

Resene

Registered at the P.O.H.Q. Wellington as a newspaper

Resene Paints
Stipplecote
Products
Mason
Handprints

A Capital Covering

Towering over Wellington city, the 31-storey Williams Building is the tallest in the land. And — remarkable in a building of this size — the exterior was painted completely by brush.

Masonry Filler, the only product of its kind on the market, was originally selected to decorate and waterproof the building. And although it is a specialist coating, it was able to be brushed on, thus saving some thousands of dollars in scaffolding.

Williams' staff architect visited Resene's plant in Lower Hutt, where an original colour was mixed and chosen on the spot. (The colour has proved so popular that several other builders in Wellington have since requested it.)

The Williams Building contains a two-floor shopping complex, decorated throughout in a wide range of Resene Supergloss colours. The building also features Resene's Colorwood interior stain.

Atop the building and looking out across the harbour is the exclusive Summit restaurant, wallpapered throughout with Mason papers, selected by Williams and printed exclusively to their colourway.



Above: The 31-storey Williams building, which dominates downtown Wellington. Below: The Summit Restaurant, decorated throughout with Mason papers, provides a superb view over the inner city and harbour.



23 Marion Street: a showroom with a difference



At 23 Marion Street in the centre of Wellington stands an 85-year-old wooden house, typical of many of the houses of that era. Within, it has been completely restored, with a classic kauri staircase, elegantly plastered ceilings, and an old-style fireplace.

The house was renovated by Resene so that the company's paints, wallpapers, woodstains and other products, might be shown in a truly natural habitat. What is on the walls is what is sold: a dramatic range of Mason foil wallpapers, Resene paints to contrast in myriad ways, colorwood and woodstains which amply demonstrate how old wood surfaces can be restored and how new furniture and exposed beam woodwork can be greatly enhanced.

The consumer now has the opportunity to see how wall coatings can be co-ordinated to the very best effect, and he can get on-the-spot advice on planning colour schemes, on application and restoration to new and old woodwork, on coordinating paints and wallpapers.

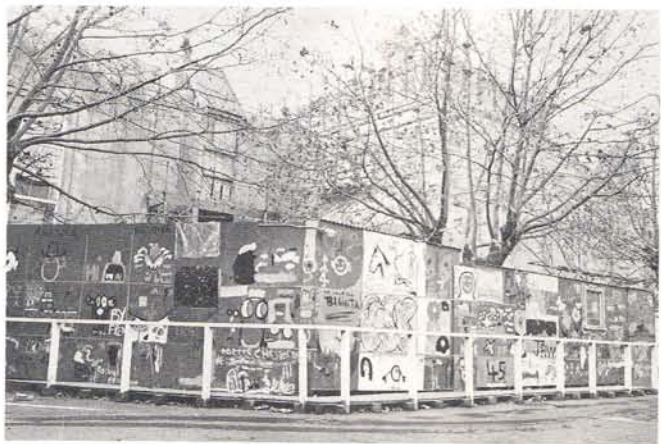
23 Marion Street is also designed as an architectural showroom, where architects can see the latest wallpaper patterns and find out about paint finishes.

There is also a machine on the premises to tint paint as required.

The new venture opened to the public in July, and the response has been even greater than anticipated.

STAMINA PLUS

Dunedin rep Brian Burtenshaw has found himself pretty busy over the past few months, but there is no doubt that he has the stamina to see the job out. In June he made his debut for the Otago representative team against the New Zealand Maori side . . . and scored in the last minute of the game. Otago won, 24-9.



Project Century

Here's proof that Resene paints are just as easily applied by the young generation. Earlier this year, Project Century, a \$200,000 fund-raising programme, got underway in Napier. To mark the opening of the new art gallery — part of the project — Resene donated paint for a children's mural painting competition. The builder's fence around the gallery was divided into squares, one for each entrant, and if the results lack the finesse of a Peter McIntyre painting, the enthusiasm and effort were just as pronounced.

Fast-drying undercoat has a wide application

Undercoats have traditionally had an important role to play in any paint system. Their duties are threefold; to completely cover the primer (generally coloured) over which they are applied; to fill minor imperfections in the substrate; and to provide a satisfactory surface over which to apply the top coat.

It is necessary to build several properties into a successful undercoat: high hiding power, high film build, ease of sanding, and a "toothy" but non-porous surface. Along with these characteristics of primary importance go the secondary characteristics: ease of application, levelling, sag-resistance, and adequate drying time.

