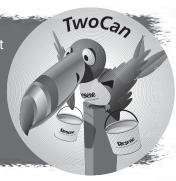
esene TradeLines

Issue 5 - 2012

We need some fresh decorating stories and tips to keep you all entertained, and what better place to find them than to ask you to think back over all your years of painting and decorating and share with us your most hilarious memories plus all those clever ideas you have come up with to make the job easier? And if you need a bit of extra motivation not only are there cash prizes for the winners but all professional painters and decorators who enter will be rewarded with Resene gear for making the effort!



Well stuck

If you've ever painted a less than well prepared area of tilt slab and run into problems, or a garage floor that looked great until hot car tyres sat on it, then this product has your name written all over it.

New Resene ConcreteSeal 3 in 1 is formulated to adhere well to concrete; a fast drying versatile sealer/ primer for interior concrete floors and exterior tilt slab.

Resene ConcreteSeal 3 in 1 is ideal for garage and other residential and commercial floors being painted with **Resene Sidewalk** (waterborne or solventborne) and Resene Aquapoxy. When used on prepared concrete floors, it will not flake off where hot car tyres stand. Properly prepared concrete needs to be clean from oil/grease, dirt and curing membranes.

And it's a superb option for tilt slab construction too. Typically with tilt slab, problems occur because of poor surface preparation and a failure to remove

form oils and surface treatments before applying topcoats. Using Resene ConcreteSeal 3 in 1 helps the paint system adhere to the tilt slab allowing the topcoats to hold on better.



The Range Whites & Neutrals collection has been a popular colour range since it was first launched a few years ago now. And even though sometimes one white might look much like another, even in the world of minimalist colours, there are still colour trends that change the whites and neutrals we choose. There is a definite trend to green edged neutrals with many of the very creamy colours that were popular a decade ago becoming less popular. Think colours like Resene Thorndon Cream, which has jumped up the popularity list in recent times.

To keep up with the changing trends in whites and neutrals, the new The Range Whites & Neutrals contains 360 white and neutrals options, including up to six colour strengths of many popular Resene neutrals. It includes a smattering of new strength variations combined with favourites from the previous collection.

For easy access the colour range is also translated into the whites and neutrals individual palettes so you can just pick up the colour/s you need. Great when you have a client who just wants to see the variations of a couple of colours. You can quickly point out wall, ceiling and trim options simply by varying the strength of the colour maybe half strength on the walls, guarter strength on the ceilings and full strength on the doors. Or make more of a feature of walls and use full strength there and half strength on trim and joinery.

The new The Range Whites & Neutrals fandeck is available from Resene ColorShops and Resellers. The new palette collection has started to change already and the last of the new palettes will be through soon.

Bright spark

They say you should never work with animals or children. However painting for a child can be a breath of fresh air as they are often much more confident with colour and will choose lively colours that make for striking transformations so it can make a nice change from painting more and more white walls. To help them make those choices, we've updated the Resene



KidzColour range. We've included all the favourites from the last collection and thrown in some new cool metallics and colour options to round out the colour options.

> And best of all once the colours are chosen, you can leave the chart for the kids to play a friendly game of splats and ladders, which should help to keep them out of your hair while you start painting.



Give us your best decorating stories and advice and be in to win!!

Enter the Resene great professional decorating story and tip competition and make the most of

your chance to enjoy fame and fortune just for sending us in your best painting/decorating tip or funny story. We've got thousands of dollars of prizes to give to commercial customers with a worthy decorating story or tip to share.

Get your decorating tip or funny story into your local Resene ColorShop, post to Resene Marketing, PO Box 38242, Wellington Mail Centre, Lower Hutt 5045, New Zealand or email to update@resene.co.nz with subject header – Tips Comp by 31 July 2012. The best will score cash, the rest will score prizes, the ones who don't enter will miss out completely!

Everything we get in will be subject to being printed somewhere, so if you don't want your name attached to the story or tip, make sure you let us know! On the other hand, it could be great advertising so if you are happy for us to use your business name we can give you a free plug!

Enter your great decorating tip or story here!

Your name:
Your business name:
Your address:
Your phone number:
Your Resene rep/main Resene contact person:
Your decorating story/tip: (if longer than this space continue on another page or attach to this page)

Wise advice

This amusing story from Charlie Waterhouse from Decorating Services has a very important lesson for all of us...

"Some years ago my oldest son and I were doing a paperhanging job. Winding up at the end of the day we asked the client if we could leave our workgear in her laundry. The woman agreed. So we were back early the next day. We set up and started working everything was going to plan. However about 11.30am that morning the client's mother came out of the laundry with a brazen look on her face. Standing at the door she motioned us over to look inside the washing machine. To our shock

and horror the poor woman had inadvertently picked up the wrong bag, which she thought was washing powder. This resulted in a bag of powdered glue being used. To this day we will never forget the sight of seeing a washing machine full of clothes smothered in a thick gluey substance. The look on that woman's face was one of disbelief plus ours. At the end of the day, it pays all of us to read the labels first!"

