

Resene

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New Resene Colour and palette system revolutionises paint selection in N.Z.

An entirely new concept in colour selection was presented to architects, designers, and other specifiers last month.

"It's a knockout" declared architect Gordon Moller of Craig, Craig, Moller. "It is the best yet for specifiers — it is targeted right into the architect and designer market."

In fact, the new Resene Paints Total Colour Multi Finish System is the result of more than two years non-stop formulation by the management and staff of Resene.

The approach to the new colour card was so revolutionary that a new nomenclature also evolved.

"It was a new approach, quite different from anything that has appeared before," commented Resene managing director Tony Nightingale "we felt that the only way to define the new colours was with a new code." This new code which identifies hue and strength is unique to Resene and has been copyrighted by the company.

Much of the new nomenclature is drawn from Tony Nightingale's own environment of the Marlborough Sounds and the Kaitoke — Akatarawa district of the Hutt.

Thus, there is Kaitoke Green, Picton Blue, and Havelock Blue. Among the other shades of blue and Perano and Anakiwa.

"Resene" stresses Gordon Moller "is ahead of the market — it is producing the colour range that architects want."

This new approach braces the

existing Resene range and the British Standard colour ranges. It enhances and extends the colours and shades available to the colour specifiers.

Essentially it represents a modular presentation of hue types. The system is divided into 12 different hue types, each of which is referred to as a palette.

In its turn, each palette is given an identifying letter code as follows: —

BG	Bright Green
YG	Yellow Green
BY	Bright Yellow
OR	Orange
RO	Red Oxide
BR	Bright Red
V	Violet
B	Blue
GR	Grey
GO	Green Oxide
YO	Yellow Oxide
BO	Brown Oxide

Within each palette there are six different hues. Generally these hues are arranged on the palette in a logical colour sequence and these hues are identified by a coordinated grid. Like a map, specific hues are located on the palette through double digit vertical and horizontal coordinates. Significantly, all colours in a horizontal row have equal colour weight.

Meanwhile every hue has associated with it in a vertical column features another 7 colours, each based on the same colour components of the hue and all having equal greyness.

These are located through a single digit coordinate, indicating their position in the column.

It all adds up to 600 specified colours — the most diverse, the most polychromatic, and the single most comprehensive display of palettes and their hues ever collected into a single colour card.

"It is going to take the rest of the paint industry around 10 years to catch up with Resene," asserts Graham Boucher of Athfield Architects. "Resene has simply left the others behind."

Adds Graham Boucher: "People are going to latch onto Tony's names, these new names are another good thing about this new chart."

A thoughtful Gordon Moller concludes: "Everyone who cares about colour must become aware of this new chart."

Tony Nightingale who personally headed the project team that developed the multi finish system comments that the main

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Athfield Architects Partner Graham Boucher and architect and interior design coordinator Ann Salmond study the new card.

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objective of the new presentation was to avoid the massive number of off whites and greys which, he points out, "dilute" almost all other approaches to colour presentation.

"It became increasingly evident to me," he comments "that a presentation filled with hues of similar aspect merely confuses the colour specifier.

"For years the standard British and New Zealand charts have served no other purpose than blur the distinct and separate identity of the hues.

"Looking back on it, I am amazed that our industry as a whole took so long to tackle this problem of colour confusion on the charts."

He comments: "My feeling is that at Resene we have moved colour selection opportunities for-

ward for both specifiers and users."

Concludes Technical Director

Colin Gooch: "The new chart pushes you toward the required hue."



Stuart Gardyne of Struction Group (centre) with Rob Ansell of the Ministry of Works were among the architects and specifiers who met Resene managing director Tony Nightingale at a series of fireside presentations of the new colour card.



The colours in Arthur Young's offices in the new Bank of New Zealand headquarters in Wellington were taken directly from the new Resene colour card. The graduations of hue in the offices of the international accountancy company have already been featured in a number of interior design magazines.

Test pot selection guarantee remains

Test pots remain unique to Resene.