The term "adequate drying time" is deliberately rather vague, as "adequate" depends entirely on the end use of the product, and the method of application. Painting a house by brush requires three days' work per coat; a drying time of two days could be termed more than adequate (provided of course the paint is not subject to damage by dirt or rain). However, factory-produced articles may have a drying schedule of only one hour.

Airless spray guns have reduced considerably the time required to cover a given surface with paint; consequently the demand is for faster drying undercoats that will match this increased speed of application.

Resene laboratories have developed an undercoat which possesses all of the necessary characteristics and with a time schedule to suit the most time-sensitive application. Within 30 minutes it is dry enough to handle and it can be re-coated after 60 minutes. The new undercoat has high quality spray characteristics; unparalleled hiding power; and excellent anti-sag and sanding properties.

It is based on a full urethane resin. In order to achieve the drying characteristics, the standard mineral turps type of thinner has been replaced by a more volatile, aromatic solvent. The solvent is still in the Class 3B

content, but it is recommended that solvent masks be worn when spraying. The pigmentation is free from lead pigments. (The new undercoat is not recommended for exterior use or for use over old latex paints.)

It is envisaged that the new undercoat will be used, with airless spray application, on all new interior work where conventional undercoats would have previously been used (wall boards, particle boards, and joinery); and on all interior enamel repaints (bathrooms, laundries, and kitchens).

Strong interest has already been shown in the new product by some segments of the pre-finished wallboard industry.

PARNELL 'PERIOD' PIECE

The ANZ Bank's new premises in the Auckland suburb of Parnell have been ingeniously designed to blend in with the Victorian character of the area. A corrugated iron verandah and turned brass railings are features of this new building, while the panelled mahogany interior is admirably complemented by Mason handprinted wallpaper in a traditional small Tosca pattern of bright red and gold. On opening day, the staff, attired in Victorian dress, aptly set the mood for this modern-day "period" piece.



Thirty-one years on... principle is still the same

For all that modern technology has contributed to manufacturing, success in business is still founded on people — people motivated by a common cause, from the top of the managerial tree to the factory floor. This, in short, is the reason for the remarkable growth in sales achieved in recent years by Resene Paints.

“A small staff, highly motivated and with the flexibility to adapt to market needs,” says managing director Tony Nightingale. And he should know. At age 37 he has been with the company for more than 20 years, and in that time has done virtually every job, from storeman upward.

Not that Resene doesn't rely heavily on technology. The fierce competition of the paint business dictates that any manufacturer must devote much to research and development merely to stay abreast of competitors. And at Resene, research has meant much more than maintaining parity; it has directly been responsible for several notable New Zealand firsts, including the development of latex paints, wallpaper varnishes and concrete block sealers.

This is a far cry from the company's origins. In the latter war years Ted (W. E.) Nightingale, a Hawke's Bay master builder, was drafted to Wellington under the War Regulations to build a large camp at Naenae for the American troops, then a munitions factory at the Ford Motor Company. A noted expert on concrete, who had lectured throughout the country on the subject, he had for some time been concerned about the lack of a good paint to cover concrete. On completing the munitions factory he was able to concentrate on the problem and eventually developed a cement-based formula, which he named Stipplecote.

The initial manufacturing was hardly on a grand scale: a garage in Eastbourne and an old concrete mixer! But sales were acceptable and the company was off on a sound footing. Indeed, Stipplecote has been so successful that it is still highly in demand three decades later, especially in the South Island, where there are still many stucco houses.

Shortly after forming the company, Ted Nightingale moved to a factory in Wellington's Tinakori Road, premises which were previously an old stable. There was a short-lived attempt at diversifying, into detergents, then came the major breakthrough — the development of latex paints, subsequently marketed under the Resene brand name.

But, surprisingly, public acceptance of latex paint was almost nil. People would not believe that any paint which allowed one to wash the brush in water after painting, would stay on when the rain fell. It took an extensive campaign of in-store demonstrations to prove the point.

Ted Nightingale: “The major paint companies were very sceptical about the future of latex paints — and



Top: Ted Nightingale, founder of the company. Left Tony Nightingale, the present managing director.

they said so. But they were soon on the bandwagon when latex paints really started to sell.”

The pioneering of latex paints had solidly established Resene, and in 1952 the company again moved premises, this time to Kaiwharawhara. At this time, the staff was augmented by Don Hayward, one of the 1952 touring British Lions team, who liked the country, liked the company, and decided to stay.

Still the growth continued, and Tony Nightingale recalls that one of the major problems was ever-decreasing space as production strived to match the influx of orders. The problem was compounded when a major fire demolished the raw materials store.

