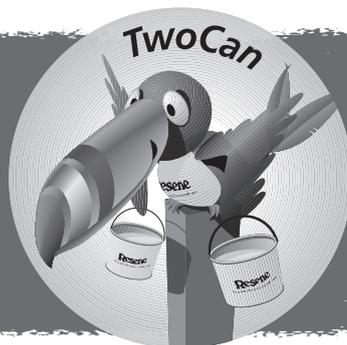


Issue 9 – 2014

“ And here we are at the start of spring again. With spring comes spring cleaning and the realisation that moss and mould has taken hold over winter. Use the Resene cleaning products range for quick treatment of moss and mould and for cleaning up surfaces prior to painting. When you're visiting clients offer to spray their paths, driveways and trafficable areas while you are there – spray on Resene Deep Clean and leave it to do its work. For a short investment of time and product, Resene Deep Clean will keep on working long after you have left the site... ”



1 look 4 ways... for interiors

Many a client has agonised over colour charts, tried out some testpots and are still stuck as to which colours to choose.

Habitat plus is a taste of Habitat in between the normal magazine issues and is designed to focus on one element of decorating inspiration.

The latest Habitat plus – 1 look 4 ways for interiors shows how different styles of interiors look in various colour schemes. We've taken an existing room, then virtually painted it with alternative schemes to show you the difference that paint colours can make. There's a good mix of contemporary and traditional schemes... as well as some more challenging combinations. It's the ideal way to see how you can change a space through colour choices and help your clients narrow down the look that's right for them.



So before your clients give up in frustration, give them a free copy of Habitat Plus – 1 look 4 ways for interiors to help them see how colour can transform their home.

Copies of the new Resene Habitat Plus are available free at Resene ColorShops and resellers or you can view it on the Resene website, www.resene.co.nz/habitatplus. You can also view the other titles in this series, including 1 look 4 ways for exteriors, ideal for those clients starting to plan in their exterior work to be done over spring and summer.

Most trusted once more

When Readers Digest announced its Most Trusted Brands survey results, Resene was proud to be named Most Trusted Paint for the third year running. Thanks for your ongoing feedback that helps us to continually improve. And remember we always welcome your feedback – simply email us at update@resene.co.nz or fill out the contact form on our website.



Try paying your wife – as a test



If you want to know just where you and your business stands, whether your workmen are working for you, or you are working for them, try giving your wife a definite sum each week throughout the year – say at least the equivalent of a journeyman's wage. You must agree not to borrow any of it back or to permit her to spend any of 'her' money in, or for, the business.

If a master painter can do this and keep out of debt, he has put his feet on the first rung of success.

Try out this plan. If you find that you cannot pay both your wife and all your business expenses you will probably end up a bankrupt, UNLESS you do one or all of three things – raise prices, increase volumes or curtail expenses.

Reprinted with thanks to Master Painters NZ. First appeared in Painter and Decorator magazine – No 11, December 1958!



5 ways to add value to your trade business

As a home builder, wallpaperer or painter, it's essential to build your business so profits flow and clients see the special spark you can offer them.

Bringing clients' homes up to a shining standard first requires you to win over their business. There are plenty of ways to add value to your service, which will help ensure you're the first tradesperson that comes to mind when they want repair or renovation work completed on their property.

List your licences and qualifications

First and foremost, there's no harm in assuring potential and existing clients of the quality of your work.

Being able to show your credentials in your particular field could even help you win jobs over other tradespeople.

Make note of the licences and qualifications you've obtained in pamphlets, on your website and even on the back of your business card. You can certainly add value to your business by clearly expressing to clients that you abide by the relevant industry framework, which is sure to put them at ease.

Free follow-up

While it's not realistic to offer ongoing services at no cost, a free follow-up consultation could be a fantastic selling point for your services.

Remember that you can also factor the labour costs for a follow-up visit into your total costs. Being able to absorb the cost of a follow-up consultation is key for

the financial health of your business. However, if clients don't have to fork out separately for this follow-up visit, they may see your service as offering greater value than that of nearby competitors.

Customisable offering

This approach won't apply to all tradespeople, but the ability to provide a customised service can make your business stand out from the crowd.

Potential clients may feel a lot more sure about hiring your services if they have some control over the end result. For instance, if you're a builder, you might offer customised deck- or patio-building services, rather than pre-planned designs that might not complement all existing properties.

An interior designer may wish to work through clients and provide a quote based on the first consultation, rather than offering fixed rates for fitting out particular rooms. This kind of attention to detail can add value in the eyes of the customer.

