

PAL[®]  **SINCE 1961**

FOR THE PERFECT FINISH

PAL Heritage Archive

50
years 

Five decades of experience
designing and manufacturing
paint sleeves, brushes and tools.



FOR THE PERFECT FINISH



**PAINTAIDS
LIMITED**

THE STRAND PARNELL PHONE 381-843, 78-430
P.O. BOX 2906 AUCKLAND NEW ZEALAND

With the Compliments of

**PAINTAIDS
LIMITED**

Telex: 'PALAK' NZ 21840 Telephone: 770-299
Cable Address: "PAINTAIDS" P.O. Box 2906, Auckland

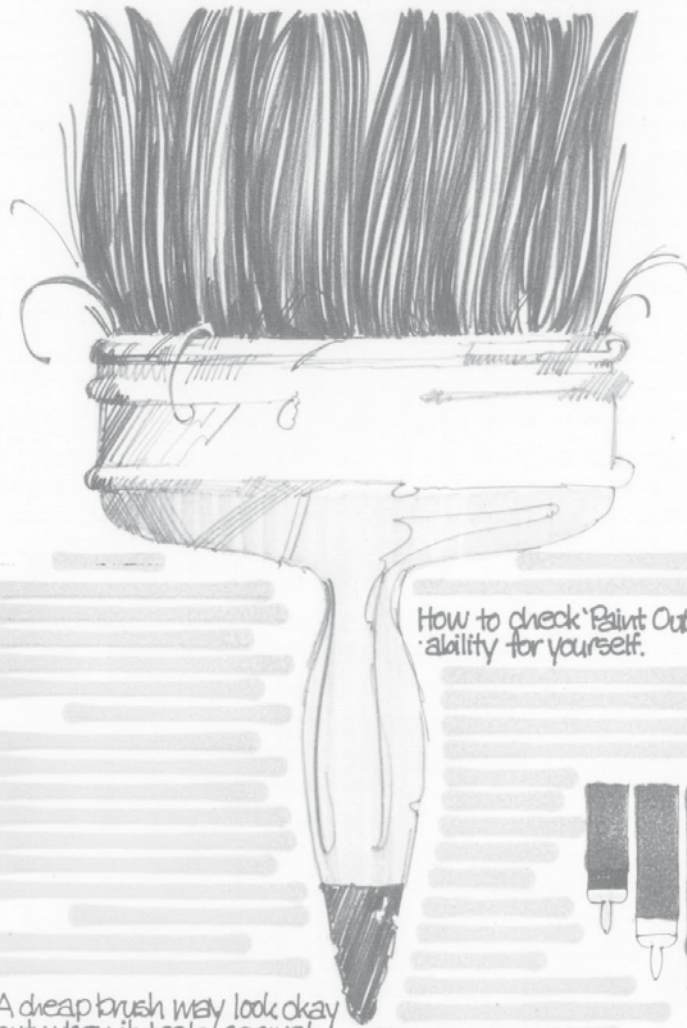
**PAINTAIDS
LIMITED**

C. W. ARCHIBALD
MANAGING DIRECTOR

THE STRAND PARNELL PH. 78-430
P.O. BOX 2906 AUCKLAND

FOR THE PERFECT FINISH

The cheap paint brush. Are you being taken by the short and curlies.



How to check 'Paint Out' quality for yourself.

A cheap brush may look okay but when it tests against a quality brush the difference can be astounding.

PAINT AIDS

STAR RATED QUALITY BRUSHES 3 STAR 4 STAR 5 STAR

FOR THE PERFECT FINISH

NT AIDS LIMITED
STRAND PARNEILL
NES 361-649 & 78-430
BOX 2906 AUCKLAND

housebreaker
with exclusive Feathered Smooth-flow tip



*1st Letter
WELLINGTON NZ*

Paint Manager.

- Sir,

We are writing you direct to keep you informed of our rising promotion for our new Housebreaker paint brushes.

Newspaper advertising commenced the last week in June an insertion in the newspaper covering your area. In addition your local radio station is running two spots in the next session plus more spots Saturday morning. This coverage will be repeated weekly for 3 to 4 weeks, then on a reduced scale in the Spring.

How will your store benefit? simple, just display the breaker brushes prominently and be sure to display our sign, with one on the window if possible. These posters are fully keyed to relate to the advertising, both newspaper and radio; it's simple, effective advertising and it works.

In-store advertising available to you free of charge:

- 12" x 12" poster. (a) on paper *see enclosed leaflet*
- (b) on card
- (c) on swinging metal sign.

Good instructional leaflet on paint brush use and care.
Plated hooks for hanging the brushes on pegboard.

Your wholesale representative should have supplies of all materials above, if not please write me and we will be pleased to ship them to you direct. *Follow the instructions on the leaflet*

So thank you for your support.

Yours sincerely,
PAINT MANAGER.

Bill Caldwell



FOR THE PERFECT FINISH

1ST

Paint Aids has pioneered the roller industry in New Zealand and has been 'first' with every important development in paint rollers. The new 'Orange' 100% lambswool roller cover is another 'first' and after exhaustive testing has proven to be the finest paint roller cover ever made. These are cheaper synthetic roller covers on the market . . . these covers perform in line with their price. Let's make some comparisons:

100%

LAMBSWOOL

Select the correct 'Orange' coloured cover for the surface to be painted and any recommended synthetic cover. After 15 minutes painting compare the painting results and the fibre on each cover. The fibres on the 'Orange' cover remain unchanged . . . the natural resilience of the wool has remained constant . . . the painted area is fine and runs throughout. Now the synthetic cover: The fibres have become clogged and matted down . . . the painted area begins to take on a stippled effect (which increases everytime you use the synthetic cover). Now, try cleaning the 'Orange' wool cover and the synthetic cover together . . . the 'Orange' cover cleans in 1 of the time and its strong dense pile bounces back like new (in fact the



PAINT AIDS HAND MADE PURE LAMBSWOOL ROLLER COVERS GIVE THE FINEST RESULTS

'Orange' roller improves with use! The synthetic cover . . . the pile has taken on that bedraggled look — no matter what you do it is impossible to bring it back to life. There is no other fibre with the characteristics of wool. There is no other fibre that makes a better paint roller cover than wool. Wool is resilient, hard wearing, easily cleaned and there is a choice of wool densities to suit the surface to be painted — coarse wool for hard wearing on rough surfaces — fine wools for finishing on smoother surfaces.



IMPORTANT: BE SURE TO SELECT THE CORRECT PILE HEIGHT FOR THE SURFACE TO BE PAINTED. Each pile height has been specially formulated to suit specific surfaces.

3/8" Pile: For smooth surfaces with flat or semi-gloss paints.

Pure wool pile woven and finished to provide an extra fine, dense pile. This cover gives a smooth fine finish far superior to conventional roller fabrics.

1/2" Pile: For medium rough surfaces i.e. Flints, sulphured, concrete, absorbent materials etc.

Pure wool pile woven and finished to pick up a good quantity of paint and release it easily.

3/4" Pile: For rough surfaces i.e. Roughcast Bricks, Blocks, Rough concrete etc.

Pure wool pile woven with strong resilient fibres designed to hold maximum paint and release it easily and quickly on to the roughest surface.

the finest paint roller ever made the new **PAL AID** pure lambswool roller cover



the finest paint roller ever made the new **PAL AID** pure lambswool roller cover

Paint Aids introduced highly successful self service merchandisers

Now Paint Aids introduce the all new Paint Aids Roller Bar — maximum profit from minimum floor space.



Look at these Paint Aids benefits.

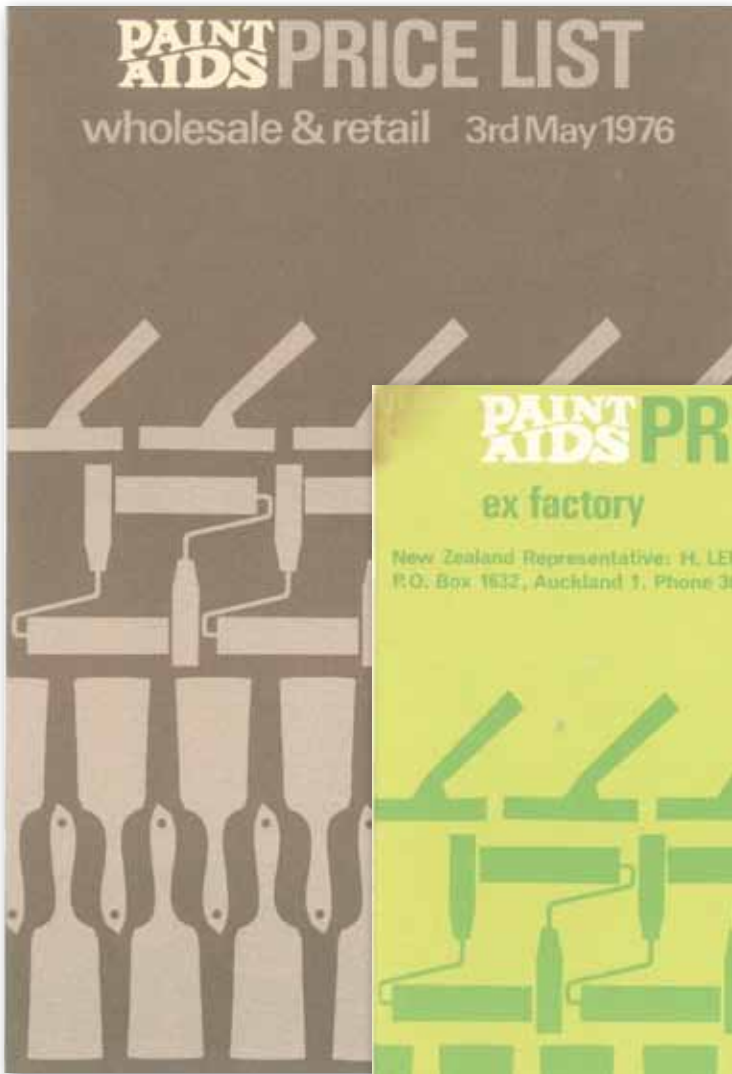
1. Only Paint Aids displays are featured on nationwide television.
2. Each Paint Aids merchandiser is manufactured to furniture quality — finished in rugged mahogany.
3. Each merchandiser is quality designed as a permanent sales unit in your store. See the attached price list for quantities and its complement of fast-moving Paint Aids products.
4. Two sizes of unit, 545mm (21 1/2") or 1060mm (40 1/2") wide by 390mm (15 1/2") depth and 1485mm (58 1/2") height.
5. Colour coded packaging. 8 types of roller sleeves all colour coded for price labels.
6. New easy selection labels. Lets your customers select the right product for the right job by themselves.
7. Only Paint Aids Rollers phenolic cores are guaranteed impervious to solvents and all liquids.
8. Turn your paint sales area into maximum profit with minimum floor area with the complete family of Paint Aids merchandiser units. Only Paint Aids cover all Rollers — Brushes — Krebs airless spray guns — Painters Tools.



**PAINT AIDS
LIMITED**

Merchandiser Units in strictly limited supply. Order yours now in time for the peak sales season.

