

NEWS

# Resene

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Summer 1989

## New Products—New Packaging From Resene



**Full Story Inside**

**Also Resene's Total Solution for Biggest-Ever Retail Refurbishment**





## Clarendon Restored To Former Glory With Resene

Dunedin's Clarendon Hotel was the subject of 1988's most comprehensive restoration programme.

The famous turn-of-the-century hotel returned to its former glory under the

project management of Dunedin's Arrow International.

Contractor Leon Dewes applied Resene X.200 and Hi-Glo to the exterior and Resene Uracryl to the interior.

Bar walls and other specialist areas were treated with Resene Lumbersider as part of the total Resene finish to the stately hotel, which is shown here at its official re-opening this spring.

## Invercargill Color Shop Opens

In October, Resene strengthened its South Island presence with its first Color Shop in Invercargill.

The Color Shop opening followed the traditional gala occasion complete with the Resene Clowns, a barbecue and a live 3-hour radio broadcast from the premises by Radio 4ZA.

Local shoppers flocked to the newly-opened store, drawn by the celebrations surrounding the opening of Resene Paints Limited southernmost Color Shop. The Resene Color Shop is situated on the corner of Dee and Lowe Streets.

Left to right, Mark Cavanagh, Store Assistant; Toni Grafton, Office Manager; Alan Parsons, Store Assistant, and Barry Morgan, Color Shop Manager and Sales Representative.







## New Products, New Packaging from Resene

In a dramatic enhancement to their packaging presentation, Resene Paints Limited have introduced an entirely new-look label series. It also took this opportunity to revitalise two products and have introduced Resene Sonyx 101 Semi Gloss, and a new Resene Hi-Glo Acrylic House and Roof paint.

Resene Sonyx 101 Semi Gloss replaces Resene SemiGloss Latex, and it introduces the latest acrylic technology that has a huge range of new applications with particular emphasis on exterior timber surfaces, along with application on

interior walls. Its key features are an improved levelling capability, which leaves less brush marks, and makes for easier application. In addition to cementitious surfaces, Resene Sonyx 101 Semi Gloss can be applied to exterior timber wallboards and primed galvanised surfaces.

The new Resene Hi-Glo Acrylic incorporates the same technology as the Resene Sonyx 101 Semi Gloss, and again incorporates a better flow and levelling capability, along with improved gloss level and durability.