The old dangerous goods store in the Ngaio Gorge was leased, easing much of the trouble, but this too was not without setbacks. An unusual flood, when the Kaiwharawhara Stream rose some 15 feet, saw empty paint tins floating gaily out into Wellington Harbour.

In 1965 Resene Paints (Fiji) Ltd was formed, with then factory manager Des Gibb moving to Suva to control the operation. The following year the New Zealand company shifted to the present premises at Seaview. Today, there are seven branches throughout the country, a depot, two plants at Seaview, and four more branches planned. Continued growth has also forced Resene to negotiate for larger premises at



...emphasis
on research

Research at Resene has been directly responsible for many notable firsts in the New Zealand paint industry, perhaps the best-known being the development of latex paints. Here, Resene's chief chemist, Colin Gooch, is at work in the Seaview laboratory.

but the



the old...

The old premises in Tinakori Road were once a stable.

Seaview — growth reflected by the quadrupling of the sales force over the past five years.

The company now employs more than 80 people, a surprisingly high percentage of whom have been with the group for many years — mute testimony to Tony Nightingale's comments on the importance of people.

Ted Nightingale, now retired but serving as chairman of directors, once described himself as a "pepper and salt" man. With no great technical knowledge initially — but a certain flair for recognising it in others, and adapting it to market needs — he worked very much by rule of thumb in the early days: a dash here, a dash there, until the mixture was right. Tony has inherited many of the father's characteristics, but has one singular quality of his own. He detests loose ends. Satisfaction is a job conceived, and taken to fruition. More specifically: "I like building houses (he has built two) and laying lawns. I hate painting houses and mowing lawns."

For him the company is his way of life, a "love

affair". From the age of six when he first came to the factory in his school holidays, it has been his almost total involvement. Initially, he was attracted by production, but nowadays "I'm where I'm needed most."

Where Ted Nightingale was the practical innovator, Tony is more the entrepreneur. This is reflected in several recent diversifications, including the establishment of Simanic Agencies, to market kitset anodised aluminium picture frames, and the development of Mason Handprints, the first company in New Zealand to manufacture silkscreened wallpapers.

And the key to this rapid and successful growth? It's embodied in the company philosophy: "to ensure that people are adequately rewarded as the company grows and diversifies".

...and the new

A far cry from the company's origins ... but already, today's modern premises at Seaview are too small and more space is being negotiated for.





Wendy Denny and Joy Bull silk-screening the popular Tosca pattern at Mason's Stokes Valley factory.

Mason introduces foil wallpapers

Every year miles of wallpaper are sold in New Zealand, produced in such vast quantities off sophisticated, high-speed printing presses. A decade ago, Bill Mason, working with his wife Maureen from their large old Carterton homestead, introduced an exclusiveness to the market — handprinted wallpapers.

Trading as Mason Fabrics, Bill Mason soon ran into a problem. His stylish, vital designs attracted so much attention that demand rapidly exceeded supply.

In April 1974 the problem was resolved. Stipplecote Products took over and renamed the firm Mason Handprints Ltd, retaining Bill Mason's services as designer. Production was transferred to a new factory in Stokes Valley, where the Mason techniques were employed, thus enabling the same high-quality wallpapers to be produced on a much larger scale and to be marketed on a wider basis. So successful has the venture been, that today Mason Handprints are also being sold in Sydney and Melbourne, with other export markets currently being negotiated.

The attraction of Mason papers is their fresh and striking designs, enhanced by subtlety of colour.

Geometric and abstract patterns, stylised flowers, and variations on traditional classic designs — all have a distinctiveness that makes them so much in demand. They are found not only in private homes, but in several leading restaurants and hotels, commercial buildings, Ministerial office suites, and the Speaker's apartments at Parliament Buildings — mute testimony to their versatility.

Now, Mason Handprints have introduced to New Zealand a completely new, and strikingly different, concept — foil wallpapers. Selling for about half the price of imported foil papers, the new range is strongly geometric in design, matching the dynamic showiness of the foil. Initial sales suggest that foil wallpapers will become equally as much in demand as they currently are in the United States and Australia. And shortly a new range is to be released. Named "Wings", it retains the traditional and geometric designs, and is based on a 27-inch paper width.

Foil papers aside, the range of Mason patterns has been built up to 24, produced in approximately 150 colourways, and in the standard 20½ inch width.

SIMANIC FRAMES FIND FAVOUR

When Resene managing director Tony Nightingale was recently overseas he was able to fulfil a long-standing ambition to visit many of the world's major art galleries. And in many of these galleries he found a new method of framing paintings . . . a method which could revolutionise picture framing in New Zealand.