FOR THE PERFECT FINISH



ITEM
3" Series
1" Series
8" Series

FOR THE PERFECT FINISH

DESCRIPTION	CARTON PACK	PRICE EACH		ITEM	DESCRIPTION	CARTON PACK	PRICE EACH	
		Retail	Wholesale				Retail	Wholesale
		\$ c	\$ c			\$ c	\$ c	
HANDLES AND COVERS								
31W Handle	12	1.20	.90	7" Series	3113B	12	4.70	3.52
3PY38 Polyester Cover	12	1.00	.75		3113B	12	3.00	2.75
36 Mohair Cover	12	1.00	.75		3115	12	4.90	3.47
316 Foam Cover	12	.36	.28		COMPLETE SETS			
PAINT TRAYS								
31W Handle	12	1.20	.87	327	24	1.60	1.25	
327 Handle	12	1.40	1.05	27	48	2.00	1.50	
328 Professional Handle	12	1.60	1.20	29	40 or 12	2.50	1.87	
325M Wool Rayon Cover	12	1.60	1.20	316	1	7.00	5.25	
36LM Mohair Cover	12	2.00	1.50	EXTENSION HANDLE				
315F Foam Cover	12	.50	.37	48H	40	Wooden Extension	.80	.60
320 5mm Lambwool Cover	12	1.80	1.35	CORRUGATED ROOF ROLLER				
348 12mm Lambwool Cover	12	2.10	1.57	1402B	12	Handle & Cover	3.00	2.75
368 22mm Lambwool Cover	12	2.20	1.72	432B	6	Foam Cover	2.00	1.50
3PY38 5mm Polyester Cover	12	2.00	1.50	HOUSEBREAKER PAINT BRUSH SERIES				
3PY100 22mm Polyester Cover	12	2.50	1.87	TYNEX				
7" series								
327 Handle	12	1.20	1.12	WT 4	10	4" Brush	3.50	3.12
328 Professional Handle	12	1.80	1.25	WT 3	10	3" Brush	3.50	3.12
325M Wool Rayon Cover	12	1.80	1.42	TT 4	10	4" Brush	7.00	3.25
36LM Mohair Cover	12	2.50	1.87	TT 3	10	3" Brush	4.25	3.18
332 5mm Lambwool Cover	12	2.20	1.72	GT 2	10	2" Brush	3.25	1.70
348 12mm Lambwool Cover	12	2.60	1.95	GT 1	10	1" Brush	.80	.67
368 22mm Lambwool Cover	12	2.80	2.10	4 STAR PURE BRISTLES				
3PY38 5mm Polyester Cover	12	2.50	1.87	4B 4	15	4" Brush	6.40	5.20
3PY100 22mm Polyester Cover	12	3.00	2.25	4B 3	10	3" Brush	5.10	3.82
12" series								
345 Handle 12mm Lambwool Cover	1	8.20	6.80	4B 25	10	2 1/2" Brush	3.40	2.53
346 12mm Lambwool Cover	1	5.20	3.90	4B 2	10	2" Brush	2.35	1.76
345 Handle & Mohair Cover	1	8.80	6.60	4B 15	10	1 1/2" Brush	1.45	1.09
345 Mohair Cover	2	4.80	3.60	4B 1	10	1" Brush	.80	.67
345 Handle 22mm Shag Pile Cover	1	9.50	7.12	HOUSEBREAKER PAINT BRUSHES SERIES				
345 22mm Shag Pile Cover	2	3.50	4.12	WT 4	10	4 inch Brush	5.10	
14" series								
H145 Handle & Lambwool Cover	1	58.66		WT 3	10	3 inch Brush	3.06	
145 Lambwool Cover	2	23.12		TT 4	10	4 inch Brush	3.76	
H146 Handle & Mohair Cover	1	55.44		TT 3	10	3 inch Brush	2.27	
146 Mohair Cover	2	20.00		GT 2	10	2 inch Brush	1.31	
H148B Handle & Shag Pile Cover	1	81.20		GT 1	10	1 inch Brush	.34	
148B Shag Pile Cover	2	38.00		4 STAR PURE BRISTLES HOUSEBREAKER				

	CARTON PACK	PRICE PER DOZ.
	12	29.88
	12	37.94
	12	39.04
	24	9.72
	40	11.52
	40 or 12	12.90
	1	43.20
		5.40
	12	20.80
	6	11.62
		EACH
HOUSEBREAKER PAINT BRUSHES SERIES		
TYNEX		
	10	5.10
	10	3.06
	10	3.76
	10	2.27
	10	1.31
	10	.34
4 STAR PURE BRISTLES HOUSEBREAKER		
	10	4.50
	10	2.71
	10	1.86
	10	1.26
	10	.78
	10	.30

WEIGHT TO BE: Freight paid on all orders over \$1000 value.



FOR THE PERFECT FINISH



FOR THE PERFECT FINISH



FOR THE PERFECT FINISH

PAINTAIDS SPEEDBRUSH

TWICE AS FAST AS A PAINT BRUSH

Paint Aids Speedbrush can cut your painting time one half or more in most painting situations, both inside and outside the house. This is because 'paint pads' are wider and because there are more small fine bristles at work spreading and smoothing the paint film.

NO ROLLER SPRAY

The Speedbrush is a paint pad and applies paint by **spreading**. With the adjustable trim guide it is often faster than a roller since separate trim or cutting-in operation is required with a paint brush.

SUPERIOR PAINT COVERAGE

Paint Aids Speedbrush spreads paint with thousands of small fine bristles. Laboratory tests prove a smoother and more even paint film.

EASY TO USE

Pour paint into either a normal Paint Aids paint tray or Paint Aids new Speedbrush tray with the special loading roller. Dip the fibered surface of the pad (white bristles only). Apply paint to the surface by **spreading**. It takes only a few minutes' experience to get a smooth and even coverage. Think of **spreading** the paint — not rolling, brushing or scrubbing.

EASY CLEAN UP

When using water-based paints wash the Speedbrush in detergent and warm water. Clean it like a sponge. A good idea after it is washed is to squeeze it dry with paper towels. Hang it up to dry and store.

For oil paints — clean in mineral turps or other paint solvent, then wash in warm soapy water and dry as above.

Do not leave soaking in solvents.

The quality of this Paint Aids product is unconditionally guaranteed.
For free technical advice on any painting problem phone or write to:
PAINT AIDSLTD, P.O. BOX 386 AUCKLAND, PHONE 779286

PAINTAIDS SPEEDBRUSH

INTERIOR HOUSE PAINTING

Speedbrush can be used to paint interior walls, floors, ceilings, and trim. Use it for latex or oil paints. Use it for painting, staining, varnishing, sealing and even for waxing.



CEILING



WALLS



TRIM



CORNERS



STAINING



WAXING

EXTERIOR HOUSE PAINTING

Speedbrushes are excellent for exterior house painting. Use them for weatherboards, shingles, gables, soffits, smooth stucco, cement, concrete, concrete blocks and many other surfaces. Use them with latex paint, oil paint, stains and varnishes.



WEATHERBOARDS



SIGN



GABLE



SOFFIT



SMOOTH STUCCO



CONCRETE BLOCKS



PAINTAIDS

CORRUGATED
ONE-PIECE FOAM
ROOF ROLLER
and **FREE TRAY PACK**

ON SALE
HERE

THE FASTEST AND EASIEST
WAY TO PAINT YOUR
IRON ROOF!

PAINTAIDS
FREE TRAY

With the Compliments of
PAINTAIDS LIMITED

Tel: PALM 42 2190 Fax: 174 094
Cable Address: "PAINTAIDS" P.O. Box 288, A. J. 4040

FOR THE PERFECT FINISH

This is the brush that does not have to be

because it's hand crafted to a chisel edge, it paints perfectly from the first stroke. Precise and easy cutting-in and trimming means you get a really professional finish.



100% DUPONT TAPERED "TYNEX" FILAMENTS ARE "FEATHERED" AT THE TIP.

Another step in the breaking in process that a home does for you. A patented process, hand crafted, "feathered" tips are raised soft. They're so fine that brush marks are almost too small to see.



TYNEX TAPERED FILAMENTS GIVE 3 TO 5 TIMES LONGER WEAR. VARYING FILAMENT LENGTHS PICK UP PAINT BETTER AND RELEASE IT EVENLY.



THIS IS THE BRUSH THAT CAN'T COME APART.
The handle, filaments or ferrule are bonded as one - another exclusive feature.

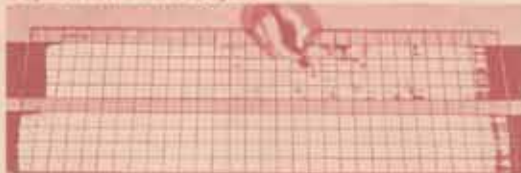
LONG LASTING QUALITY MATERIAL.
The ferrule is not made of stamped steel. It can't possibly rust. The lightweight handle is perfectly balanced.



PAINT COVERAGE

The HOUSEBREAKER delivers a smooth film of paint over a large area. The illustration below shows how paint coverage of a paint brush is measured in Dupont's

laboratory. A brush is rated according to the number of square inches of complete coverage it paints with a single dip of paint (carefully measured for uniformity) in a controlled number of strokes.



THE RIGHT BRUSH FOR ANY PAINT.

The outstanding advantage of HOUSEBREAKER brushes with Dupont tapered Tynex is that they can be used with any type of paint finish: oil-based, water based, varnish, enamel, shellac, lacquer. In fact ONLY brushes with tapered Tynex filaments should be recommended for use in water based paints. As the illustration dramatically demonstrates, only the "Tynex" brush is not affected by water. Brushes made of other materials soon become saturated with water so-soaked in water based paints, and they become flippy and hard to use. Moreover, their paint-covering ability falls off.



TYNEX HOG BRISTLE ANOTHER TYPE OF NYLON.

A FEW PAINTING HINTS

Exterior Walls: Because these surfaces are subject to severe weathering, it is well to devote a little extra effort to the pre-paint preparation. Sealing paint should be scraped. Puffy knives and stiff wire brushes do the job well. Fill cracks and holes with putty. Dust off dirt and fluff and apply first coat. It is wise to start at the top, doing the areas requiring a ladder first. Choose a 1' or 2' HOUSEBREAKER. Brush paint will be deep-seated and permanent. Use a 2' HOUSEBREAKER brush for trim work. Remember to apply a primer coat to bare metal or new wooden surfaces. Brick, stone, concrete or stucco walls can be easily painted with a HOUSEBREAKER. A HOUSEBREAKER brush will greatly outwear other materials under these severe conditions and is not affected by Alkal.

Interior Walls:

A 4' HOUSEBREAKER is most suitable for this purpose although a 2' can be used. Be sure to wash surfaces with a good household detergent and dry thoroughly before painting. Start painting by using a squeegee, forcing out air and always work back toward wet areas to avoid lap marks.



Window sash and narrow areas.

1' or 2' HOUSEBREAKER is most suitable for this purpose. You will be able to paint a fine clean surface and wiping excess will be unnecessary with a HOUSEBREAKER.

Moulding Baseboards and trim.

Do woodwork and trim last, for this job. The 2' HOUSEBREAKER is best.

Ceilings

Do ceilings before walls. Use a 4' HOUSEBREAKER. Do not dip too deeply as the excess paint will flow back down the handle. Work back into wet areas to avoid lap marks.

Furniture and small flat surfaces.

Take off all knobs, attach them to a piece of cardboard and paint with a 1' HOUSEBREAKER. If a

large tack is inserted into the ends of the furniture legs, it will allow for easier painting from top to bottom. Use a 1' or 2' HOUSEBREAKER. Start from the corner on flat areas and brush outward. Do edges with a 1' HOUSEBREAKER.

Unpainted furniture

should have a coat first applied. After sealing coat, allow to dry, then sandpaper lightly with double "0" paper. Clean and apply undercoat. Let dry 24 hours and sand lightly again. Use the tip of your HOUSEBREAKER to apply finish coat. Use light smooth strokes.

Correct first dipping



- 1 Dip brush half-way into paint.
- 2 Work paint into crevice of brush by working against edge of can.
- 3 Load and unload brush, as shown, several times.
- 4 Tap off the paint drippings against the side of the can. Don't draw the brush edge-

FOR THE PERFECT FINISH

housebreaker[®]

with exclusive Feathered Smooth-flow tip

100% DUPONT TAPERED 'TYNEX' FILAMENT BRUSHES BY PAINT AIDS

... broken in...
FACTS ON
TAPERED
FILAMENTS

... dead of research has gone
development of Dupont
'Tynex' Filaments

... RELEASE
... floor smoothly and evenly
... HOUSEBREAKER. Some
... and to 'dump' most of its
... the instant it contacts
... This undesirable character-
... a user to apply extra
... to spread the paint. Results
... and uneven paint job.