These pots now apply to each of the colours that make up the new Total Colour Multi Finish System.

"There is no argument," comments architect Gordon Moller. "We only use Resene paints and

we have a rack of test pots in our office.

"We can demonstrate to our clients on the spot the precise colour they are getting?"

Meanwhile, Resene managing director Tony Nightingale confirmed that the Resene test pots would remain very much an in-

tegral part of Resene's continuing service to its customers.

"We are proud to be the only paint company in New Zealand that has taken the guesswork out of colour selection.

"Resene test pots guarantee that the colour you choose in the store is the colour that our customers want to apply in their own home."

New Formula Exterior Timber Coatings

The first truly durable transparent coating for timber which can be confidently expected to last up to five years in an 'average' exposure situation has just been announced by Resene Paints Ltd.

Until now, transparent exterior timber coatings have not performed particularly well for a number of reasons:

1. They cannot reflect heat, as any heat-reflecting pigments will reduce or eliminate the clarity of the coating.

2. The path through the coating for moisture is very short and unimpeded due to the absence of pigments.

3. A transparent coating designed to allow the unrestricted passage of visible light cannot entirely stop the passage of closely related (and damaging) ultraviolet light.

The problem has been to develop a coating flexible enough to move with the timber and thus resist cracking, to be UV. resistant in itself and also have the ability to screen the timber from the damaging rays by absorbing them.

Resene have achieved this breakthrough with their new Resene Forester Acrylic Timber Dressing which utilises all the latest concepts to produce a genuinely durable transparent dressing for timber. New technology incorporated to achieve:

1. A self-crosslinking acrylic dispersion to achieve maximum flexibility combined with water resistance. The crosslinking polymer also has excellent dirt resistance.

2. UV. screening of the timber is achieved with 'built in' polymeric U.V. absorbers, synergised with stable inorganic absorbers.

3. Fungal resistance is achieved by the use of recently developed fungicides which are substitutive to timber surfaces.

Resene Forester has been principally designed for use over timbers such as cedar and redwood where its inherently yellow cast is not distinguishable. It is technically very successful over pine also, if the yellow cast is acceptable — in fact it is no more than that which develops naturally within a few weeks with other transparent finishes.

Colin Gooch Vice President of Industry Association

The Technical director of Resene Paints, Colin Gooch has been elected Vice President of the Paint Manufacturers Association.

Mr Gooch has been with Resene since 1970 and was closely associated with the development of the company's new colour series.

John Henderson & Sons Ltd Auckland Area Manger Keith Collett right was the first customer at the new Resene Colour Shop in Manakau. It was opened in August. The manager is David Moddie and he is assisted in retail sales by Yvonne Kelly. The new Color Shop is located in Sharkey Street. The telephone number is 2779928.

Staff and their wives attended the Resene annual Sales Conference held in Picton on the 19th to 22nd April this year. While their spouses toured the scenic area, staff heard a number of specialists including Les Allan senior lecturer in business administration at Victoria University.

Palette layout simplifies selection

The Resene Total Colour System consists of seven organic-style palettes displaying crisp colours which can be arranged into the Resene colour disc.

Harmonising colours are found on the same or adjacent palettes while complementary colours are directly across the disc.