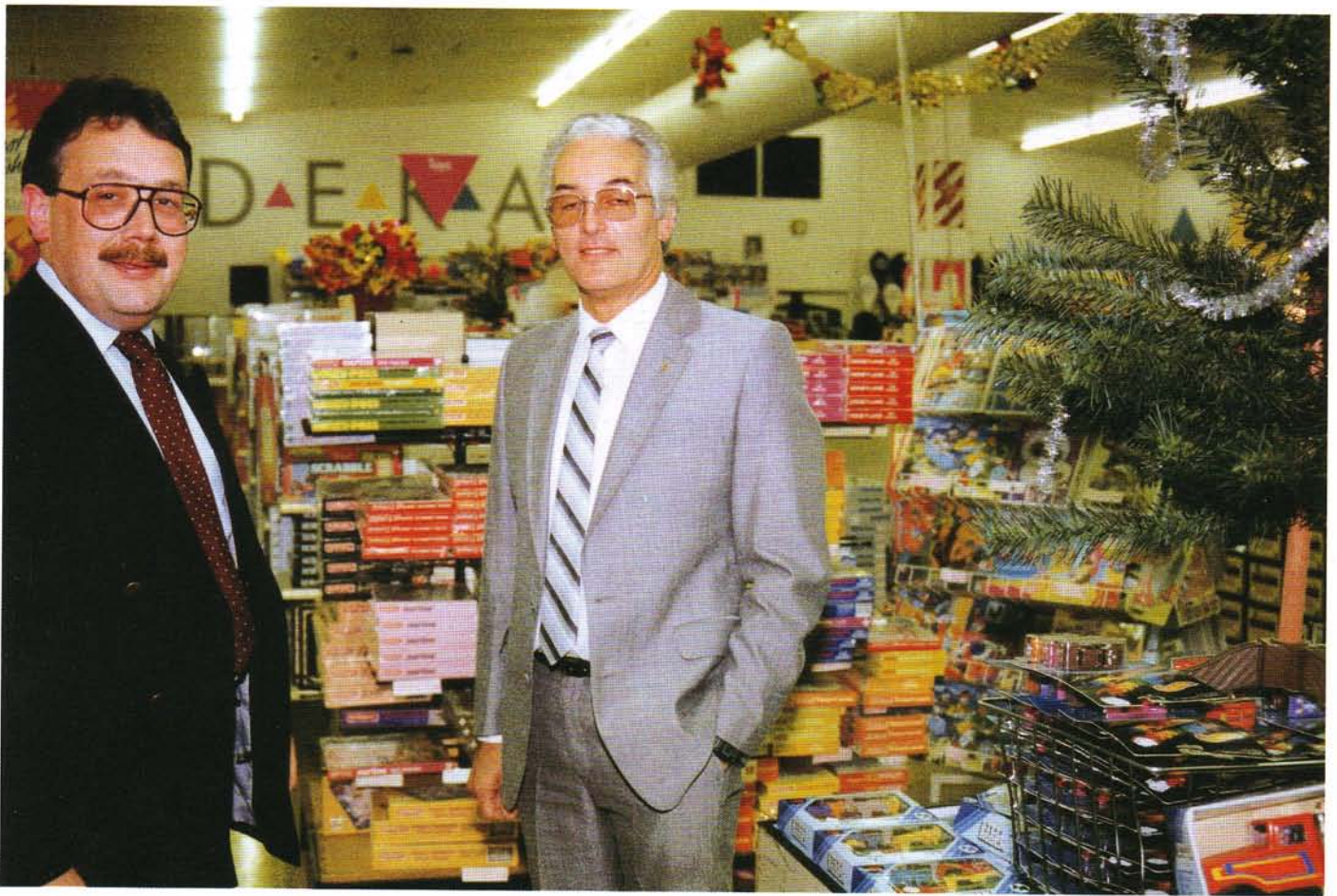
Also announced this month was the

new Zylone 20 Vinyl Satin Wall Paint which compliments the Zylone 20 Vinyl Flat Wall Paint, offering a low-sheen interior finish with a superb silky-smooth look and feel.

Announcing the new-look Resene range, the Managing Director of Resene Paints Limited, Tony Nightingale said, "Resene's objective was to demonstrate the colour on the paint label in a striking abstract manner, rather than merely a vague background illustration."

"Our new look reinforces Resene's dedication to colour, durability and application," he emphasised.





**Resene Paints Ltd Sales and Marketing Manager Andrew Gunn (left) with DEKA Wellington Regional Manager Ed Saunders.**

# DEKA Stores Decorated

## Total Solution Technique For Nation's Biggest-Ever Retail Refurbishment Project

A new name appeared in the shopping centres of virtually every city and town in New Zealand in the spring of '88. With the arrival of DEKA as a major force in New Zealand retailing, came the completion of the nation's biggest-ever single painting project.

The 65 Lion-Nathan general merchandise stores were transformed both inside and outside with products from Resene Paints Limited.

The stores' decor was designed to make the interior of the shops light and airy and products easy to find.

The stores' decor and merchandising have been dramatically altered to give a much more modern and uncluttered look.

The biggest refurbishment job was

the giant 23,000 square foot inner-city DEKA Cuba Street store in Wellington.

Comments DEKA Wellington Regional Manager, Ed Saunders, "It was the most successful decorating project I can remember." Mr Saunders has been with Lion-Nathan for 20 years.

"It has represented a complete rejuvenation of all our stores. We are delighted with it."

In addition to the refurbishment of the trading areas, a large number of stores had a complete repaint of the staff facility areas as well.

The nationwide project for the 65 stores saw Resene Paints Limited taking a total decorating responsibility.

Resene supplied the paint, wrote specifications, called for tenders for

each store and checked the work carried out on a regular basis to ensure each job was according to specification.

The entire refurbishment programme was completed in a few weeks in spring in order to present minimum inconvenience to DEKA's customers. Timing was critical to co-ordinate with a huge TV launch campaign for the new stores in early October.

"It was a tremendous opportunity for us to deploy our resources nationwide for the benefit of such an important client," said Resene Paints Managing Director Tony Nightingale.

Resene Paints Limited drew for this nationwide refurbishment contract upon its chain of Color Shops with central co-ordination from Wellington Head Office directed by Sales and Marketing Manager, Andrew Gunn.