... money chips, liable to
... crack. Even
... CLEANING IS
... REALLY SIMPLE
... and the entire brush
... is impervious to paint
... solvents. All of it. Fil-
... ments. Stainless steel
... ferrule. And handle.



housebreaker

A FEW POINTS TO REMEMBER

1. Never "ride" your paint brush. A heavy forcing stroke does not distribute paint properly and ruins your brush.
2. Don't poke or jab a large brush into the corners. Cut in around corners with a 1" or 2" brush.
3. Keep the brush from "fingering". Most common cause of "fingering" are painting with the brush sideways and hardening of the paint in the head of the brush.
4. Don't let your brush "float" by painting pipes or other round objects. This causes the filaments in the center of the brush to wear.
5. Never store the brush with the tips resting on the bottom of the can. This makes the brush lose its shape - destroys the design of the brush.
6. Do not store any brush in water for long periods. The filaments tend to "flee-out" and become bushy.
7. When using rubber or water based paints, rinsing the brush with a soap and water solution before painting makes the cleaning job easier. Some of the recently introduced fast drying paints are resistant to brush cleaners if they are allowed to dry in the brush.

This is particularly noticeable if they are allowed to "soak-up". Frequent rinsing of the brush during use will insure long brush life and most satisfactory paint jobs.

HOUSEBREAKER BRUSHES ARE EASIER TO CLEAN

and will last up to 3 times longer if good care is taken.

Cleaning instructions.

1. Wash out brush in warm clean-
ing, water - turpentine, etc.,

repeat rinsing in fresh thinner until reasonably clean. Generally 2 to 3 rinses is sufficient.

2. Wash out thoroughly in warm soapy water. (Soap powder is best).
3. Hang up to dry with filaments down.
4. Use the wrapper to store brush in, it will keep the brush in top order ready for your next paint job.

If the brush has soaked with paint use a wire brush to clean paint from filaments, take special care not to damage or stretch as much as possible.

YOUR MONEY BACK

The HOUSEBREAKER carries a money back guarantee if it doesn't perform the way we promise. There is a HOUSEBREAKER designed for any paint, any surface.

HOUSEBREAKER manufactured by Paint Aids Ltd., The Strand, Auckland.

100% DUPONT TAPERED 'TYNEX' FILAMENT BRUSHES BY PAINT AIDS

... across the lip of the can,
... it causes any brush to
... "spit"

... and wipe an excessive quan-
... of paint from the sides of
... brush after dipping.

Correct painting stroke



... the HOUSEBREAKER - an
... stainless steel ferrule, the
... between filament and ferrule.
... Use a long, steady stroke
... lifting the brush gradually
... end of the stroke to feather
... edge. Always paint forward
... to the surface previously
... painted.

... This eliminates shadows
... and marks when the paint
... dries. Always use a surface
... brush before painting with
... the tip of the HOUSE-
... BREAKER filaments. On flat walls
... using stroke as illustrated,
... or wood - use firm grasp -
... 1. Dab in several close spots
... with wet. Flours - furniture
... use smooth, light strokes in
... one direction.



housebreaker

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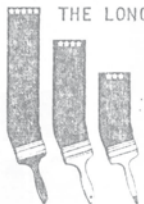
HOUSEBREAKER manufactured by Paint Aids Ltd., The Strand, Auckland.

100% DUPONT TAPERED 'TYNEX' FILAMENT BRUSHES BY PAINT AIDS

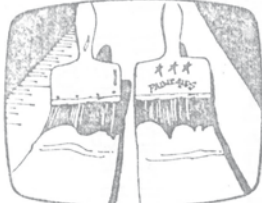
FOR THE PERFECT FINISH

Paint Aids Housebreaker 'STAR RATED' Paint Brushes


THE BETTER THE QUALITY THE LONGER THE STROKE.




A SIMPLE, DEMONSTRABLE, BELIEVABLE SELLING STORY ON NATIONAL T.V.



A GOOD PAINT BRUSH SHOULD BE BRISTLING WITH QUALITY.



YOU SEE, THE MORE BRISTLES IT HAS, THEN THE MORE PAINT IT WILL HOLD.

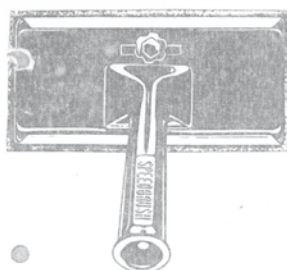


LOOK FOR PAINT AIDS STAR-RATED BRUSHES. THE BETTER THE QUALITY THE LONGER THE STROKE.

PAINT AIDS
QUALITY
BRUSHES

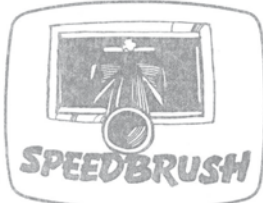
PAINT AIDS

Amazing Speedbrush.

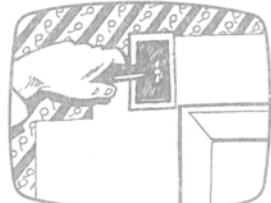


- IT'S FAST!
- IT'S CLEAN
- AND IT GIVES THE AMATEUR HOME DECORATOR THE PROFESSIONAL EDGE.
- PAINT AIDS HOUSEBREAKER SPEED BRUSH GIVES A BETTER, SMOOTHER FINISH.
- HOLDS MORE PAINT.


PROVED SUCCESSFUL IN YEARS OF USE IN U.S.A. NOW LAUNCHED IN N.Z. WITH FULL T.V. ADVERTISING SUPPORT. EFFECTIVE 10 SECONDS T.V. SPOT DEMONSTRATES SPEED BRUSH'S UNIQUE ABILITIES.




THE AMAZING PAINT AIDS SPEED BRUSH



CUTS IN WITH A PROFESSIONAL SLICKNESS.



AND COVERS FAST WITH A QUALITY FINISH.



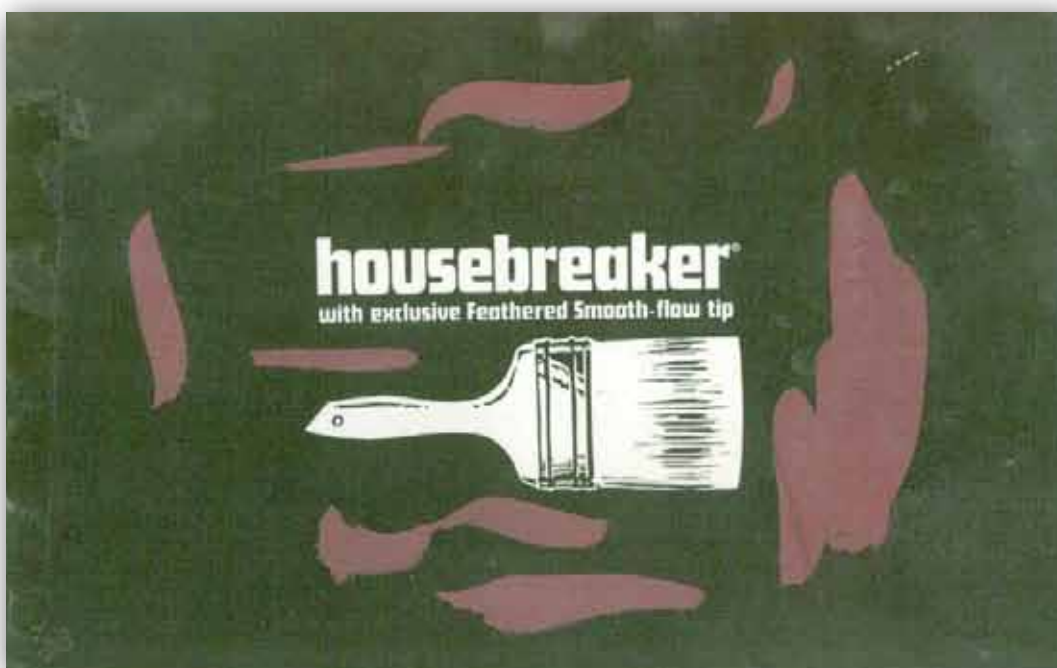
SPEED BRUSH... FROM PAINT AIDS.

PAINT AIDS

housebreaker
PAINT AIDS

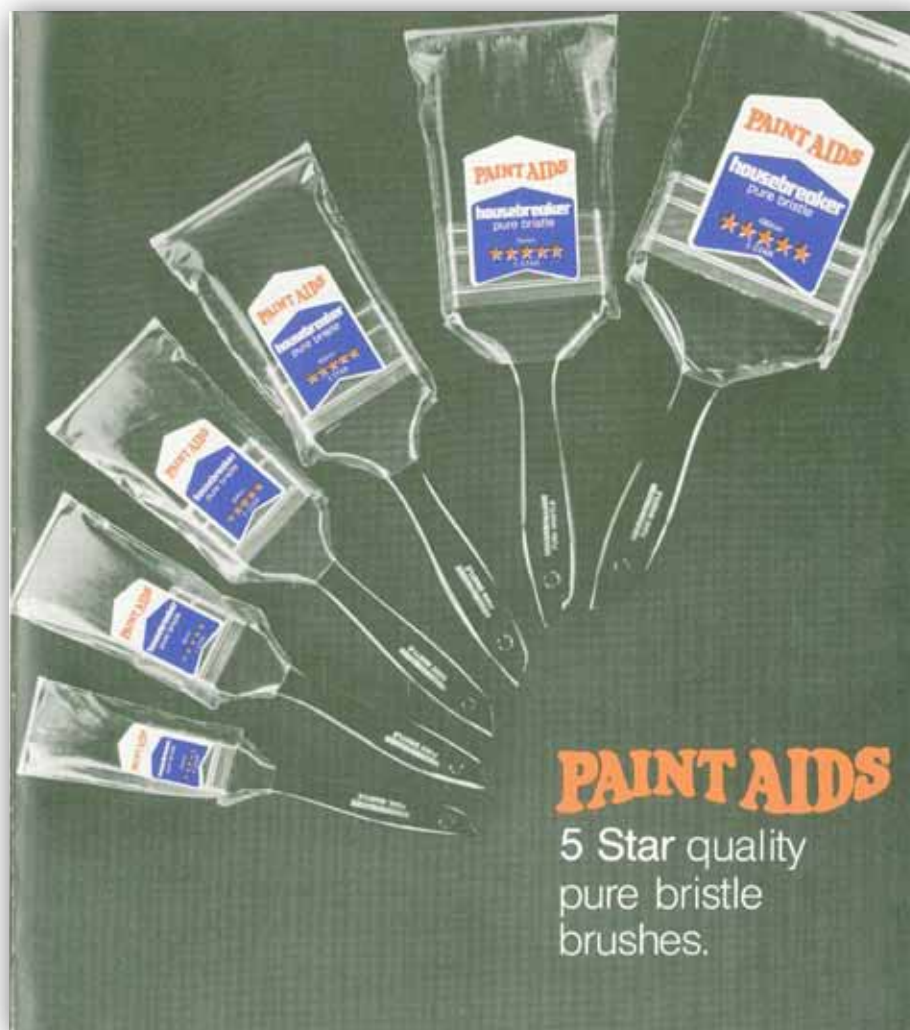
BRU
& S

FOR THE PERFECT FINISH



**BRUSHES, ROLLERS
SPEED BRUSHES**

FOR THE PERFECT FINISH





FOR THE PERFECT FINISH

PAINT AIDS LIMITED
ARE GOING TO MAKE YOUR TILL SING!

CASH IN ON PAINT AIDS NEW SEASON -

\$50,000
BRUSH PROMOTION

I'M A PAINT AIDS BRUSH MAN

COMPREHENSIVE NATIONAL TV ADVERTISING CAMPAIGN * BRIGHT NEW FREE BRUSH PROMOTION BROCHURE * BRUSH SALES PROMOTION BADGES FOR RETAILERS * FULL COLOUR WALL & STAND DISPLAYS.

The best brush you'll ever get your hands on.



This is the new Paint Aids "Trade Oval". A professional quality brush for professional painters.

It is the best brush available today. The "Trade Oval" holds more paint, and spreads it faster — which makes it much easier to maintain the wet edge.

The long blended 100% Hog's Bristle is specially treated with "Bristle Guard" the new scientific treatment exclusive to Paint Aids, which protects the life and new bounce in the brush, even after years of service.

"Bristle Guard" also retains bristle profile, the brush requires no working in, resists swelling and prevents bristle fringing.

The bristles are resin-bonded, deep into the stainless steel ferrule and securely nailed. The handle has been specially designed to give you a secure and comfortable grip.

