

Resene

Summer 1987

HEAD OFFICE AND FACTORY, GOUGH ST, PETONE, NEW ZEALAND, PHONE 684-319

Volume 2, No. 6



An exuberant moment during the opening of the new Resene Color Shop in Upper Hutt. Upper Hutt Mayor Rex Kirton with the Resene Clowns. From left top row, Guy Pottinger, Hamish Lowry, Rex Kirton, Belinda Twist. Bottom row Penny Stroud, Jane Manthel.

Color Shop Opens in Upper Hutt

Resene's new Color Shop opened in a blaze of colour in Upper Hutt at the end of 1986. Officiating at the gala opening was Upper Hutt Mayor Rex Kirton and the Resene Clowns ensemble.

Resene's investment in the heart of the Upper Hutt retail centre was applauded by Mayor Kirton. Resene Marketing Manager John Low noted that Resene Paints had now achieved complete coverage in Greater

Wellington with no less than four Color Shops in the urban area.

The new Upper Hutt Color Shop features an extended bright and airy retail area for the total selection of Resene products along with a comprehensive collection of wallpapers.

It also features a bulk store and loading bay for the benefit of the many Resene bulk users in the area. The shop in Logan Street is close to extensive parking for the benefit of trade and domestic users.



Upper Hutt Color Shop Manager Andrew Brown with leading Upper Hutt painting contractor Arthur Gibbs, a major client of the new shop

More photographs next page.



More scenes from the Upper Hutt opening.



Resene used Exclusively in James Cook project

Wellington's James Cook Hotel is under extensive interior renovation. Resene products are being used exclusively in the renovation which includes 192 rooms of the international hotel.

Resene's Lusta-Glo, a durable satin finish is being applied to the woodwork, and Resene's Lumber-Sider is being applied to the ceiling and walls.

Resene's Lusta-Glo is being applied to Anaglypta Wallpaper which in turn is applied to the walls of the guest rooms.

The design consultant for the project Sue Toogood of Windsor Castle Interior Design commented that these Resene products projected and enhanced the

colour of the rooms. "Everyone is most impressed," she said.

Sue Toogood said that Resene products had been selected for the capital city's biggest renovation in years because of their "superior colour effects," and because the Resene Total Colour system vastly facilitated the selection of colours.

At the same time, she noted, the unique Resene Test Pot system had allowed extensive practical colour testing prior to the eventual selection. The current renovation is the first since the James Cook Hotel, Wellington's first international style hotel, was opened 15 years ago.

The important requirement,

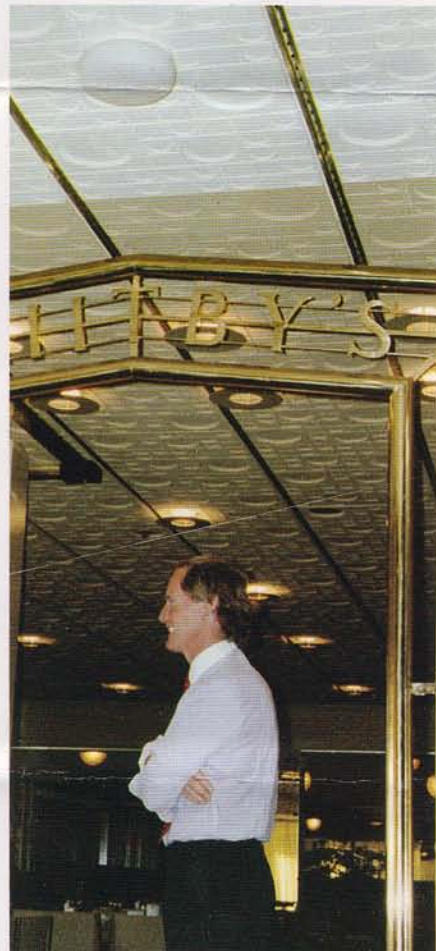
noted Ms Toogood, was to apply a paint which delivered the colour properties and at the same time would last for many years.

She notes that the selection of the colour scheme began with the walls and then the furniture colour was in turn matched with the surrounding surfaces.

Painting contractor Fred Henry, the exclusive contractor, noted that the application of the Lumber-Sider the Anaglypta wallpaper "showed up both products to the best effect." Mr Henry's company commenced the James Cook renovation contract in April last year and the job is scheduled for completion in April of this year.



Resene representative Roger Swannell, contractor Fred Henry and design consultant Sue Toogood in one of the refurbished James Cook guest rooms.



Resene representative Roger Swannell, at the James Cook.

Total Colour Fan Here



The new Total Colour System fan has been released. The fan is an extension of the huge single-sheet Total Colour Multi Finish System. The fan is designed for side-by-side colour comparisons.

The 10 inch by 1½ inch fan is also designed for convenient handling. It can be easily carried in an inside pocket.

