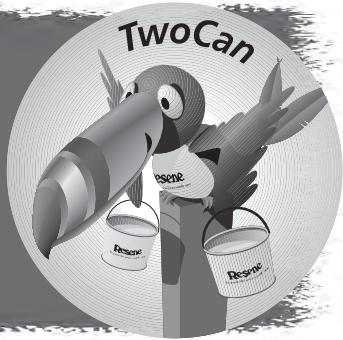


Issue 9 - 2012

“ It's nearly three quarters of the way through the year and heading into the warmer weather and the 'must get done before Xmas' deadlines that your clients will start setting and that will become more and more impossible to achieve. To help get them motivated and inspired to decorate, we have a new **The Range fashion colour collection** for them to choose from with the latest colour trends, and a quick look at how you can keep your customers happy... ”



Up top option

Ceilings are one of the most underrated areas of many projects – after all they are generally white or off-white and most people don't give them a second glance. Still they make up a huge amount of an interior painting job and while a good job normally isn't noticed, a bad job certainly is.

Resene has a handy family of ceiling paint products but we decided there was room to add one more – **Resene Decorator Hi-Opacity Ceiling Paint** – which is pretty self explanatory given that it covers extremely well. Plus of course it's nice to apply, looks great when dry and is designed to be easier to touch up. It joins the existing Decorator Ceiling Paint range of **Resene Decorating Ceiling Flat** and **Resene Tintable Ceiling Flat**.

On the shelfline side of things we also have **Resene Ceiling Paint**, **Resene SpaceCote Flat** waterborne enamel, ideal for bathrooms



and wet areas, **Resene EarthSense Ceiling Paint**, which is focused on using renewable raw materials, **Resene Crown Ceiling Paint** and **Resene Broadwall 3 in 1**, which has multiple uses, including being a ceiling paint finish.

Plus to help deter flies you can get **Resene Fly Deterrent** added into your paint. Flies don't like the deterrent so once they land on the paint they'll buzz off a lot faster. The shorter the time they sit on the paint, the fewer and smaller the fly spots.

So all up there's a fair bit of choice depending on whether you prefer spray or roller, whether colour is critical or not, or whether you are on a tight budget. If you're not sure which one is right for your project, our staff can help you choose the one that suits best.

The latest trends

It's amazing how fast the years roll around, and yet here we are again with a new **The Range fashion colours fandeck**. The new fandeck focuses on the latest colour trends to 2014 and beyond.

Unlike the old days where the colour trends seem to chop and change each year, these days they seem to more gradually shift in one direction or the other, which means that colour schemes are often still modern and on trend well after they have been applied.

In the new **The Range fashion colours collection**, the hues head in three directions; the dusty timeless hues that provide a soft cocoon and remind of us of our heritage, the clean cool light hues that provide soothing relief and tranquillity in a fast world and the pops of bright colour that bring fun, excitement and energy.

Nature continues to influence with a palette that's infused with earthy, neutral tones – showing our growing appreciation for the earth and its resources. Wood tones are reflected in beiges and browns and offset by a soft golden metallic shimmer. Barely there and mid tone neutrals

hint of subtle undertones. Darker neutrals have greater colour depth and intensity.

Layering colours is becoming increasingly popular as a new way to add interest to a space. Rather than one paint colour in an area, imagine stripes, kitchen drawers each painted a different but complementary hue and brightly painted internal doors, each an infusion of unexpected uplifting colour. Expect to see flashes of striking colour where you might once have expected plain.

The new **The Range fashion colours collection** is coming into Resene ColorShops and Resellers this month so make yourself familiar with the new colour options so that you're up to the play when your clients start choosing their favourites from this new chart.



NEW!



Keep your customers happy

An international Consumer Reports rating gives some insights in the most common complaints customer have about their professional painter on exterior projects, so here they are with some tips on how to avoid them becoming a problem for your clients. Most of them come back to expectations – i.e. if you are clear from the outset about what the client can expect, the client will generally be happy. Most customer complaints are caused by the customer expecting something better than what they end up with.

- **Work took too long.** Be realistic about how long the job might take. Ask the client what specific deadlines they may have so you can ensure upfront you have time to complete the job prior. If you run into delays keep the client updated.
- **Bill beefs.** Often stems from a quote that is too vague so the client gets a bill and doesn't know what cost is for which part of the job. Make sure the invoice is clear and matches the quote. If the client asks for extra work, get it agreed in writing before you start and show that separately on the final invoice.

• **It didn't last.** Again manage expectations. If you're staining someone's house make sure they know it will need redoing every two summers. If they are planning to use a product that will have a shorter life make sure they understand that it will need redoing faster and/or let them know about other options that will last longer.

• **Surface wasn't prepped.** Make sure you detail in writing what prep will be provided and what will be excluded and what the effect will be of leaving out that part of the prep. That way the customer knows exactly what they will get and they might just decide to opt to pay for the extra prep they were going to leave out.

• **Damaged plants and landscaping.** Ensure you plan the paint job to minimise any damage. If damage is unavoidable discuss with the homeowner first so they don't get a nasty surprise later.

• **Used wrong paint.**

Callbacks can be time consuming and hard on the bottom line. So make sure before you starting prepping the surface that first you have prepped the customer and they know what to expect out of the job. It might take a bit more time upfront but you'll save that time at the end.

Mistaken identity

Being a woman painter can be hazardous at times, as this true story from Sara tells us...

"This incident happened to me when I worked in the UK. I was going to quote for a job - as usual I was smartly dressed and had my folder under my arm. I went to the address, a baker's shop, and asked for the client. The assistant called through to someone in the backroom who shouted back 'oh he's upstairs'. I was duly ushered through the shop and up the stairs I went into a room where an old man lay waiting for the District Nurse to give him a bed bath! What an embarrassment for me. I don't think he noticed. I am a lady painter/decorator who was mistaken for the District Nurse.

P.S. I never did send them a quote!"



Quick store

"Here's a handy way to store working brushes/pots on the job. I just plop the brush/pot into an old empty 10L pail and put the lid on. With acrylics you can take it out and carry on painting the next day – won't dry out or skin as long as the 10L lid is on properly. It pays to label what's in what bucket as you end up with quite a few of them. Doesn't work with alkyls though."

Thanks to Martin of Martin Orme Painting.

Happy decorating!
Catch ya next month!

TwoCan, Editor.