Every Paint Aids "Trade Oval" is subjected to extremely stringent tests, then inspected for quality — the kind of quality that we have built our reputation on. You'll be glad you did. Available in 100% Pure Hog Bristle. 100mm, 75mm.



Trade Oval

Get a load of this



FOR THE PERFECT FINISH

CAN YOU IMPROVE ON PERFECTION?



HANDLE A PAINT AIDS TRADESMAN AND DECIDE FOR YOURSELF

Ours are resin-bonded, securely nailed through. Almost as much care. The exclusive shape of

gets a Paint Aids quality reputation.

We're confident that once you have tried the Paint Aids "Tradesman" you'll never look further for the brush for you.

Here at Paint Aids we believe that our "Tradesman" brush is quite simply the best that money can buy. And we take great pains to maintain that quality.

A Paint Aids "Tradesman" holds more paint, and spreads it faster — which makes it that much easier to maintain the wet edge.

And the bristles are specially blended, not just for strength, but also for consistent wear. Even after long and hard use, the Paint Aids "Tradesman" retains the right profile.

Of course the best bristles in the world are only as good as the way they're secured.



Conn Archibald

Managing Director

MADE BY TRADESMEN FOR TRADESMEN

FOR THE PERFECT FINISH

PAINT AIDS housebreaker®
5 Star finest quality pure bristle brushes.

Stainless steel ferrule. Cannot rust or corrode. No nails or rivets to come loose or rust.

Fine soft bristles. Full head of bristles. Longer bristles.

Hand crafted chisel edge for fine-line trimming.

Lightweight balanced handle. Solvent proof. Won't chip, crack or fade.

Bristles are permanently epoxy set.

housebreaker®
5 Star finest quality pure bristle brushes.

- Wear longer
- Greater paint holding capacity
- Gives a superior paint finish
- Makes painting easy

Model	Length	Retail
5B5	4"	11.80
5B3	3"	7.35
5B21	2 1/2"	5.30
5B2	2"	3.35
5B15	1 1/2"	2.25
5B1	1"	1.40

A **BREAKTHROUGH** IN **PAINT AIDS** MANUFACTURING

GIVES UP TO A **28% PRICE ADVANTAGE**

REUSABLE BAG
Moist proof — use to maintain bristle shape after cleaning

FINEST HOG BRISTLE
Put our brush against any other with the same length bristle and compare the price

DOUBLE GLUED
Bristles permanently bonded. Brush cannot leak.

STAR GRADED
for easy selection

SUPERBLY BALANCED
New one piece lightweight handle scientifically researched for superb balance

PAINT AIDS
housebreaker
pure bristle
5 STAR

GUARANTEED

FOR THE SAME LENGTH OF BRISTLE WHY PAY OVER **\$7-50**

PAINT AIDS PRICE
\$6.75

EXCLUSIVE STAINLESS STEEL
(NON RUSTING FERRULE)

POLYPROPYLENE HANDLE
is unaffected by solvents. Won't get sticky on cleaning. Can't chip—crack—or split.




NEW SHAPE HANDLE
Consumer tested as optimum design

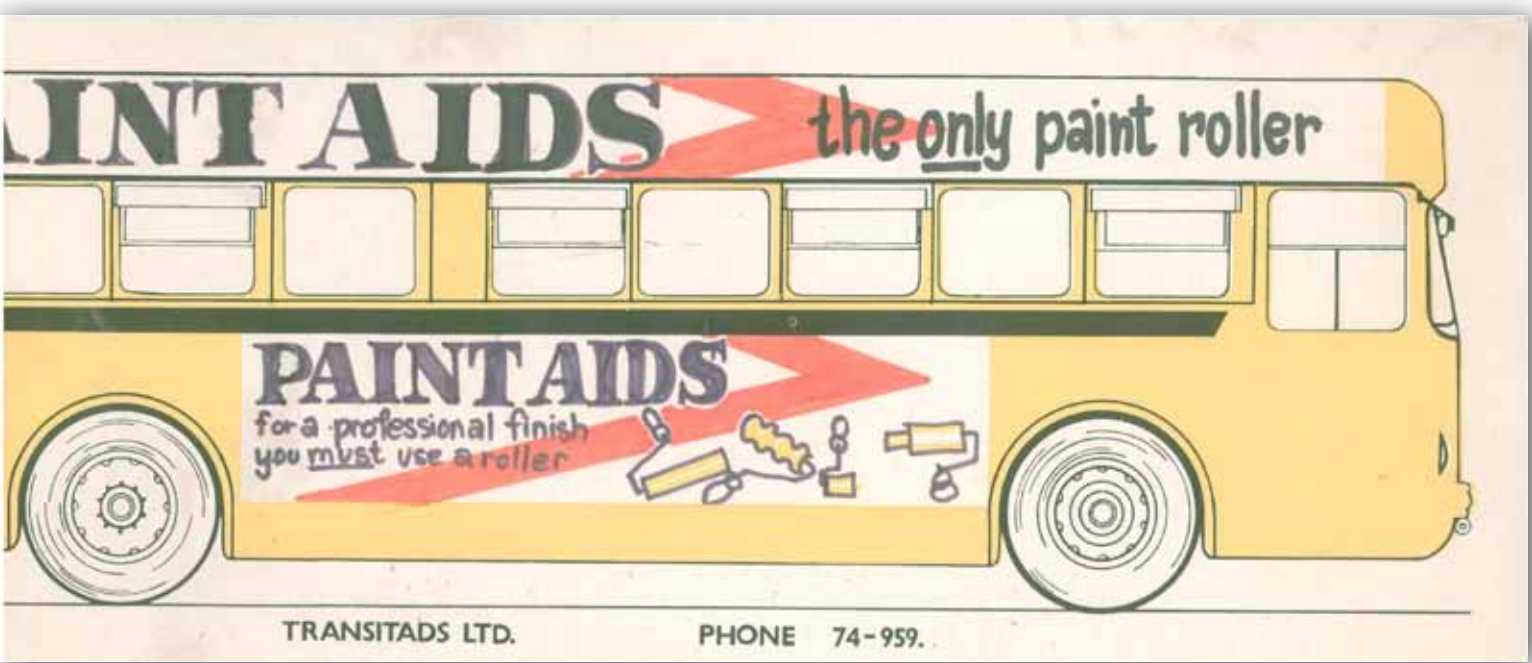
FINEST TIPS
Means Smoother Finish

PAINT AIDS = CONSUMER VALUE

NEWS FLASH!!
PAINT AIDS research has resulted in polypropylene brush handles being able to be moulded in one piece. This has resulted in material savings of up to 43% and drastically reduced machine moulding times. **THESE SAVINGS HAVE BEEN PASSED ON TO OUR CONSUMERS.**

FOR THE PERFECT FINISH

<p>Here's why the Tradesman brush is better:</p> <p>NZ Made for NZ conditions Paint Aids, the only fully NZ owned company producing paintbrushes, designed the Tradesman specifically for NZ climatic conditions - with bristles slightly firmer than those used in warmer climates, to cope with increased paint viscosity.</p> <p>Tested by Master Painters Samples of these brushes were tested by several master painters throughout NZ. From this survey we have modelled Tradesman paint brushes. Good firm bristled feel - strong and resilient in the hand - solid big grip wooden handle - well balanced for ease of mousing.</p>  <p>Like all fine Paint Aids products, the Tradesman brushes are unconditionally guaranteed.</p>	<p>TRADESMAN made by craftsmen for the master painter</p>  <p>100% PURE HOG BRISTLE</p>	<p>Selected Hog Bristles Polyester filaments in rust-proof Ferrule Top quality pure hog bristle in the Tradesman pure bristle. Top quality nylon/polyester mix in the Tradesman polyester. Both set in stainless steel ferrules bonded in epoxy resin. The bristles are hand set to ensure a good head then sanded for fast working in.</p> <p>Beechwood handle with no nail Sturdy solid beechwood handle firmly placed with no nails for longer life - eliminates the nails which inevitably leak rust into the paint.</p> <p>Hand crafted for quality Tradesman brushes are designed for the Painter who appreciates quality... made substantially by hand to exacting specifications.</p> 
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PAINT AIDS the only paint roller

PAINT AIDS
for a professional finish
you must use a roller

TRANSITADS LTD. PHONE 74-959.

MR. TRADESMAN...

A top grade quality paint brush has been manufactured according to the results of a survey we conducted throughout New Zealand to Master Painters.

We have endeavoured to manufacture a paint brush suitable for the rigorous requirements of Professional Master Painters. To assist us, now we ask you for your comments, good or bad, on how the brush actually performs for you.

Please contact **Cam Archibald** of...

PAINT AIDS: PHONE 770-299

OR WRITE TO: **P.O. BOX 2906 AUCKLAND**

FOR THE PERFECT FINISH

Paint Aids professional quality paint rollers- the right start, to a better finish.



Smooth Surfaces
100% Polyester 9mm Pile
Walls & Ceilings
All Water Based Flat Paint.



Smooth Surfaces
100% Lambswool 9mm Pile
Walls & Ceilings
Oil or Water Based Flat Paint.



Smooth Surfaces
Mohair Blend Pile
All General Work
Oil or Water Based Paint.



Smooth Surfaces
Acrylic Blend Pile
All general work
Ideal with New Water Based Gloss or Semi-Gloss Paint.



Smooth Surfaces
Super Foam
"Special" Extra Fine Finishing Cover
For Enamels, Semi-Gloss or Flat
Turps Thinned Paints only.



Semi-Rough Surfaces
100% Lambswool 12mm Pile
Concrete etc
Oil or Water Based Flat Paint.



Rough Surfaces
100% Lambswool 22mm Pile
Stucco or Blockwork
Oil or Water Based Flat Paint.

PAINT AIDS

The right start, to a better finish.

Paint Aids Ltd, P.O. Box 2906, Auckland. Phone 770 299.

**The right
With the**

Example

Your customer has purchased a flat paint for a smooth ceiling. The colour coding directs the customer to either the 9mm Polyester roller or the 9mm lambswool roller, both of which will do the job. Simple as that!

Use this colour coding for your paint

	Rough
Flat paint	
Gloss & semi-gloss	



Bask

Roller / W

Get the right roller for the right paint and surface. Paint Aids system you can't go wrong.

Paint for a
roller or 9mm
roller.

Colour guide to select the roller for your paint and surface.

Semi-Rough	Smooth	PAINT AIDS

Self adhesive header board and labels will ensure easy simple selection.

Smooth Surfaces *PROFESSIONAL QUALITY*

Walls & Ceilings.
All Water Based Flat Paint.

PAINT AIDS The right roller for a better finish.

100% Polyester 9mm Pile

Label Card

Roller Wrapper

Header Board

Paint Aids complete range of rollers has been developed specially to suit all kinds of paint or stain and all types of surfaces, from extremely smooth to very rough.

And to make the selection of the right roller for the right job as simple as possible, Paint Aids have now produced bright new packaging, bright new basket display cards and a bright new header board, all colour coordinated to make selection as easy as falling off a paint roller.

This new system is simple to understand and it works like this.

The header board is colour coded. Each colour relates to one or two rollers only. These colours are also on the roller wrapper and on a card on the display basket.

It couldn't be simpler!

It saves you time. It saves your customer time. And, it makes stock control simpler and easier to manage.



These units fit standard peg board. Make up your own display to suit your requirements.



The SMR Floor Unit will carry the complete Paint Aids roller range.

FOR THE PERFECT FINISH

Twice as fast as a paint brush.

The Paint Aids Speedbrush is the simplest yet most efficient paint applicator yet devised.

A speedbrush gives a truly professional finish both inside and outside in half the time — easily.

It is designed primarily for water based paints, flat and glossy, but can also apply oil based paints.

Easy to Use

Pour paint into either a normal Paint Aids paint tray or Paint Aids new Speedbrush tray with the special loading roller. Dip the fibred surface of the pad (white bristles only). Apply paint to the surface by spreading. It takes only a few minutes' experience to get a smooth and even coverage. Think of spreading the paint — not rolling, brushing or scrubbing.

Superior Paint Coverage

Paint Aids Speedbrush spreads paint with thousands of small fine bristles. Laboratory tests prove a smoother and more even paint film.