The fan features all Resene's 516 colours which are divided into 12 groups. For simple selec-

tion, the coding of each strip of the fan is worked in vertical rows of eight colour tablets graduated top to bottom in order of strength of shading.

The release of the new Total Colour System Fan further en-

The new Total Colour Fan.

hances Resene's palette selection technique approach.

Russell Phillips New Christchurch Manager



Russell Phillips (centre) with Colleen Ellison retail assistant and Herb McQuilken, retail manager.

Russell Phillips has been appointed Christchurch Manager of Resene Paints. He joins Resene after almost 17 years continuous involvement with the surface coatings industry in the South Island. His work in this area has brought Russell into involvement with almost every facet of the industry over this period.

In Christchurch, Russell is well known in soccer and cricketing circles as player, coach, and administrator. He is on the committee of the Cashmere Wanderers and Riccarton Soccer AFC.

He is also part time musician, and is prominent in Christchurch Theatre Workshop.

Guy Hammond Retires



Guy Hammond farewelled.

Guy Hammond, Resene's Credit Manager for the past seven years has retired. At the retirement farewell party for Guy, Resene Managing Director Tony Nightingale spoke of his "tremendous contribution" to the company's "cash flow". He also spoke of Guy's good humour and tact in extracting what was due to Resene.

English-born Mr Hammond, an industrial scientist by train-

ing, came to New Zealand via factory management assignments in India where he established that nation's first ink factory, and New Zealand where he also established and ran the first television tube factory.

He retired for the first time in 1975, then joined NZ Motor Corporation as Administrator, before retiring again, and then promptly signing on with Resene Paints.

Why Resene Backs The Professionals

By John Low - Marketing Manager, Resene Paints Ltd.

Increasingly at Resene Paints we are asked this single question. "Why do you pitch your marketing effort at the professional user? Surely, the do-it-yourselfer and domestic users should be the people to get your message?"

Our concern has always been, and remains to manufacture our paint to professional standards and this means directing our message through the professional user.

Our fortunes are closely tied in with the ability of qualified painters to retain and even enhance their professional standards. I think there is a tendency to overlook this fact. Namely, that the spearhead of our industry is the professional applicator.

As paint manufacturers we must do everything in our power to protect and enforce the status of the professional applicator. In the surface coatings industry, this applies to all of us both manufacturer and applicator, we must do everything in our power to reinforce public confidence in our work.

The single most important thing we can do to maintain and enhance this confidence is to project the image of painters as professionals in our product strategies e.g. RESENE "The Paint the Professionals Use".

The Trade Painter today as in the past is very much a craftsman, following a rigorous four year apprenticeship under closely supervised conditions. I think that we must all be on our guard to avoid conveying to the general public, our end-user, the impression that anyone can not only become a painter, but also possess professional capability. All on a summery afternoon alongside the swimming pool without a sheet of sandpaper in sight.

The Tradesmen I have met have little time for such leisure and have the added responsibility in today's environment of requiring to be an astute businessman.

We can see the danger of this approach when we compare it, for example with textile manufacturers urging the public to stitch together their own business suits, or manufacturers of



Marketing Manager John Low.

dental equipment urging families to look after their own teeth.

My own impression is that manufacturers and applicators have a vested interest in highlighting the specialisation and degree of training involved in becoming a Master Painter.

At Resene we are working hard on this broad gauge strategy by underlining the close relationship between what we are doing as manufacturers with the objectives of the architectural profession.

A point that is often overlooked is the way in which architects are increasingly being turned to for advice when it comes to paint specification. More than ever, the public, the paint buyers, are turning to qua-

lified people for guidance, advice and action.

At Resene, we want to involve professional painters much more in the industry as a whole: at the research stage building up to the production of new paints, in the marketing of these paints, and with the architectural profession in the specifying stage.

This is in all our interests. Even the finest paints are ultimately only as good as the applicator. A pursuit of excellence in application is as important as the design, development and manufacture stage.

These are the reasons why the Resene approach is so strongly pivoted on the talents and qualifications of the professional applicator.

Shakespearean Performance

Auckland's Shakespeare Hotel is one of the Queen City's most famous landmarks, and it is a landmark that has sprung to even greater prominence as a result of the application of Resene products.

This historic hotel has been completely coated with Resene products.

The exterior was waterblasted prior to the application of the coating system. Comprehensive resurfacing was also required as areas of the concrete fascia had deteriorated to the point at which substantial repair work was required.

Problem areas were also coated with Resene Sureseal which bound up the cement surfaces prior to the application of Resene Hi-Glo gloss acrylic.

Three coats of Resene Hi-Glo were applied by the painting contractor Greenfield Multi-finishers of Auckland.

The Shakespeare Hotel has become additionally celebrated because it became the first hotel in New Zealand for many years to install its own brewing system which produces a selection of lagers and ales for patrons.



From left, Resene Auckland representative Frank Watson with Auckland Manager John Chambers, and Shakespeare Hotel Mine Host Peter Barraclough..