

# **Our vision**

**“To be respected as an ethical and sustainable company and acknowledged as the leading provider of innovative paint and colour technology.”**



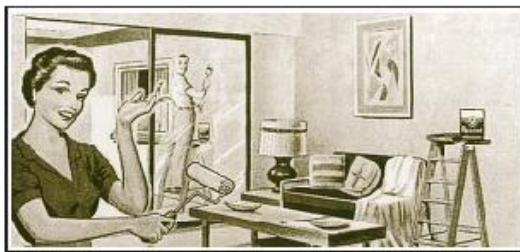
**the paint the professionals use**



# HOME GROWN



## THE STORY OF NEW ZEALAND'S OWN PAINT COMPANY



An illustration from an early advertisement for Resene waterborne paints.



**R**esene was started in 1946 by an Eastbourne builder, Ted Nightingale, who needed an alkali resistant paint to cover his concrete buildings. There was nothing available at the time, so in typical kiwi style he developed his own - in a cement mixer in his garage! In response to demand from other builders, Ted commenced producing his paint on a commercial basis under the brand name Stipplecote.

**Stipplecote** was a cement based paint required by builders because there were really no paints on the market at that stage that were suitable for use over concrete. Waterborne paints were not available until years later. As well as Stipplecote, Ted manufactured a range of admixtures, such as **No Bond** and **Curecrete**, which are still around today. The initial garage production facility was superseded by the establishment of Resene's first factory in an old stable in Tinakori Road, Wellington later that year.



This laid the foundation for several key decisions that in hindsight proved pivotal.

The first decision was to upgrade the manufacturing facilities to provide increased factory space. Resene shifted premises from its older site in Kaiwharawhara to Gough Street in Seaview, Lower Hutt, where it remained for 25 years before shifting to its current location in Naenae, Lower Hutt in 1992. By relocating to the Seaview site, Resene became located in an industrial area, which later provided for further expansion with a second manufacturing unit a few blocks away.



**No Bond** In 1951, Ted Nightingale launched the first waterborne paint in New Zealand under the brand name Resene - a name derived from the main ingredient of paint - resin. This launch was followed in 1952 by company registration under the name Stipplecote Products Ltd and a move to a new larger factory in Kaiwharawhara, Wellington. A period of innovation was to follow.



The second and probably most crucial decision in Resene company history was to completely overhaul the company's marketing. In a huge gamble, Resene decided to risk alienating the industry's traditional sales outlets by side-stepping them in favour of using its own staff to sell directly to the trade.



Waterborne paints had a very slow start. The marketplace was cautious with the new technology and had difficulty understanding that a waterborne paint would not wash off the walls with water. Customers initially remained loyal to lead and solventborne paints. It was only after a massive sales effort that waterborne paint sales really took off.



Demonstrations were run in shop windows showing boards being painted with waterborne paints and then the brushes being rinsed off in water. People standing in the street could not believe that the paint wouldn't just wash off the board.

In 1970, Resene employed a sales manager and set about opening branches throughout New Zealand. Initially each branch consisted of a warehouse as a base and a sales representative who drove around making calls on tradespeople. At about the same time the practice of leasing motor vehicles came into being and this allowed Resene to set up a fleet of vehicles without a huge capital outlay.



Resene initially focused on the professional market in Wellington and then rolled this strategy out to focus on towns like those in the Hawkes Bay - areas where the big companies were less focused. Only once Resene had established itself in most smaller areas, did Resene increase its focus on Auckland.



The market eventually responded to the new paint technology and Resene's perseverance paid off with a period of rapid expansion during the late 1950s and early 1960s. As the emphasis shifted away from cement based paints towards waterborne paints, the company name was changed to **Resene Paints Ltd** in 1977. Although the company had added a line of solventborne paints to the range in the late 1950s and early 1960s, waterborne paints remained its primary focus.



By this time, the directors realised Resene had gone as far as it could with its limited manufacturing unit and selling structure.