Exterior House Painting

Speedbrushes are excellent for exterior house painting. Use them for weatherboards, shingles, gables, soffits, smooth stucco, cement, concrete, concrete blocks and many other surfaces. Use them with waterbased paints, stains and varnishes.

Fence Painting

Use a Speedbrush to paint your rough-sawn timber fence and you will have it done in HALF THE TIME.



Rough sawn fencing



Varnish and water based paint

Your Speedbrush will give excellent coverage without having to "POKE" and "DAB" at the planks as is often the case when using a paint brush. Ideal for both oil and acrylic stains.

PAINT AIDS

The right start, to a better finish.

The quality of this Paint Aids product is unconditionally guaranteed. For free technical advice on any painting problem phone or write to: PAINT AIDS LTD., PO BOX 3906, AUCKLAND, PHONE 770-293



**COVERED
IN A FLASH**

A professional quality paint job in half the time.

140361A

FOR THE PERFECT FINISH

Stripping wallpaper, the job everyone hates. But now, with Paint Aids Perfa-Rolla, it's easy.

The Perfa-Rolla is a sponge roller with the capability of perforating and removing wallpaper.

Simply dip the roller in warm water containing stripping solution, roll in all directions on the surface to be stripped, wait a few minutes and you'll find the wallpaper will come off easily.

With Paint Aids Perfa-Rolla it's stripping, made easy.



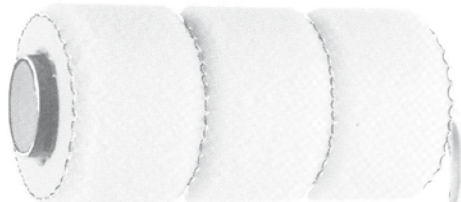
Dip Perfa-Rolla in warm water containing stripping solution. Removes multi-layer, painted over or vinyl papers.



Roll Perfa-Rolla in all directions to maximise wetting effect. Soak paper thoroughly for easiest removal. No damage to walls.



Wait five minutes to allow stripper to release adhesive. **NOTE:** on painted and vinyl papers perforate surface before wetting.



PAINT AIDS
PERFA
ROLLA

The right start, to a better finish.

Paint Aids Ltd,
PO Box 2905, Auckland
Phone 770-299



TAGRA

as fast as a paint

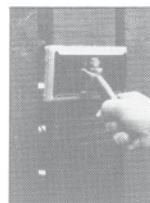
The Paint Aids Speedbrush is the most efficient paint brush yet devised. The Speedbrush gives a truly professional finish both inside and out in half the time — easily. It is designed primarily for use on oil based paints, flat and glossy, but also applies oil based paints.

How to Use

Dip your paint into either a normal paint tray or Paint Aids Speedbrush tray with the loading roller. Dip the surface of the pad (white only). Apply paint to the surface by spreading. It takes only a few minutes' experience to get a smooth and even coverage. Think of the paint — not of scrubbing or scrubbing.

Advantages for Paint Coverage

The Paint Aids Speedbrush gives you a smooth paint with thousands of fine bristles. Laboratory tests show it is smoother and more even than any other paint brush.



Rough sawn fencing



Varnish and water based paint

Your Speedbrush will give excellent coverage without having to "POKE" and "DAB" at the planks as is often the case when using a paint brush. Ideal for both oil and acrylic stains.

PAINT AIDS
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Exterior House Painting

Speedbrushes are excellent for exterior house painting. Use them for weatherboards, shingles, gables, soffits, smooth stucco, cement, concrete, concrete blocks and many other surfaces. Use them with waterbased paints, stains and varnishes.

Fence Painting

Use a Speedbrush to paint your rough sawn timber fence and you will have it done in HALF THE TIME.

PAINT AIDS
SPEEDBRUSH



TAD361A

FOR THE PERFECT FINISH

A T L A S T
a range of paint brushes that will really brighten up your sales.

P A L
The right start to a better finish.

System that truly is 'Salesman'!

part of our complete range, the new display will store, alert salesman. The brand information is a wall which will increase sales. While it is nearly as floor display, it was designed to fit existing...

new, brush selection's fast to display and packaging in opening case. For the retailer it means **BUY** the right brush for a...



P A L
The right start to a better finish.



FOR THE PERFECT FINISH

A range of brushes specially designed for the Do It Yourself painter.

A range of brushes that will really brighten up your sales. A range of brushes that are the result of thorough market research. Our research confirmed a number of lesser buyer attitudes and it also provided new information about the amateur painter's needs and expectations.

The following points have been central to the development of our new brushes, graphics and display.

Buyers Attitudes:

1. Most brushes are purchased as an accessory following the selection and purchase of paint.
2. Very little time is spent in the selection of a brush.
3. The quality or style of brush selected is very closely allied to the job being undertaken — wall paper/huge paint brush, major professional quality paint brush.
4. Do It Yourself painters often use a large and heavy paint brush as being unsuitable, while a smaller or lighter paint brush is considered easier to use.
5. Customers, generally, do not look after their paint brushes. They are willing to allow brushes to harden and to re-purchase new brushes for the next project.
6. Financially, women include the project, make the purchase and then assist with painting.
7. The average DIY painter is generally not aware of what makes a quality paint brush.

Brushes that are easy to buy, easy to use

Starting with key criteria from our research, and working with professional consultants, Pal Aids has developed a range of brushes, a display system and packaging that is so logical that the brushes virtually sell themselves. The benefits to the retailer come from knowing:

1. The range of brushes has been made specifically for the DIY painter — (the average amateur painter cannot handle a trade brush). The brushes are easy to use and give an

excellent paint finish.

2. There are three types of brushes in the range — Zipper for one of single projects, All Rounder for the bigger projects, and the Professional for the serious DIY painter.
3. The packaging and the brush colours make brush selection for the consumer absolutely easy — its clear which brush they should buy.
4. The display system allows quick visual reference for quality — simplifies the purchase.

Bright and Informative Packaging.

The packaging clearly describes brush type, size and use. New blister brush cover keeps the brushes in perfect condition and prevents moth damage.



PROFESSIONAL

Size 63
Series **A**

Professional (Series A)
This is the best quality brush for the serious painter. It has a specially designed brush ferrule which gives a great level of 100% pulling strength giving a rich feel with a soft feel. The ergonomic handle is fitted to the handle for extra returning strength. The perfect brush for the serious painter.



ALL ROUNDER

Size 63
Series **B**

All Rounder (Series B)
As the name suggests, All Rounder has been designed for all round distribution painting. Its light weight, from a good level of 100% pulling strength, and is very easy to use. Women will find that this brush is perfect for home decorating projects.



ZIPPER

Size 63
Series **C**

Zipper (Series C)
The handle is painted in a non-slip pattern for better grip without compromise. The light weight gives a great feel with all jobs. 100% pulling strength. A perfect brush for small projects — never big projects.

FOR THE PERFECT FINISH



your town ...

come to the Pal Peep-Show
and be the first to see ... and try the all-new

PAL Paintmates

ALL-NEW FIRST
RELEASE IN NZ!
100% PURE
ACRYLITE
PAINTMATES
FROM PAL



PAINTING POWER AT ITS BEST!!!



Live on stage for one night only!

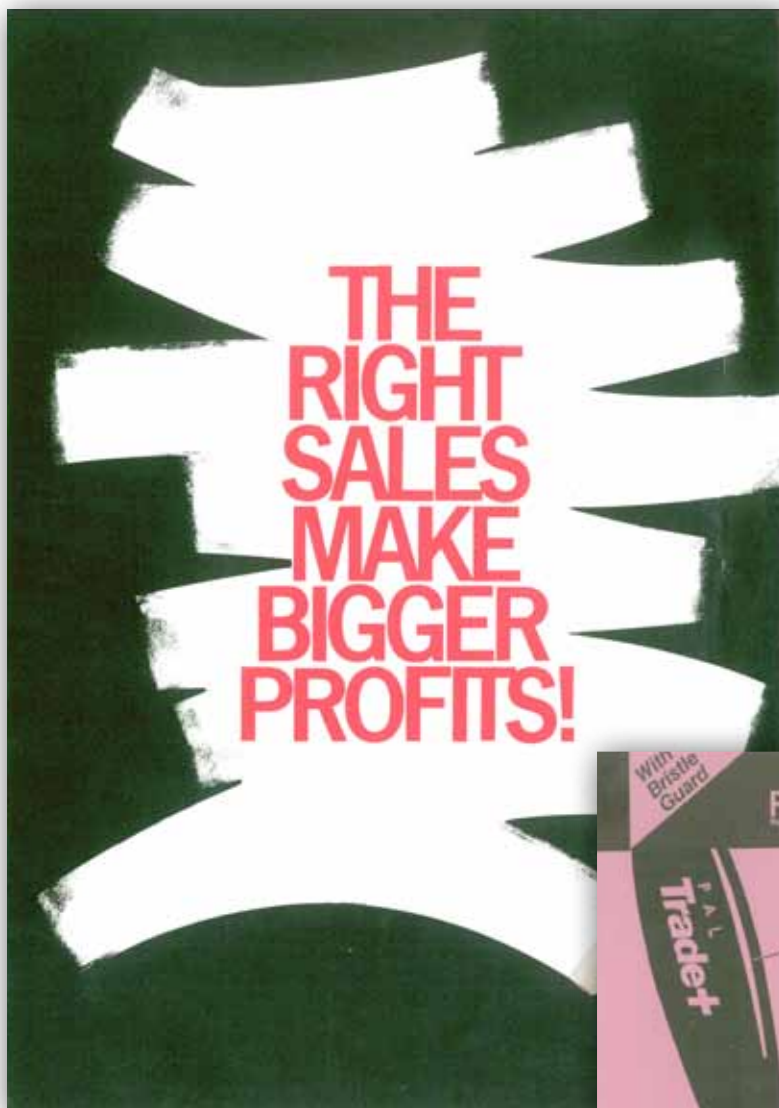
Be there!

See the video – watch the live demonstration –
Get to know the PaintMates first-hand!

Drinks, nibbles ... and lots of fun!

R.S.V.F
To VIVIEN
4 days to r
your place
Phone (09)

FOR THE PERFECT FINISH



PAL Tradet+
A professional quality brush for professional painters

With Bristle Guard

Wooden Handle
Hand-cut wood with 1 central grain.

Neat Pressure Reducing Wedge System
Designed and tested to give the right brush pressure, reducing the risk of brush marks, providing the brush to work smoothly to produce consistent and long-lasting results.

Brush when dry

Brush when wet

Neat Rust Proof Ferrule
Highly durable, rust-resistant ferrule (metal) that holds the bristles in place with secure epoxy setting compound.

Metal Insert
Not one of those 2-pieces. The Tradet+ metal insert is a single piece.

Epoxy Setting Compound
Special epoxy compound that holds the bristles in place.

Pressure Reducing Wedge System

100% Pure Hog Bristle
Made of 100% pure hog bristles. These bristles are made from the back of a pig and are known for their strength and durability. They are also resistant to moisture and chemicals, making them perfect for use in a wide range of applications.

Bristle Guard
Protects the bristles from damage and keeps them in place. It is made of a durable material and is easy to use.

FOR THE PERFECT FINISH

We're going to help you brush up your Profit!!!

1988 was a good year for retailers who stocked PAL Brushes, Rollers and Accessories. In fact, a staggering 1,600,000 units were sold! Retailers just like you profited by stocking and selling.



★ ROLLERS ★ BRUSHES
★ ACCESSORIES

But you can't afford to miss out on the brand new Paintmate range!! It's a winner!

We're going to make it happen in store for you!!

GET IN BEHIND THE NEW

Paintmates

AND WATCH YOUR PROFITS SOAR..

DUMP-BINS

Product Display at its best. Big - Bold and Bright! Get them up in-stores, right in front of the people who count... your customers.



VIDEO

Paintmates will be Numb and we're backing them to the hilt. See the video - a live paint demonstration with all the benefits in bright, living color. Humorous - Fun - Educational - Entertaining. Make your store place to shop!

SUBSIDISED ADVERTISING

A punchy powerful press ad ready to go with plenty of space for your name and address. Place in your local paper - and watch PaintMates go!

