

C o m p a n y

p r o f i l e



the paint the professionals use



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



**“Cast a glance down any New Zealand street. Chances are, every building will have been touched by Resene.”**

Since its inception in 1946, Resene has forged an enviable reputation of excellence and quality in manufacturing products designed to meet the demanding standards of architectural and building industry professionals. Today, that reputation is the cornerstone of the company's continued success.

Since its introduction of waterborne paint to a market starved of quality products in the 1950s, Resene has developed a range of paint and specialist coating products for residential and commercial buildings, marine, heavy industrial and automotive use that are second to none.

Many products have been developed as a creative answer to a client's problem and have set new standards for other manufacturers. All are the result of intensive research and testing.

While Resene is New Zealand owned and operated, it enjoys close links with international material suppliers, such as Rohm & Haas, Du Pont (USA), Bayer, Wacker and B.A.S.F (Germany).

With manufacturing operations in Wellington, Tauranga, Fiji and Australia, Resene is undeniably a leading force in the South Pacific paint market. Resene Paints (Australia) Ltd manufactures a diverse range of waterborne architectural coatings and solventborne marine and protective coatings in Brisbane. Resene Paints Fiji Ltd continues to gain market share through the introduction of an increasing number of product innovations. In Fiji and the Pacific Islands, Resene now has the most diverse and complete range of coatings, including architectural, automotive, furniture, marine and protective, glues and putties, fibreglass products and painting accessories.

Closer to home, Resene's three New Zealand based subsidiaries target a diverse range of coating markets. Resene Automotive and Performance Coatings manufacture a range of automotive and high end specialist finishes; Altex Coatings Ltd, heavy duty protective and marine coatings; and Rockcote Resene Ltd (NZ), an extensive range of acrylic premium quality plaster finishes for the construction industry. The Resene Group comprises a formidable collection of premium coating companies servicing an increasingly diverse range of market segments.

In the international arena too, the Resene subsidiary - the Paint Technologies Group - has established itself as a technological leader exporting paint and colour technologies. Recent innovations include joint development on new raw materials, such as Spheromers and waterborne enamel resins.





Resene  
Total Colour  
System

**“Our eyes see over nine million colours. Colour has hue, intensity and luminosity. It makes a statement and demonstrates confidence and capability.”**

Resene leads a colour revolution that started in 1969 with the introduction of the British Standard Specification BS2660 colour range.

Australasia’s harsh marine environment and high levels of damaging ultraviolet rays quickly expose the limitations of overseas colour systems. As a result of this early discovery, Resene developed the truly innovative Resene Total Colour System, based on sophisticated technology, to provide the necessary protection against the elements.

When it comes to colour, paint is about fashion. Colours come and go with changing trends. Flexibility in colours, colour tools and colour scheme development is paramount. The Resene Total Colour System offers this flexibility through a wide range of colour services, from colour tools such as colour charts through to special colour matches and complete colour scheme development by specialised staff. All simplify colour selection for specifiers, commercial and retail customers alike.

Sophisticated tinting technology enables Resene to produce durable colour options that remain true to colour long after they have been applied, including the integral tinting of a wide range of textured and specialist coatings. The Resene Total Colour System provides for innovative tinting options in an interlinked full range of decorative and protective coatings allowing for the same spectrum of colours to be achieved in a wide variety of products. The interlinked colour system was the first of its kind in the world.

Resene has embraced electronic imaging technology to convey colour and simplify the development and confirmation of colour schemes. Our customers can design colour schemes and order samples and paint from the comfort of their own homes. The launch of Resene EzyPaint, a downloadable virtual painting programme available free from the Resene website, was yet another world first. A sophisticated full electronic rendering service is available for specifiers - Resene RenderRite - enabling professional specifiers to ‘see’ the finish before the painting has even started.

The elegance and robustness of the Resene Total Colour System has attracted international attention and its sophisticated tinting technology has been licensed in many countries around the world including Europe, the United States, South Africa, Zimbabwe, the Dominican Republic and China.