Now, under the brandname of Simanic, polished, anodised aluminium frames are making a big impact with New Zealand art dealers. Gone is the need for expensive wooden framing. A Simanic set can be assem-

bled in just two minutes by the buyer, thus greatly reducing the cost.

Whereas wooden frames often tend to dominate a painting, aluminium frames are particularly unobtrusive, forming, rather, a "soft" border, and never detracting from the central art. Nor do they warp or tarnish.

The frames, which slot together, are available in a wide variety of sizes: from 20cm to 75cm, in 5cm multiples. They are manufactured and marketed by an associated company, Simanic Agencies Ltd.

Galvo-One: a breakthrough in priming

Galvanised steel has long been recognised as difficult to paint, because paint does not readily adhere to a new galvanised surface. In the past, special primers were developed to overcome this problem; the classic alternative method was to allow the surface to weather for up to a year until it had become etched and/or passivated. Latex roof paints, with their excellent adhesion to galvanised surfaces — both new and old — were rapidly adopted as the ideal answer.

Recent experiences with modern galvanised steel have shown that another parameter has had to be built into these paints; that of corrosion resistance. It has been found that, in anything but the most mild environment, modern galvanised steel which is left to weather for the traditional period can be irreparably damaged.

Four years ago the Resene team set themselves the

task of developing a primer for galvanised steel. Market research showed that the ideal product would: adhere well to both new and old galvanised steel; would protect the zinc by inhibiting the formation of basic zinc carbonate (white rust); would be a one-pot system not requiring mixing on site; would be free from lead-based pigments; would be applicable by all conventional methods; would have wide latitude in re-coating schedules and type of top-coats; and would be white.

As no primer which embraced all of these parameters was available, a new approach was obviously required. Initial screening indicated that the conditions required could be met with a combination of only one (new) pigment and one resin combination. Prototype primers were prepared and exposed over galvanised steel in a combination marine/ industrial area. They were overcoated with both solvent and water-based roof paints one day, three days, one week, two weeks, one month and three months after exposure.

The results were excellent, with no evidence of any loss of adhesion or of blistering. Further periods of testing followed, and the commercial product was released on to the market this year, under the name of Galvo-One. Its immediate acceptance by the trade confirms the results of the earlier market research.



Galvo-One being applied to a roof by Barry Morton of Neville J. Lucas Ltd, Wellington.

Advisory
service
for
Auckland
architects



Introducing . . . Steve Dykes, Resene's new architectural representative in the Auckland region. A one-time cricket and soccer rep in Hawke's Bay, Steve has 20 years' experience in the building and painting industry, and in his new capacity provides an advisory service to architects on all Resene coatings and Mason wallpapers.

Now a textured wall coating that's cheaper than wallpaper!

Textured coatings have increased considerably in popularity in recent years, but the big drawback has always been cost. The only way the coating could be applied was by qualified tradesmen using expensive equipment.

Now Textucote, a recent development by Resene, puts textured wall coatings well within the economic reach of the average person looking for something different with which to decorate the home.

Textucote, which was fully developed in New Zealand, is a heavy-bodied, acrylic water-based coating, which can easily be applied by the average home handyman. And because of the savings made in application, it costs less than wallpapering.

It can be applied to most surfaces, including concrete, block work, asbestos and brick; also Gib board, pinex, hardboard, chipboard and similar surfaces. And Textucote is particularly versatile: it can be used on a feature wall in any room, in a hallway or entrance foyer, to highlight a fireplace, or to completely decorate a room, or a ceiling. Textucote very effectively complements bright furnishings and drapes and makes an excellent background for feature paintings.

Ten different patterns are initially available, each "made" with a specially scalloped roller. Resene have released a detailed Textucote brochure, which explains simply how the patterns may be achieved. The brochure will be available in all leading paint and hardware stores.

Textucote comes in a traditional white, but it may be overpainted. In this form it can be used on exterior surfaces. And while it is designed for the home handyman, it is equally ideal for painting contractors.

Resene see the new product as a potentially big

seller. "The look is in," says sales manager David Allen. "People like textures, and with Textucote, they can highlight the dullest of rooms, at a comparatively small cost."

TEN TO CHOOSE FROM

Textucoat can be applied in 10 different finishes: 1. Black Forest (below); 2. Baylou; 3. Castel (bottom); 4. Normandic; 5. Scribe; 6. Espana (bottom left); 7. Roma; 8. Mediteranee; 9. Monaco; 10. Olympia.