MORE SUPPORT:

You will see PaintMates in all major group brochures and mail-drops.





FOR THE PERFECT FINISH

HOUSEBREAKER

Recommended as best for exterior painting.

- 1st grade 100% pure hog bristle.
- Pre finished bristle tips. Works in almost from first stroke.
- Big paint pick up for big projects.
- Fully guaranteed product.



100mm
LARGE
UNBROKEN
SURFACES



75mm
LARGE
BROKEN
SURFACES



63mm
LARGE
TRIM WORK



50mm
TRIM
WORK



38mm
DETAIL
TRIM WORK

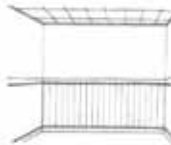


25mm
TIGHT
SPOTS

RENOVATOR

Recommended as best for interior painting.

- 1st grade 100% pure hog bristle.
- Pre finished bristle tips. Works in almost from first stroke.
- Lighter weight brush, extra fine finishing brush.
- Fully guaranteed product.



100mm
LARGE
UNBROKEN
SURFACES



75mm
LARGE
BROKEN
SURFACES



63mm
LARGE
TRIM WORK



50mm
TRIM
WORK



38mm
DETAIL
TRIM WORK



25mm
TIGHT
SPOTS

FINAL TIP

When using exterior water based paint it can "set up" (full of hard dry paint) near the ferrule and ruin the brush, especially on hot days. To prevent this, soak brush in water before you start for 10 minutes. Shake out the excess water before painting.

Remember at all coffee breaks, lunch, even when you suspend the brush in water just over the ferrule line.

If the brush does set up

Soak brush for two days in methylated spirits to perform simple cleaning techniques. A wire brush can be used in action to help clear residue up near the ferrule.

If you do have problems contact PAL customer service, we're happy to advise.



The Work Rated Paintbrush

HOUSEBREAKER

Recommended as best for exterior painting.

- 1st grade 100% pure hog bristle.
- Pre finished bristle tips. Works in almost from first stroke.
- Big paint pick up for big projects.
- Fully guaranteed product.

RENOVATOR

Recommended as best for interior painting.

- 1st grade 100% pure hog bristle.
- Pre finished bristle tips. Works in almost from first stroke.
- Lighter weight brush, extra fine finishing brush.
- Fully guaranteed product.

ECONOMISER

Hog bristle paint brush suitable for odd jobs and general painting.



PAL
P.O. BOX 100



Brushing Techniques
and Tips for Easy
plus Simple B



PAL - Homemaker
The Work Rated Paintbrush

FREE LEAFLET

PAINTER'S SERIES

Techniques for Easy Painting and Brush Care

er Series... Paintbrushes.

BUY THE RIGHT BRUSH

right brush for your paint job. The P.A.L. display system (in this brochure) recommends a particular brush for most. While you may well use any of our brushes for general work in any paint, we have recommended what we feel is most likely to assure you, the right brush makes for an easier and better job.

In this sense will tell you a small light weight 100mm brush is best for painting weather boards of your home. Apart from being lighter to use, it will take you twice as long, as the paint pick up only be 10 grams instead of 20 grams.

When cutting in around window frames with a 53mm brush is difficult. Use a 50mm or 38mm for this work, and work carefully (see simple brush care section) and use it for the rest of the job. It is a slow job around windows, and it can be a pain, especially if your brush is fraying or flaring out of shape due to incorrect care or use.

Our Fast Breaker and the Renovator brushes Fast Finisher. Which means it will work in to a fine finishing brush almost

any quality brush is more economical in the long run, than a cheap one. With simple cleaning and care your quality brush will last for years as well as being a joy to paint with.

USING YOUR PAINT BRUSH

Brushes
Using your new brush, flick the bristles to remove dust and lint.

When using a new brush on fine finishing work, if needs working in tight etc., first to become a really good finishing brush. For this job, keep a separate brush for this work only.

When working from the original can of paint, pour into another can, no need full.

When dipping a brush into a can, dip to a third of bristle length only, either tap brush lightly on side of the can or draw lightly over edge of lid to remove excess paint, then commence painting.

When painting, press heavily, let the bristles do the work. Where possible, work in one direction, then cross this section at 90°, to even out the brush. Finish off lightly with the tips of the bristles.

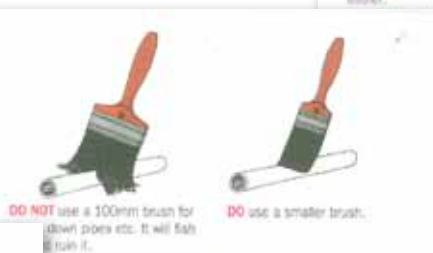
boards

When painting boards, paint the lap first, then the face. Try to paint to the edge if possible.

Window and Trim

When painting window and trim, use a 50mm brush, paint inside of frames first working to outside. At point, lap paint 1mm onto glass to form a good seal.

Keep your 50mm trim brush in good order. Don't use it for other jobs or cut it into corners. Cutting in quickly and easily requires a good brush. See simple brush care section.



SIMPLE CLEANING TECHNIQUES

After every painting break suspend brush in water i.e. coffee cup, bucket, overnight etc. When ready flick out excess water, and shake.

Commence for breaks longer than 2 or 3 days to clean brush completely for best painting results in the future.

How to clean your paint brush.

Wash out in appropriate solvent or running water for water based. Wash out 2-3 times in fresh turpentine or solvent each time or until clean.



When washing in warm soapy water (soap powder is best) thoroughly. Use a nylon nailbrush or kitchen fork in a combing motion from ferrule to tip. Pay careful attention to the area near the ferrule. It must be clean if the brush is to work properly next time. Flush clean, comb the bristles straight, hang up to dry with bristles down.

The whole job should take 2-3 minutes only.



When dry wrap the brush in newspaper for storage. This will protect the bristles and ensure that they remain straight.

If the brush has hardened or will not clean out for whatever reason. Soak brush in approx 15mm of brush cleaner (there are various brands available at your paint supplier), occasionally working the brush. Leave the brush in cleaner for a maximum of 24 hours (any longer and it will start to ruin the bristles) and then wash out as in 2.

Roots
Finish walls and sandblasts, then use your 100mm brush for roof work. Generally roof painting ruins the brush for quality work. A corrugated roof roller is another way to paint a roof and is much easier.

Follow the exterior instructions for interior finishing paint using the Renovator brushes as they are finer and softer.

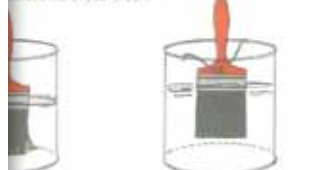
When painting always keep the appropriate Renovator brush.

When painting with a brush, a bristle is a nuisance to all home painters even top quality brushes will lose some bristles when they are new. Only an occasional bristle breaks off. This is a natural fibres such as hog bristles. When a loose bristle has just painted surface, use this professional tip, simply flick off the bristle with a scooping action on the brush.

SIMPLE BRUSH CARE

As brushes improve with use, it pays to look after them. The P.A.L. have taken a great deal of care to process the brush so it will not go out of shape and spoil your paint job. As we suggest some **don'ts** that tend to ruin any paint brush.

When a brush set hard, clean it and care for it. Your effort will be rewarded with a longer life of your brush.



When a brush set hard, clean it and care for it. Your effort will be rewarded with a longer life of your brush.



DO Instead suspend the brush with a wire through the handle hole.



When a brush set hard, clean it and care for it. Your effort will be rewarded with a longer life of your brush.



DO NOT use a large brush sideways continuously as it makes the bristle separate.

FOR THE PERFECT FINISH

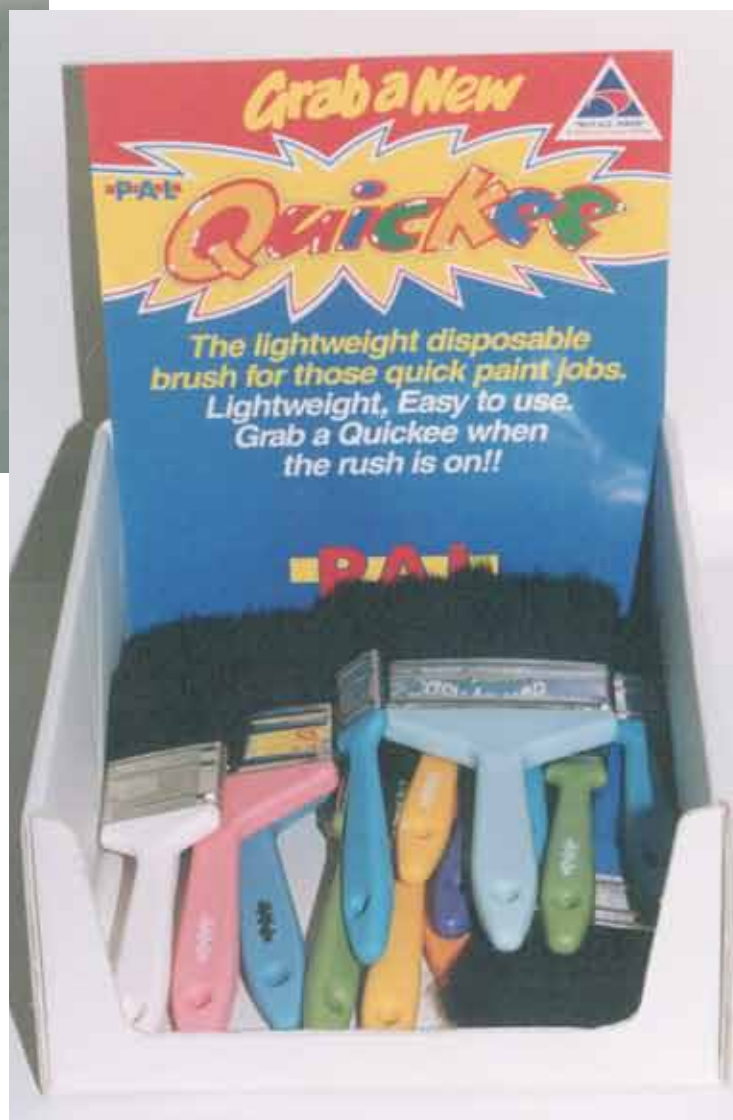




FOR THE PERFECT FINISH



FOR THE PERFECT FINISH



FOR THE PERFECT FINISH

PAL MERCHANDISING COMPETITION

Make the most of this media activity -
Build your own instore display featuring
Roof Roller and Speedbrush Kits and
you could WIN one of 4 Mystery
Weekends for two flying Ansett!



Just mail us a photo of your display with
your name and address on the back
AND YOU'RE IN TO WIN

PAL SUMMER TV CAMPAIGN

PAL is spending \$30,000 this Summer
promoting • ROOF ROLLER KITS
• 125mm SPEEDBRUSH KITS



DECEMBER '92

JANUARY '93

**GREAT PROMOTIONAL SUPPORT
MEANS BIG PROFITS THIS SUMMER!**

PAL

BUILDING UP YOUR SUMMER PROFITS!



FOR THE PERFECT FINISH

Our roller is No.1, Pal!



PAL Rollers — A first class finish in half the time

There's no getting away from it — when the time comes to paint those ceilings and walls you are going to need all the help you can get. You're going to need a Pal. Or two. Painting can be easy. Painting can be fun! Send for our free booklet, crammed full of tips. Let the experts show you the short-cuts to

the best painting job ever. Find out all about the range of accessories we can offer. Get yourself a Pal, and take the pain out of painting.

ASK FOR OUR FREE BOOKLET — FULL OF HELPFUL ADVICE ON PAINTING WITH A ROLLER

Find out how much of a Pal you really need.

NAME _____
ADDRESS _____

On request send for PAL 722 for FREE Booklet

PAL
Paint Aids Limited
Let's get Rolling!



Take some advice from a PAL — for quick smart results!



PAL Rollers — A first class finish in half the time

In just twenty minutes, you can be an expert. With a little help from a Pal! Painting is a chore — until you know how to make it fast, exciting and fun! Get to know the right accessories for the job — and the short-cuts that yield the best results — *just after five!* Send for our free booklet today. It's crammed full of tips.