Water Based Paint  
License No 129003

**Resene. Certified  
products since 1996**

**“What we are doing is setting standards for ourselves, meeting them and then surpassing them. We are seen as the company that gets it right.”**

The key to Resene’s reputation is its solid commitment to excellence and quality, monitored through controlled testing in the Resene TELARC SAI registered laboratory and in the field.

Resene not only provides extensive architectural services and colours, but also the quality products required to achieve the optimum finish. All products are backed by a technical team committed to maintaining product quality and constantly researching new or improved technologies to enhance product performance, application and safety. Resene paint is recognised as world class, evidenced by exports of paint technology.

Resene products are technologically advanced, made from high quality raw materials under laboratory guidance and are guaranteed. Written guarantees are custom designed for specific projects using Resene paint systems.

Resene is well known for leading the development of environmentally sustainable surface coatings, from the underpinning innovation of waterborne paints to the removal of lead from all of its products more than 40 years ago.

In 1996, Resene launched the most comprehensive range of Environmental Choice products - products that comply with rigorous standards set down by an independent government auditing body.

Today, most of the Resene product range sold bears the Environmental Choice ‘big tick’ logo. This includes two ‘firsts’ for the local paint market - a range of patented low-odour products and waterborne enamels.

Resene’s commitment to this programme and our continuous development process to reduce the risk our products may present to our customers will ensure that safer, professional quality paint is available to everyone.

Our internationally recognised quality systems and ISO9001 accreditation allow us to guarantee our products for consistency and performance, so Resene quality is assured every step of the way.

The Resene PaintWise paint and paint packaging recovery programme launched in 2004 is another world first for Resene, enabling customers to return unwanted paint leftovers for recycling, reuse and recovery.





**“If Resene gives a product the mark of approval, then professionals in the building industry will use it. There isn't any higher recommendation.”**

Innovation and meticulous attention to quality, along with the ability to problem-solve has assured Resene the respect of architectural and building industry professionals. This reputation is reflected in the company's sponsorship of the New Zealand Institute of Architects - Resene Awards programme at national and branch levels. This programme recognises quality, innovation and excellence in colour and architectural design - the same principles that drive all Resene activities.

Resene is a leader in providing professional advice, high quality products and superb colours - the three vital ingredients in any successful coating project. Architects, specifiers and contractors recognise this and endorse the product range by their ongoing commitment to the Resene brand. Working hard to stay ahead of market trends, Resene has an international reputation as a leader in paint research and technology.

The Resene product range includes paint and specialist coatings for residential and commercial buildings. To help building professionals keep abreast of new developments in the product range Resene has an innovative range of architectural services and reference materials, including technical and specification manuals, the Resene Total Colour System, samples and online information.

With strong working relationships with paint contractors and the wider construction industry, Resene has intimate knowledge of their businesses and working methods developing products and services to suit their needs.





imagination

**Resene**  
testpot

**Resene**  
testpot

**Resene**  
testpot

Small Resene logo and text on the side of the bottom pot.

**“It certainly was the right move. Having our own chain of stores gives us a tremendously strong base and control of our own destiny.”**

The Resene ColorShop is where customers meet Resene. An extensive chain of over 120 ColorShops and Resellers across Australasia confirms Resene’s commitment to servicing all customers in the best way possible.

