

Resene

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Winter 1989

New Capital Warren & Mahoney Commercial/Residential Building Toned with Resene Total Colour



Warren & Mahoney Architects Ltd selected Resene Thixalon 5 Hi Build Barrier Coating over coated with Resene F10 Glaze for the capital's leading new-era commercial/residential inner city high rise buildings. "The Resene Total Colour Chart allowed us to select precisely the tone we required," emphasised Roy Wilson of Warren & Mahoney. The building which was constructed on Wellington's Boulcott Street by Angus Construction, also the owner, represents a new departure in New Zealand central business district construction in that it is designed for both commercial and residential use.



Simone Baruch Resene Architectural Representative, Roy Wilson of Warren and Mahoney Architects, Norm Bevan of New Zealand Protective Coatings and Denys Kensington of Neville J. Lucas. They are pictured in the main entrance foyer of the new building. New Zealand Protective Coatings was responsible for the exterior of the building while Neville J. Lucas decorated the interior.



Dramatic Expansion Over Past Year

At the company's annual conference in Masterton in May Resene Paints Ltd Managing Director Tony Nightingale presents Palmerston North Manager Brian Carey with his award for the past 12 months. An exuberant Resene Sales and Marketing Manager Andrew Gunn looks on. Main story, see inside.

The Bays' Partners In Colour

Resene Paints Ltd's legendary Hawkes Bay Manager Peter Bryant (left) with leading Bay contractor Phil Freeman. A partnership for many years. See back page for full story.



Resene's family culture with its emphasis on all individual staff members enables the N.Z. company to outrun multinational competitors.

Resene Paint's strong growth over the past 12 months has been capped at the end of last year by the acquisition of the nation's two leading specialist marine and industrial coatings manufacturers, announced Resene Managing Director Tony Nightingale at the 1989 Sales Conference in Masterton.

Resene's purchase of Altex Devoe and the Dimet industrial coatings organisations had both resulted in a "wonderful marriage", commented Mr Nightingale.

Another dramatic innovation in the last year, stressed Mr Nightingale, had been Resene's introduction of the nation's first abstract design labelling for paints, which had been followed by Resene's own first-ever television campaign.

The new look abstract labelling by designer Tim Bright had followed a tradition of packaging innovation begun when Resene introduced to New Zealand the first direct-to-tin litho labelling technique.

Underlining the growth of the company over the 1980's, Mr Nightingale reflected that in the past 12 months the revenue from a single month had equalled the entire revenue that the company earned in 1980.

Expansion was also demonstrated by the opening over the last 12 months of three new Color Shops in Invercargill, Howick and Paraparaumu, and a trade base at Taupo. He credited Resene's growth thrust to the company's team approach to its operations.

"We are a family company and it is the family and team approach in our manufacturing and our marketing that brings us these results," said Mr Nightingale.

He emphasised that it was Resene's family culture with its emphasis on all individual members of the staff that was continuing to enable Resene Paints to outrun its multinational competitors.



Campbell Patterson, Trevor Skelton, Jane Patterson, Bill Eleanor Cunningham at the celebrity stars Fancy Dress.



John Chambers, Avis Buckland, Carla Chambers and V Thomason.

Team and Family Approach to Business Credited for Dramatic Expansion Over Last 12 Months



Josephine Crawford with Sheryl and Colin Gooch.



Mandy Nightingale, Tony Nightingale, Jill Gunn and Adrienne Fairhall at the Conference Film Star Fancy Dress.

Imported Brushes Specific for Acrylic Application now available at Resene Color

A new range of hand-made nylon/polyester brushes specifically for the application of acrylic paint is available in New Zealand for the first time through the Resene Ltd Color Shop network.

These new nylon/polyester brushes are specifically designed to drastically reduce the swelling effect on traditional hog bristle brushes.

The problem with hog bristle is that it absorbs more water than nylon and many times more polyester material. Thus, the hog bristle brush created many problems for professionals in the use of water-based paints.

Thus, 100% hog bristle brush quickly takes on a swelled and chubby aspect when used in water-based paints.

The new Resene Color Shop nylon/polyester brush offers total protection from water saturation because the nylon/polyester material is almost entirely water-resistant and the brush is not affected by high temperature and humidity conditions.

The benefit of this new Resene Color Shop nylon/polyester brush application of water-based paints is that the nylon/polyester combination retains its tensility and shape under the most arduous conditions - thus giving a consistently sharp highly-defined edge and finishing high-resolution work.

Paraparaumu Color Shop Opens

In a blaze of music, colour, and barbecues, the Resene Paraparaumu Color Shop opened recently. "It emphasises our dedication to the Wellington region," emphasised Resene Paints Ltd Managing Director Tony Nightingale.



A feature of the Paraparaumu Color Shop opening was a competition for rides on the Resene helicopter piloted by Resene Paints Ltd managing director Tony Nightingale (far right) and also a barbecue organised by Wellington region staff.



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Accessory Kit A
Usual Price **\$83.09**
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**Unique New Resene
Paintbrush Range Gives
Total Protection From
Water Saturation**



All Prices Less GST



Phil Freeman in his office. He relies hour by hour on the Resene Total Colour Multi-Finish System to arrive at his specifications. He is pictured with (right) Resene Paints Ltd Hawkes Bay Manager Peter Bryant.

Freeman Laxon Group and Resene cover the Bay

Freeman Laxon Decorators and Resene Paints have combined to coat most of the major buildings in Hawkes Bay.

"Ever since we first opened our own business in The Bay, we have worked closely with Freeman Laxon," notes Resene's Manager Peter Bryant.

"It's 15 years since Peter started Resene's own operations in Hawkes

Bay," commented Freeman Laxon Decorator director Phil Freeman, "and it's been a successful partnership ever since. Both organisations know exactly what is required from each other."

Resene Paints Ltd supplies Hawkes Bay from Color Shops in both Napier and Hastings.



Russell Morley of Freeman Laxon Decorators applies the finishing touches to the Dress For Less Building.

Variety of Applications for Nelson

Nelson Manager Philip Jordan's branch has been exceptionally busy in supplying paints to most of the recent significant construction projects in the town. The exterior of Fifeshire House was painted by Walter Cereke in Super Gloss and the roof was done in Hi-Glo. The interior of Nelson's first FM radio station, Fifeshire 93 FM, was painted by R.G. McKenzie Painters in Zylon and Lusta-Glo.



The exterior of Nelson's Airport Terminal glows with Sutherlands Gold overcoated with F10 Glaze. Contractors also used Super Gloss Blue on Nelson Airport Terminal steelwork.



Rick Ford Painters used Resene X200 on the exterior of the Nelson Polytechnic Block.

