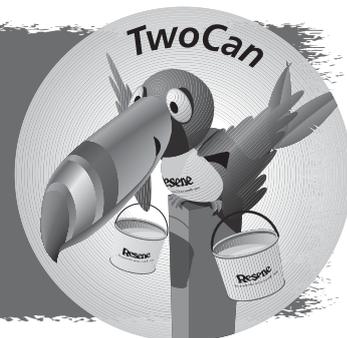


“ Given that we’re now in the heart of winter, we’ve retreated indoors with this issue of TradeLines. We’ve had a few queries about those pesky white marks you sometimes get on bathroom walls, so first up we have some info on surfactant leaching so you can educate your clients upfront what to expect so they can look after their new paint finish with confidence... ”



Wet wise!

If you’re using a waterborne enamel in a bathroom then you may have seen some odd streaks on the wall after the paint has cured. Never fear, these are perfectly normal.

Waterborne interior products in particular are vulnerable to surfactant leaching, where some areas of the paint surface appear to be covered in white streaks, giving a watermark effect. Surfactant leaching only affects the appearance of the paint finish, not its durability. It cannot be accurately predicted or prevented but tends to occur when moisture settles on a film, such as in a steamy room like a bathroom when there is moisture in the air on a cold and wet day or in humid conditions. Colours with higher levels of tinter are most prone to surfactant leaching.

Surfactant leaching is caused by water sitting on freshly applied waterborne paints. Water softens the fresh paint and draws out water soluble surfactants. As water dries off these are deposited on the surface. These deposits are easily removed early on by simply cleaning the surface following the interior paintwork cleaning instructions. The problem may occur once or twice again before all leachable material is completely removed. If left, the deposits can etch the surface and leave a permanent mark. This should diminish over a few months and is only of cosmetic concern.

Surfactant leaching is usually associated with marginal painting conditions. Tinted paints are more prone to surfactant leaching than are white paints because of the ingredients that are present in tinters. To prevent surfactant leaching, it is best to avoid application in the late afternoon if cool, damp conditions are expected in the evening or overnight. Ensure adequate ventilation is maintained during the drying period. If surfactant leaching does occur, advise clients they should clean the surface as soon as possible to avoid permanent marking following the instructions in the **Resene Caring for your paint finish brochure** – free from Resene ColorShops and Resellers or view on our website www.resene.com/caringforpaint.htm.

Keep your paint finish looking its best!

Enjoy your freshly painted bathroom

Your bathroom is finished with a Resene waterborne enamel. Steam and condensation can cause surfactants in a new paint film to come to the surface as shiny streaks. This does not harm the paint.

To ensure your bathroom/ensuite paint finish keeps looking its best:

- For the first 5–7 showers wipe steam moisture from walls using a lint free cloth immediately after showering. This will prevent the moisture on your freshly painted walls bringing surfactants to the surface.
- If any marks appear use **Resene Interior Paintwork Cleaner**, following the instructions in the Resene Caring for your paint finish brochure.

Resene

the paint the professionals use
www.resene.com.au www.resene.co.nz

Remember to also grab yourself some of the bathroom mirror labels so you can use them whenever you’re painting wet areas. The idea is to affix the sticker to the mirror in the bathroom freshly painted in Resene waterborne enamels and leave a copy of the **Resene Caring for your paint finish** with the customer so they know how to look after their new paint finish, reducing the need for call backs and the like.

The bathroom labels can be ordered free from Resene ColorShops or online from our website – you’ll find them in the Painter section or www.resene.com/paintdec/tradeorders.htm.

What goes around comes around... in pails

You use the paint in the pail but what do you do with the pail? Clean it out and use it as a bucket – great idea, but there's probably only so many clean buckets that you actually have a use for. Dump it in a rubbish skip? Gets rid of the pail but just offloads the problem to the landfill.

Resene has been searching for many years for options to recycle pails more effectively, and we've finally cracked it thanks to the efforts of VIP Packaging, our pail supplier. Resene pails are now going full circle... Resene paint pails returned to the **Resene PaintWise recycling programme** are being recycled into Resene paint pails. In what is believed to be a world first, the recycled pails are made from 100% recycled post consumer waste.

Recycling pails is much trickier than it sounds. Getting the paint out of the pail and the pail clean enough to recycle requires quite a process. To recycle the Resene paint pails, our pail supplier VIP Packaging has worked with their processing partners to develop a completely new wash and processing system custom built for recycling paint pails in Auckland.

Of course, the recycling process only works when we get enough used pails coming back. So next time you finish applying the contents of a Resene paint pail make sure you bring it back to one of the **Resene PaintWise** collection centres so we can recycle it for you.



Matching up

Greg of *In Harmony* tells us this true story...

"A few years ago I was working on a building site in my landscaper capacity when the client turned up and was talking very angrily with the main contractor.

The freshly painted colour on his new house was wrong. He insisted the colour he had chosen was definitely not what was on the walls and he wanted it redone. The builder reluctantly agreed to get the painter back to put things right. It would be done while the client was on holiday overseas for the next fortnight.

I was on site again two and a half weeks later when the client arrived back from his holiday. He was very happy, said that the colour was perfect and thanked the builder for sorting it out. As he happily walked away the builder told me the colour had not been changed because the painters hadn't been back as he had forgotten to contact them."



Repair to repaint

With the devastating damage caused in the Christchurch earthquakes, Resene has fielded many calls about how to repair and repaint damaged buildings.

To make this information easily accessible to everyone who needs it, the **Resene Paint systems for earthquake affected buildings** booklet is available as a pdf from the Resene website, or if you're in Christchurch

pick up a booklet copy from your local Resene ColorShop or representative. See www.resene.com/aftertheearthquake for the online version.

And to help you get the paint on the wall and looking its best, we have handy how to videos available for viewing online at www.resene.com/videos.htm and application techniques videos on our Youtube channel – ReseneTrade.

Enhance it

You can make your timber projects look even better with new **Resene Colorwood Enhance**. Traditionally when you wanted to colour interior timber, you've chosen a **Resene Waterborne Colorwood** stain colour as the first coat and then applied clears over the top.

Now new **Resene Colorwood Enhance** can be added to waterborne clear finishes, such as **Resene Qristal ClearFloor 1K** and **Resene Aquaclear**, mixed, and then applied as part of that product. So you can either apply your **Resene Waterborne Colorwood** stain colour first then use **Resene Colorwood Enhance** in the topcoat clear to add an extra level of shading, or you can leave out the **Resene Waterborne Colorwood** coat and just shade the floor timber colour with **Resene Colorwood Enhance** mixed into the clear finish. Make sure you brush apply the **Resene Colorwood Enhance** coat as cutting in and then rolling will cause lapmarks.

Resene Colorwood Enhance is ideal for rejuvenating old polyurethaned timber without the need to strip aged coatings, staining the timber and reapplying a clear finish.

If you are planning to finish a large area, always mix sufficient product for the entire area. This will help to ensure uniformity of colour across the whole area. Make sure you use a consistent brush application method across the area to ensure the colour is consistent.

Resene Colorwood Enhance is designed to be added to Resene waterborne clears only. It only takes one pack (50ml) of **Resene Colorwood Enhance** to shade 1L of clear finish. If less shading is required, you can add a smaller amount of **Resene Colorwood Enhance**.

Available from Resene ColorShops and Resellers.



That's all for now –
catch ya next month!

TwoCan, Editor.