Let the experts show their secrets — and show you the easiest, fastest ways to get the perfect finish, in half the time. Then sit back and take of the credit!

ASK FOR OUR FREE BOOKLET — FULL OF HELPFUL ADVICE ON PAINTING WITH A ROLLER

There is a comprehensive range of PAL accessories to take the pain out of every painting job!

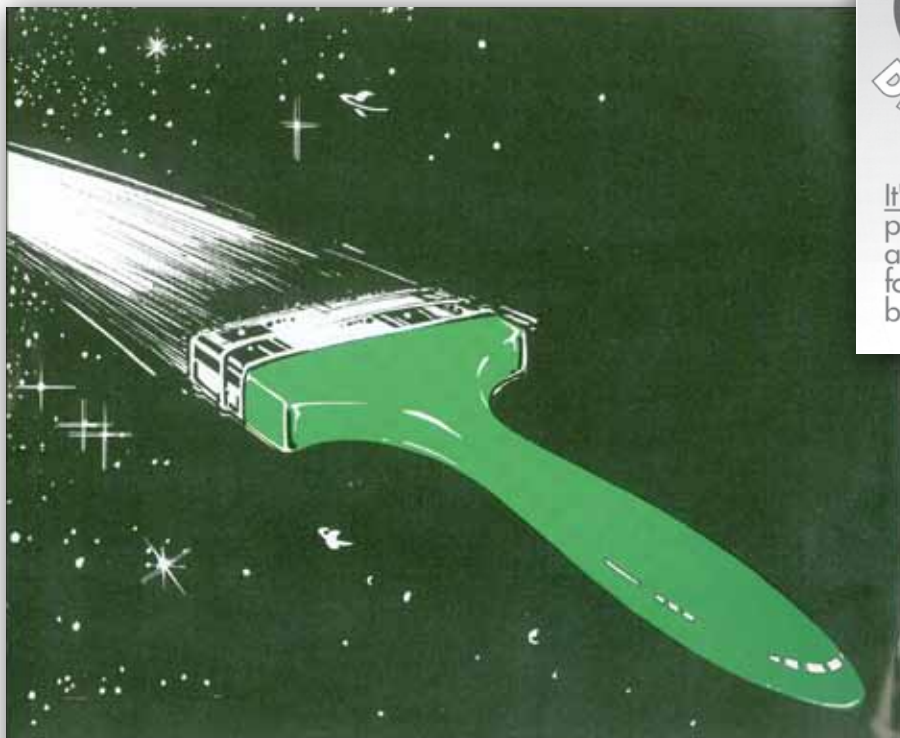
NAME _____
ADDRESS _____

On request send for PAL 722 for FREE Booklet

PAL
Paint Aids Limited
Let's get Rolling!



FOR THE PERFECT FINISH



Light Years Ahead!

The spaceage new Paintmate brushes take you to a new dimension in paint-brush technology. So light and easy to use you could swear they defy gravity. Maybe they do! Read on.

Get a feel for it — grab a Paintmate — from PAL. Paintmates are the first brushes to use the revolutionary new 100% Acrylite® fibre... and the special construction of Acrylite fibre means:

- Does not absorb paint or water into the fibre... giving you a smoother finish and more "painting power".
- Lighter... up to 25% lighter than conventional brushes.
- Less brush clean-up... the unique construction of Acrylite means brushes wash up fast and easy.
- Suitable for all paint types. Especially water based paints.

® Registration Pending

CPA 621



- Stainless steel ferrule means brushes can be left indefinitely soaking in water, ready for immediate use. No rusting.
- Cheaper than conventional brushes — easier to use — easier to clean up — easier to store. A range of six handy sizes.
- Years of international research have resulted in a world first, Acrylite® — a new name — a new product — and a new dimension in painting power.

Paintmates — every pro needs at least one!

from
PAL
Paint Aids Limited

The company that sets the standards when it comes to painting.

PAL Customer Services: PO Box 296, Auckland 1.
Ph: (09) 770-219. Fax: (09) 770-472.

PAL
WIN
A MYSTERY WEEKEND FOR 2
DRAWN HERE IN STORE

It's easy - when you purchase any PAL product just write your name, address and product purchased on the entry form provided and put it in the entry box on the counter to be in to win!

FOR THE PERFECT FINISH

It being able to quickly produce and market most forms of coated abrasive accessories required for the new power tools constantly being introduced to the local market as well as the good old

introduction to New Zealand from Artex had discs, complete with vacuum hoses, available for the retail market. These discs really complemented the range of PSA stick-on discs which Artex had

brings this to us uniquely Artex's ability to meet the millaire wrapped and the copper selling well in a By far the li

necessary in a portable sander to supply not in both sizes but numerous less for the many of Many of these available in a quickly produce

Among other stable saw paper, discs, orbital saw floor sanding ma old and new fl

With incre operator health protection, ma fitted with vacu and collect san normally detrain in which are pu the shut extract and back-up po supplied with applications wh

All belts, if attractively pack black, grey and and new disc introduced here

As New Zealand coated abrasive Artex's aim is t New Zealanders for New Zealand Zealand tradesmen Artex's prod unique position coated abrasive its continuing op

100% Pure Hog Bristle... the heart of our brush!



The measure of a superior paint brush ultimately rests in it's handle. The finest hog hair in the world comes from China and our Production Director and Head Brush Maker have personally selected the best available. From the 1st grade quality 100% pure hog bristle to the stainless steel ferrule and solid hardwood handle the Contract Series brush has been handmade to the highest standards. Every brush - a perfect brush. We guarantee it!

Made by a Craftsman for Master Tradesmen



38

NZ 10

Westshade Plus got it covered

James Grant Import Company Ltd is to highlight its new Westshade Plus range by offering an eight roll

merchandise to retailers featuring informative dealer card, catalogue holder and complete range of ex-

ditioned films attaching the 2 cable structure

Every number tells a story of quality!



Take a close look at the seam of the ferrule on this Contract Series Brush. The number stamped there identifies the particular batch of hog bristle used and the brush maker who made it. Every brush is traceable!

Made by a Craftsman for Master Tradesmen

From the 1st grade quality 100% pure hog bristle to the stainless steel ferrule and solid hardwood handle this Contract Series brush has been handmade to the highest standards. Every brush - a perfect brush. We guarantee it!



James Grant is an attractive design to install and customers including a bonus month's 5 Journal.

There is also improvements for Westshade

In 1977 Gabe world's first Westshade Plus with start to material brush

The unique outdoor knitted and durability, 3 of installers, 3 cost compared and its many on

This is a big screening fabric plants and animals rain and the sea

It is easy to Manufactured Manufacture, 4 in five domestic lifestyles in rolls x 1.30 or 3.00 m

It also offer even ultraviolet vent and 50 per also available, 3 it can be sold required.

Key grade Westshade Plus for balconies and for balconies, or gardens, grey horticulture, pool cover, heat protection and also window awning

44

NZ 11

MADE BY A CRAFTSMAN FOR MASTER TRADESMEN

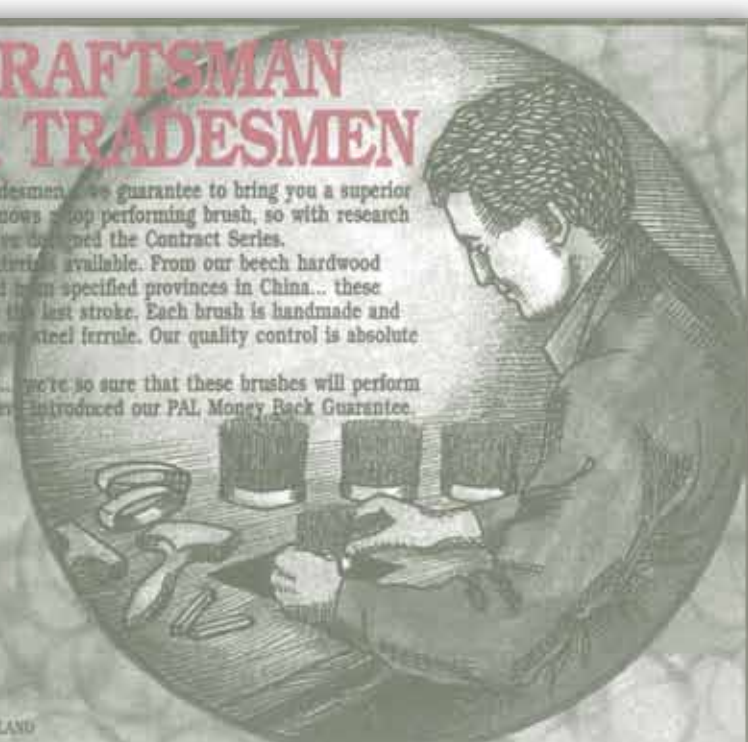
PAL have made a contract with you the tradesman... we guarantee to bring you a superior brush every time. Today's professional painter knows a top performing brush, so with research and development based on your experience, we've designed the Contract Series.

These brushes are made from the finest materials available. From our beech hardwood handles to the 100% Pure Hog Bristles imported from specified provinces in China... these brushes will stay true and keep their balance to the last stroke. Each brush is handmade and the brushmaker's code is stamped on the stainless steel ferrule. Our quality control is absolute and every brush is made with individual pride.

PAL have confidence in the Contract Series... we're so sure that these brushes will perform throughout their normal working life that we have introduced our PAL Money Back Guarantee. Now that's a Contract!



PAINT AID 1774 TEL: 094 525 1706 AUCKLAND, NEW ZEALAND



Here's the proof... 900 square metres and ready for more!

PAL made a commitment to you, the professional painter, to manufacture the best possible trade roller... and here it is!
This Contract 16mm Polyblend 230mm Trade Roller has completed 3 coats* of a 300 square metre 4 metre stud Gib Board wall and is still in great shape ready to do it all again.



"This roller has the fastest paint application I've ever come across - one roller load will cover 4 metres in length in one continuous roll - try matching that with another roller!"

— MASTER TRADESMAN —

- * 1st Coat - Acrylic Sealer
 - 2nd Coat - Lo Sheen Acrylic
 - 3rd Coat - Lo Sheen Acrylic
- ** Trademark's name and address available from Paint Aids



 PAINT AIDS LIMITED, P.O. BOX 11092, ELLERSLIE, AUCKLAND

Get the best performance from the real thing...

PAL's new Contract Series Mohair Blend Trade Roller - the paint roller that really contains genuine mohair! Mohair is the strongest fibre, guaranteed to retain its spring and not pack down. This roller can handle the toughest jobs!

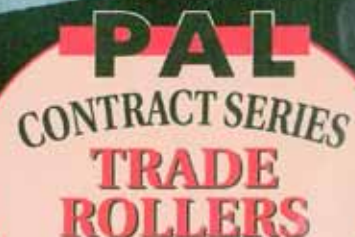


THE ORIGINAL
ANGORA
WOVEN 5mm
MOHAIR BLEND

- Best roller for all solvent based paints
- Fine stipple paint finish
- Top paint pickup
- Easy to clean

PLUS every roller has:-

- Heavy duty Phenolic Core
- PAL's super epoxy bonding system
- Batch coding for total quality control
- The PAL Money Back Guarantee.



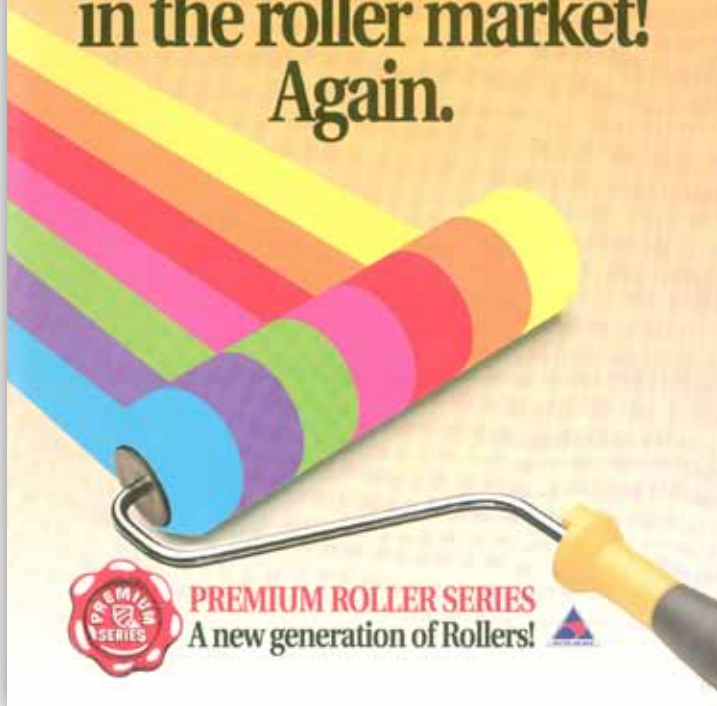
**BIG PAINT PICK UP
FOR THE PROFESSIONAL PAINTER!**




PAINT AIDS LIMITED, P.O. BOX 11092, ELLERSLIE, AUCKLAND.