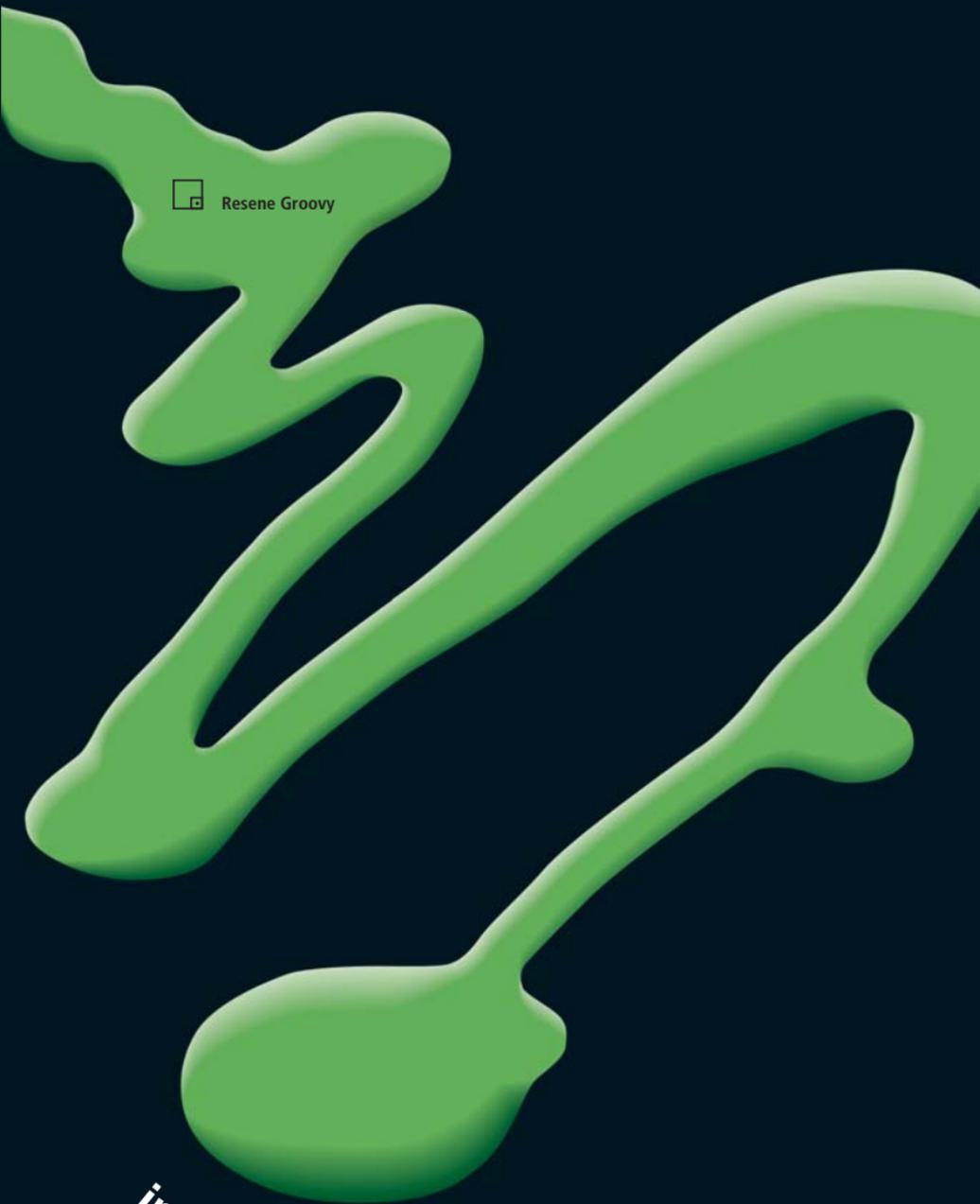
Today, the ColorShops are staffed by trained retailers who excel in understanding not only the specifications of Resene’s wide product range, but also Resene product innovations and technology advances such as the metallics range of specialist effects, and virtual painting and specification software such as Resene EzyPaint and Resene EzySpec. But perhaps the Resene ColorShop’s most sought-after role is that they can offer colour and paint advice to all who walk through their door looking for inspiration and assistance.

A high percentage of the local population are homeowners and the popular do-it-yourself approach prevails, meaning valuable reputations may be quickly won or lost. This has led to a consistent level of quality and durability across all Resene products far outweighing competitive offerings.

The Resene ColorShop brings Resene to the doorstep of its customers - and ensures they remain its strongest supporters.



