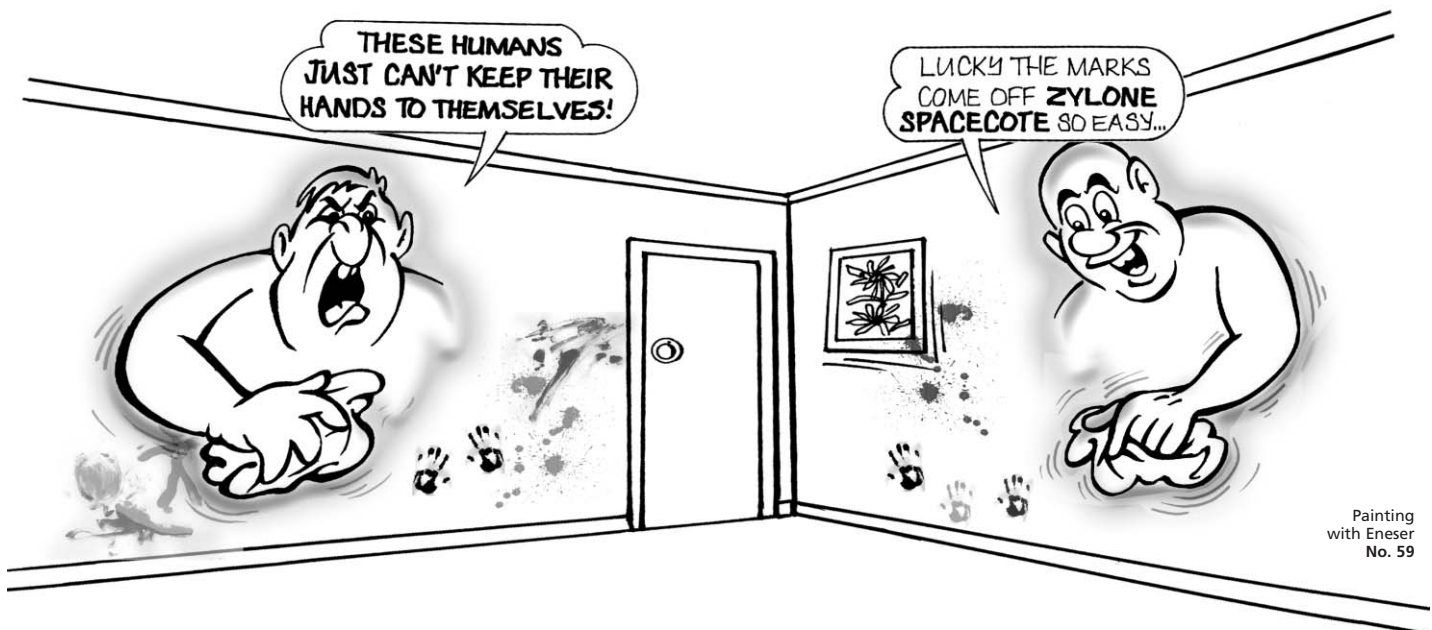
His words not ours

The new Resene rep in Sydney is finding business revving up with customers buzzing at the results they are getting with Resene. One such professional painter traditionally dedicated to a competitive brand and new to using Resene, grabbed himself 60 litres of Resene to get him out of a dilemma he was in. His comments back to the Resene rep? "This is the best s*** I've ever used"!

More news next month!



Eneser Bucket, Editor.



Painting with Eneser No. 59