In between calls to tradespeople, the Resene sales representatives called on the architectural profession, Government Departments and local bodies. As a result of favourable dealings, many began to specify Resene paints on contracts.

In 1972, Tony Nightingale, Ted's son, took over the operation of the company.

Left: An early advertisement for Resene Stipplecote, screen-printed on tin.



Above: A series of early advertisements showing the benefits of innovative Resene waterborne paints.

# Resene

the paint the professionals use



# Resene Product Range

- **The Resene product range includes:**
  - Decorative Paints
  - Specialist/Textured Finishes
  - Waterproofing Membranes
  - Protective Coatings
  
- **We also supply:**
  - Wallpaper
  - Decorating Accessories

**BUT WHAT WE SELL IS COLOUR AND FINISH**

# Resene Brand Excellence

**Colour**  
Breadth  
Excellence  
Versatility

**Paint Quality**  
Products  
Systems  
Colours

**Expertise;  
Professionalism**  
Technical and Colour  
Expertise and Advice

**Sustainability**  
Products  
Services  
Colours  
Application

## The Vital 4 Elements



# TEAM SKILLS SET

- **SALES TEAM**
  - Relationship Focused – market participants
  - Tasked with pulling painters into ColorShops
  - Become go-to people for all things paint



# TEAM SKILLS SET

- **SHOP MANAGERS**
  - Delivery Focused
  - Deliver the Resene Promise
  
- **SHOP STAFF**
  - Customer Focused



# Resene Customers



# JT Tradesman

- Know exactly what they want
- Demand fast efficient service
- Intolerant of less knowledgeable/competent staff





# JR RETAIL

- Look for and need guidance / advice
- Demand a lot of time
- Conscious of experience as well as requirement for product



# Service Delivery by Sales Team



# The Back Line

- Technical Knowledge
  - Innovative Paint Systems and Colours
  - Innovative Application methods
  - Trouble Shooters and try Scorers
- Sales skills and Commercial Nous
  - Call Cycles, proactive, intuitive
  - Relationship Builders
- Service
  - Timely
  - Professional
  - Courteous



# TRAINING PROGRAMME

- Induction Programme
- Biannual Training seminars
- Product Training Evenings
- External Training for Individuals



# Service Delivery by Shop Staff



# The Front Line

- Correct Advice
  - Paint Systems and Colours
  - Wallpaper
  - Accessories
- Correct Product
  - Colour Accuracy
  - Product Appropriateness
- Service
  - Timely
  - Professional
  - Courteous



**ALWAYS !!!**



**Resene**  
the paint the professionals use



# TRAINING PROGRAMME

- Induction Programme
- Best System Selling
- Product Training Evenings
- Retail Institute Certification



# Resene Professional Programme





# RETAIL INSTITUTE ROLE

- Impartial Assessment
- Challenge
- Independent Recognition of Skills -  
Qualification endorsed by NZQA
- Value - Self and Contribution to Team
- Self Esteem



# Positive Spin Offs

- Generates interest in the shop
- Team Collaborations
- Confidence Building
- Appreciative of Company support and promotion - loyalty, retention



# Retail Industry Challenges

- What is the retail price?
- “An increasingly sophisticated consumer market requires even greater sophistication from manufacturers - and the paint market is certainly no exception”
- Staff Engagement and Retention
- Career path



# Future Skills Needs

- **Computer Literacy**
  - POS systems
  - Database Management
  - Web based Aps



# Future Skills Needs

- **Stock Management**
  - Its a cost based world at the moment
- **Staff Management**
  - Brand champions
  - Litigious tendencies
  - Dealing with those customers



# Industry Training Needs

- **Computer literacy** – database; Aps; POS
- **Marketing 101** :
  - Understanding what a good ‘Brand’ can achieve
- **Staff Management** :
  - legalities – balance
  - Loading the bus



**MOTIVATED HAPPY  
SKILLFUL TEAM**