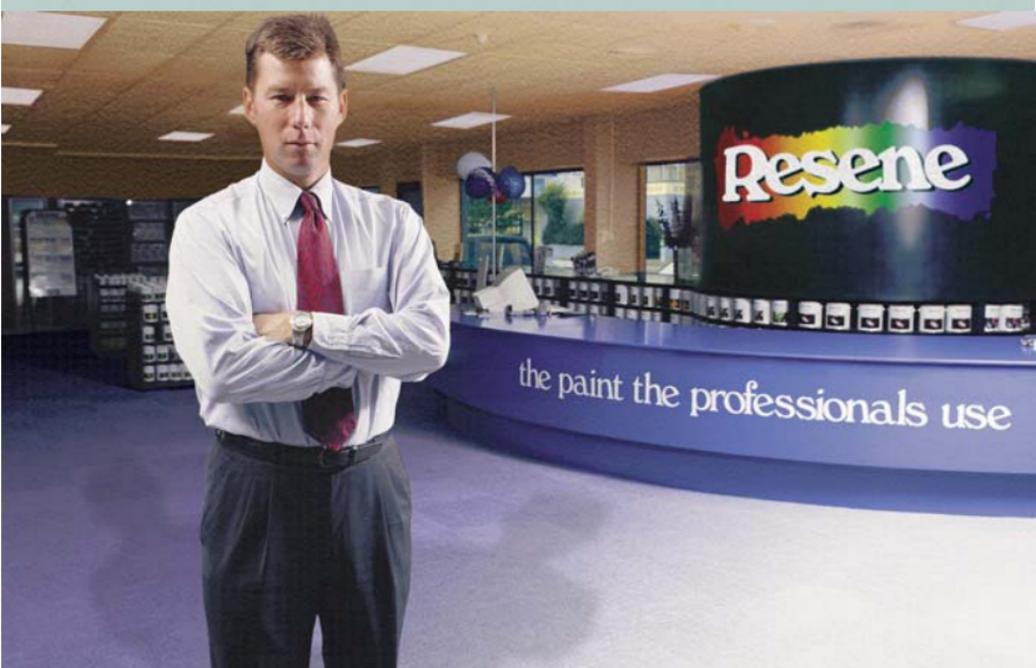
**Resene  
ColorShop**



 Resene Groovy

*inspiration*

**“Resene’s major competitors are big players with plenty of resources behind them. But the edge we have is our flexible, innovative approach. It’s something we will always be able to rely on.”**



Nick Nightingale Managing Director

An increasingly sophisticated consumer market requires even greater sophistication from manufacturers - and the paint market is certainly no exception.

With a history of innovation and excellence providing the impetus, Resene today continues to meet and exceed the requirements of its clients. Resene paint and colour technology is exported to other countries around the world, and its chemists are internationally respected for their development of superior quality products. Closer to home, the growing Resene ColorShop network brings this world of expertise and colour within easy reach of Resene customers.

“In our opinion, the quality of architectural paint in New Zealand is as high as any market in the world. Resene is well recognised as an innovative paint formulator, and one with a history of developing high performance, high quality products.”

*Michael Beresford, Paint Quality Institute Manager - [www.paintquality.com](http://www.paintquality.com)*

**From any perspective,  
it’s a bright future ahead.**

**“ Every Resene product  
is a quality answer to  
our customer’s needs.  
It truly is the paint the  
professionals use.”**

### **Bank**

Bank of New Zealand, Lower Hutt, New Zealand

### **Solicitors**

Buddle Findlay, Wellington

### **Directors**

N Nightingale (Managing Director)

A Ellingham MA LLM

C Gooch FTSC (Technical Director)

M O'Sullivan ATSC

L S Lewer ACA ACIS ANZIM (Company Secretary)

### **Registered office**

Vogel Street, Naenae, Lower Hutt

### **Registration date**

August 1952

### **Authorised capital**

\$1,000,000

### **Subsidiaries**

100% Altex Coatings Ltd, Tauranga, New Zealand

100% Dimet NZ Ltd, Lower Hutt, New Zealand

100% Paint Technologies Group, New Zealand

100% Resene Paints (Australia) Ltd, Queensland, Australia

100% Resene Automotive and Performance Coatings,  
Auckland, New Zealand

100% Resene Paints (Fiji) Ltd, Suva, Fiji

100% Rockcote Systems Ltd (NZ),  
Christchurch, New Zealand

### **Staff**

650

### **Retail outlets**

Resene ColorShops and Resellers  
throughout New Zealand, Australia and the South Pacific

### **Head office (Australia)**

PO Box 785, Ashmore City,  
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Email: [advice@resene.com.au](mailto:advice@resene.com.au) Website: [www.resene.com.au](http://www.resene.com.au)

### **Head office (New Zealand)**

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the paint the professionals use

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