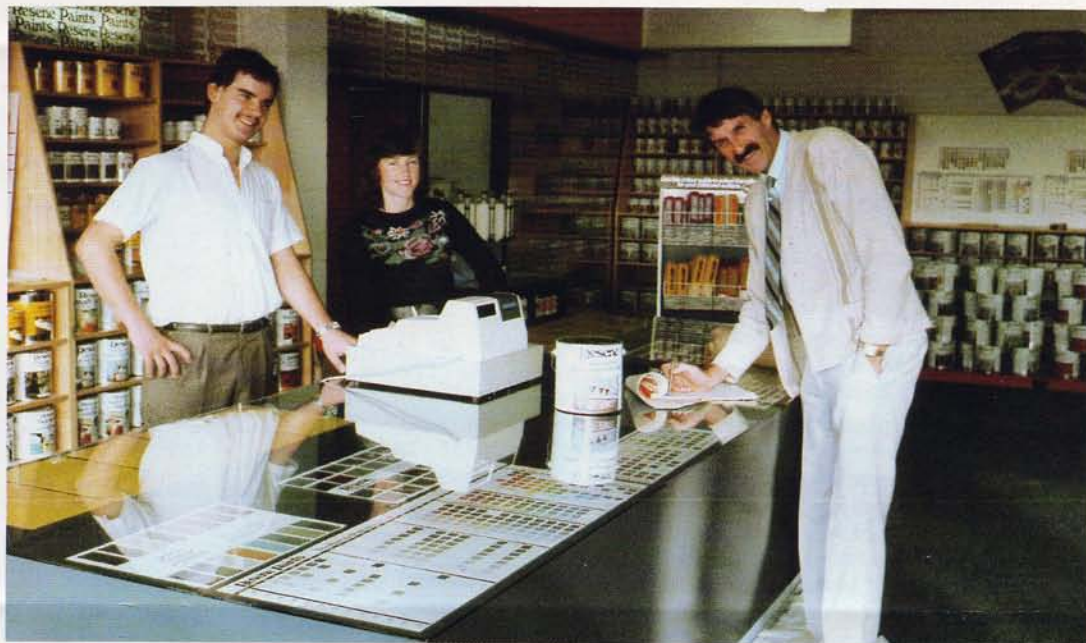
Then there are the four earth palettes based on oxide colours and these are custom-designed for New Zealand's own landscape complexions.

Interestingly, the final palette is composed of fashion greys using the full range of hues from the other palettes to provide yellow

tones, red tones, violet tones and many other blends.

The matching of a sample colour in the Resene total colour system is simplified through the layout of the palette.

Most colours can be identified in seconds after selecting the hue type. Because of the sequential configuration of the palette layout, it is possible to double the number of colours to choose from.



Literary Award Winner Too!

Resene Paints Ltd shared the overall winner award and won two other awards in the 1984 Trade and Technical Literature Competition sponsored jointly by the N.Z. Institute of Architects, the Building Research Association of New Zealand and the Ministry of Works and Development.

Objects of the competition are to promote the production of concise and informative literature for the building industry, to encourage an awareness of the use and needs of trade literature in the decision making and building phases of construction and to encourage the preparation of trade literature in conformity with AS 1388 — 1974 "Recommendations for Trade and Technical Literature for the Building Industry".

There were 126 entries representing 55 manufacturers in four categories and Resene Paints Ltd won a special merit award for their BSS 5252 paint chip book, won class B2 for catalogues with their Architectural Manual and were joint overall winner for the whole competition.

The awards were presented at a function at the Auckland Sheraton last October during which an address was made by Doug Walker, Director of the New Zealand Industrial Design Council.

The assessors commended the award winners on producing professional documents which were well written and concise without extravagant claims, accurate, well laid out, clearly illustrated and with clearly presented data.

Eleven previous competitions have been held and it is intended that these competitions shall continue to be held every two years.

Ray Landrebe winning the lucky number prize at the Timaru demonstration.

From left to right; Geoff Nichol (H.M. Fogarty Ltd) Herb McQuilken (Manager Resene Paints Ltd Timaru) Ray Landrebe (Painting Contractor)

Resene managing director Tony Nightingale receives the award from Doug Walker.



Volumair

Resene Paints Limited, are now the master trade distributors for Volumair spraying equipment in New Zealand.

H.M. Fogarty Ltd are the sole importers in New Zealand.

Volumair equipment is manufactured in France.

Resene Paints Limited have been holding trade demonstrations throughout New Zealand in association with H.M. Fogarty.

At each demonstration, a lucky number draw took place, with the winner receiving a Volumair TI spray gun.



The Prime Minister David Lange opened the new New Zealand High Commission Chancery in Tonga. Resene paints were used exclusively on the whole building. The paint was specially mixed for the project and also contained special anti fungal treatment.