Specialised knowledge

Despite the ability to customise your service, you don't want to take this tip to the extreme.

Rather than taking on every job that comes along, you could instead focus on building a reputation as a specialist in a particular area, whether it's renovating spare bedrooms for empty nesters or being an expert at exterior strip and repaint work in a particular geographical zone.

Small touches

Finally, don't underestimate the small touches that make all the difference.

Turning up to clients' homes five minutes early, thoroughly cleaning up, having a pleasant phone manner and having clear terms and conditions, can add value to your business.

The latest trends

And here we are again... another The Range fashion colours fandeck is due to make its debut so you can add it to your Resene colour collection.

The trends have come around to perennial favourites – deep blue reds, the striking tones of black and near black, the soothing restfulness of duck egg blue and greyed blues and the bold pops of orange and yellow to add a touch of upbeat liveliness.

Dusty and smoky, there is a new palette of colours coming through that feel timeless, gently weathered and softened over the passage of time. Easy to live with and coordinate, they're a sophisticated alternative to cleaner pastels. They bring with them a sense of being more grounded and less airy than the pastels of recent years.

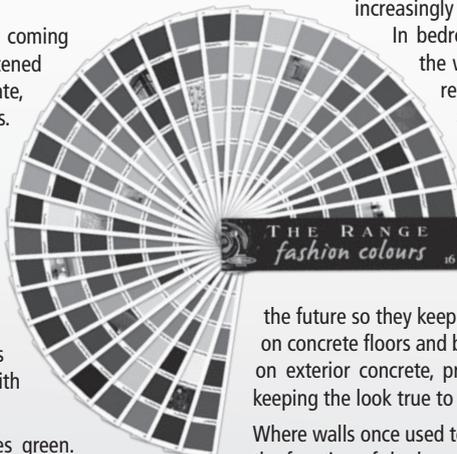
Reds are strong and powerful, with influencing blue tones. Fire engine red is not to be ignored. The bold pops of colour are still popular for a quick hit of uplifting colour and as a useful device for wayfinding.

Browns are turning more yellow toned, making them more complementary with wood. Warm dark browns are sought after; an excellent sophisticated pairing with timber or to contrast other colour choices.

Grey has hidden depths; sometimes blue, sometimes green. Once the complement, it's now a feature. Deep grey appeals to those who yearn density and depth but don't want to commit to the starkness of black. We're seeing the tones of beige turn greige as they cool into greys and lose some of their warm beige edges. Beige is still big, but greige offers a new sleeker alternative for those looking for something new.

When it comes to green, the coming trends are diverse. On the dark side there are the earthy camouflage and nature inspired shades that would look right at home in the deepest jungle. On the lighter side there are the striking bright look at me greens. For something a little more restful there are fresh mint and airy greens, light on the senses.

Neutrals as always are the balance. Blackened neutrals such as the Resene Black White and Resene Alabaster colour families are on the upswing and work well with the deep grey accents.



Look out for customers wanting paint effects. These aren't the ragrolling and limewashing of the past, but paint effects reinvented as colour blocking and stencilling combining favourite colours to really show off a space. Stripes once strictly only for wallpaper, are increasingly being painted on in a range of hues and widths for a personalised look. While vertical stripes have been traditional, they're finding themselves reinvented and rotated into the horizontal. No longer limited to just walls, stripes have found themselves onto the floor and more recently even ceiling areas, making the most of the canvas available.

Ceilings, once pure white, are generally at least tinted to neutral hues and increasingly being painted to complement or accent the wall colour.

In bedrooms and living areas, wall colours that extend from the walls onto the ceiling, create a sense of cosiness and a relaxing cocoon of colour. Bold feature colours on ceilings are the next frontier for colour lovers, a new twist on a feature wall.

For many natural surfaces, the look is pared back and minimalised. Rather than covering up the raw beauty, the key is to enhance it. Natural materials tend to show their age very quickly, so the trend is to finish them in clear finishes to protect them into

the future so they keep their natural good looks for longer. Think concrete wax on concrete floors and benchtops, clear finishes on timber and water repellents on exterior concrete, protecting the surface but not changing the aesthetic; keeping the look true to the original character.

Where walls once used to be just a pretty colour, now they are becoming part of the function of the house, particularly in the heart of the home or office where people congregate. Think a write on whiteboard in Resene Write-on Wall Paint painted in an office or kitchen, or a chalkboard of Resene Blackboard Paint.

The only limit is your customer's imagination so be prepared for new looks, new combinations and new ways of using colour that goes well beyond just the walls.



Catch you next month!

TwoCan, Editor.