FOR THE PERFECT FINISH

PAL
The Market Leader...
setting new standards
in the roller market!
Again.



PREMIUM ROLLER SERIES
A new generation of Rollers!



PAL MERCHANDISING SYSTEM



A Point of Sale Display that really works for your customers:-

- Self service unit where all rollers are clearly labelled for each paint type and surface.
- Each roller type, number 1 to 6 is displayed on its own shelf.
- FREE booklet on how to get the best result from their roller.

and for you the retailer:-

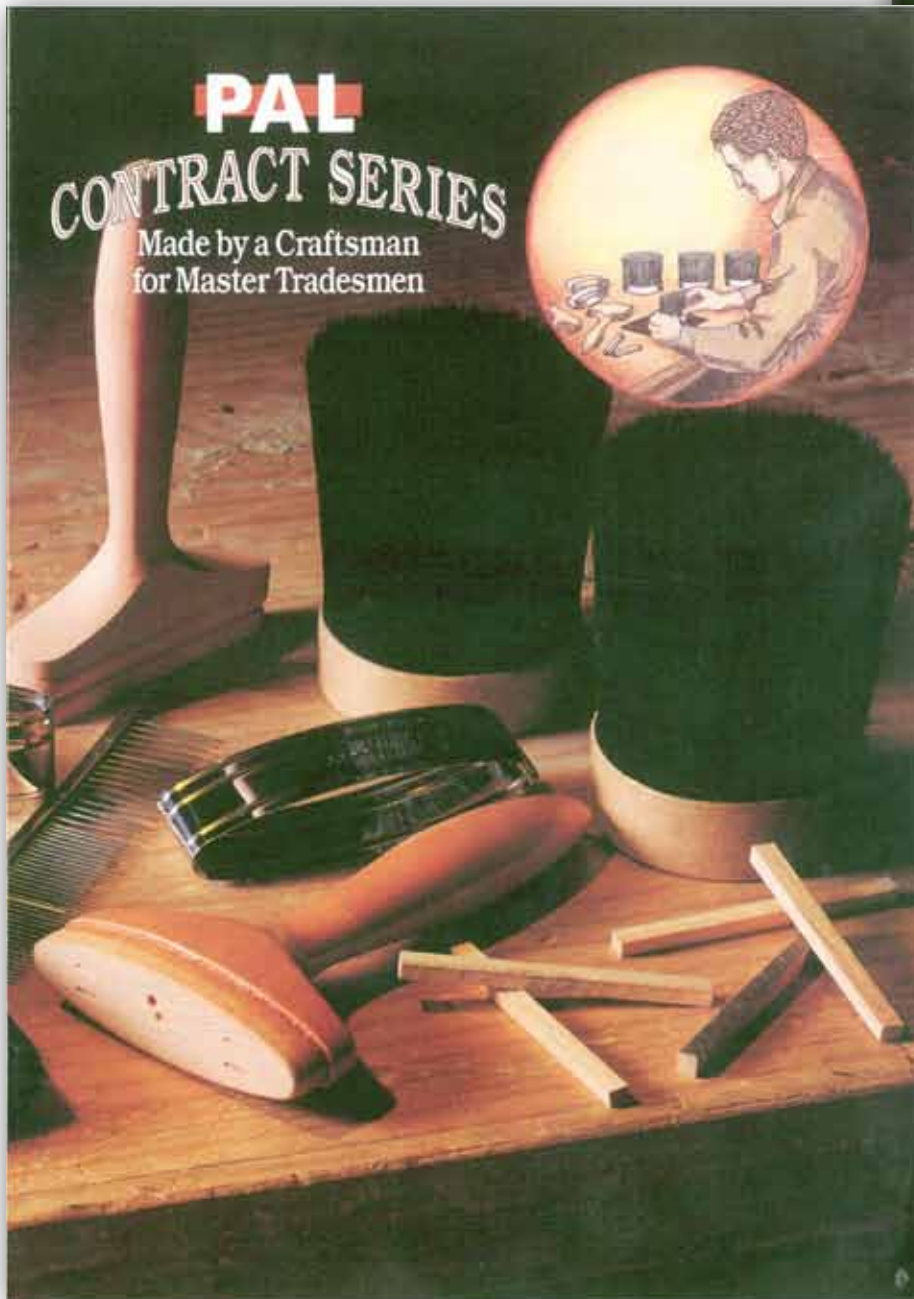
- Easy to stock, price and display.
- Versatile. Use as a free standing system or straight on to your pegboard.
- Free standing system has space for extension poles and paint trays.
- Increase your sales - PAL customers using this system have seen a large increase in business.
- This system can be adapted for use in small through to large stores.
- PAL market leader in paint applicators backed by TV and media coverage.

Talk to your PAL Representative about a display system suited to your store!





FOR THE PERFECT FINISH



INTRODUCING THE CONTRACT SERIES..

PAL have made a contract with you the tradesmen... we guarantee to bring you a superior brush every time.

Today's professional painter knows a top performing brush, so with research and development based on your experience, we've designed the Contract Series.

These brushes are made from the finest materials available. From our beech hardwood handles to the 100% Pure Hog Bristles imported from specified provinces in China... these brushes will bring you their balance. Each brush is stamped on the ferrule. Our absolute and made with in PAL have Contract Series that these brushes throughout their working life introduced a Guarantee. Now that's



FOR THE PERFECT FINISH

PAL

stay true and keep to the last stroke. A handmade and maker's code is the stainless steel quality control is every brush is individual pride. confidence in the us... we're so sure brushes will perform their normal hat we have our PAL Money Back Contract!

PAL
TRACT SERIES
SPECIFICATIONS

THE OVAL SERIES



BRUSH SIZE	100mm	75mm	60mm	50mm	38mm	25mm
THICKNESS	20	22	20	18	17	16
LENGTH OUT	162	89	62	69	43	36

THE FLAT SERIES



BRUSH SIZE	100mm	75mm	60mm	50mm	38mm	25mm
THICKNESS	21	22	20	18	17	16
LENGTH OUT	84	62	71	65	52	36

100% PURE HOG BRISTLE

Our Production Director and Head Brush Maker visit selected herds in China to ensure we purchase only the greatest quality. We produce and grade the bristles again, into multiple quality levels. For use in our Contract Series Brushes. The next day grade sticker is final guarantee of true quality bristles.

FERRULE

Features extra of heavy gauge and reinforced steel pins and nails throughout. No rust problems.

HANDLE

New Zealand beech solid hardwood handle with good grip. Shaped bristles with steel support ends. No staining from solvent vapors with Contract Series.

BRUSHMAKERS NUMBER

Numbers stamped on the corner of the ferrule identify the brushmaker and his bristle type (the alignment and bristle processing factory in China). Every brush is traceable. This feature not meant to discourage a total quality product.

THE PAPERHANGERS BRUSH



BRUSH SIZE	225mm	300mm
THICKNESS	22	18
LENGTH OUT	55	75

THE DUSTER



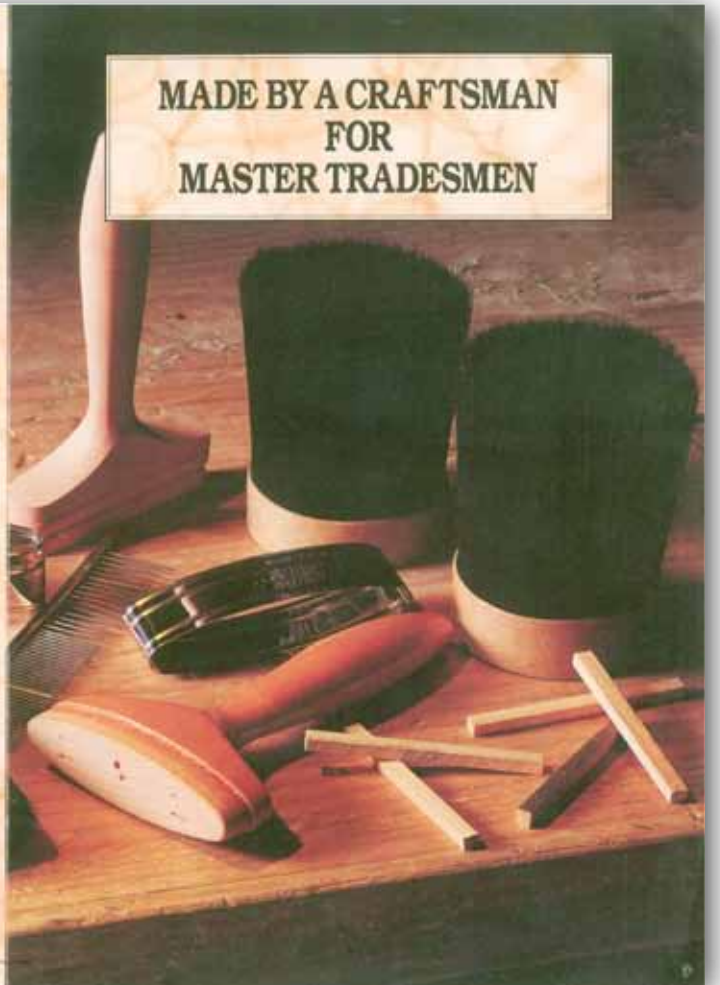
BRUSH SIZE	100mm
THICKNESS	26
LENGTH OUT	80

THE LARGE FLAT SERIES



BRUSH SIZE	125mm	150mm
THICKNESS	22	22
LENGTH OUT	69	86

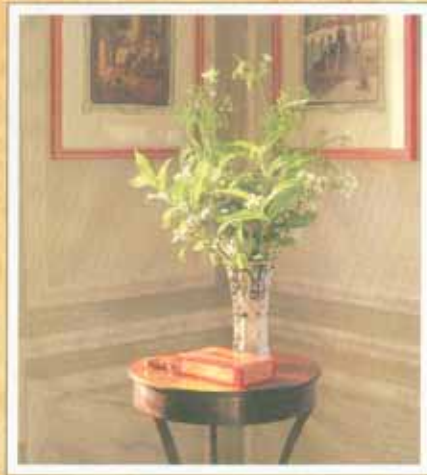
**MADE BY A CRAFTSMAN
FOR
MASTER TRADESMEN**



FOR THE PERFECT FINISH

PAL
Artisan
S E R I E S

For Decorative Paint Finishes



A complete range to enable you to create any paint effect you desire:-

Brushes, Softeners, Sponges, Draggers, Floggers, Grainers, Stencil Brushes plus "How To" Books and Videos.

Instructional Books

FINISHES FOR SURFACES
Decorative paint finishes made simple

THE ART OF MARBLING
THE ART OF WOODGRAIN
For more experienced decorators

Hair Stippling Brush

100mm x 75mm. Rounded end handle with long soft bristles essential for subtle stippling effects.

Hair Flogger

100mm. Very long bristles with a wood handle used dry in a flicking motion to create a textured appearance.



Hog Hair Flogger

50mm. Very long bristles with a long wood handle used dry in a flicking motion to create a textured appearance.

Badger Hair Softener

100mm, 75mm. Top quality brush to last a lifetime. Used for merging and blending in many techniques - for a finer finish.

Hog Hair Softener

100mm, 75mm. A less expensive version of the Badger Hair Softener for merging and blending - for a less fine finish.

Natural Sea Sponges

Easy to use - "Sp On" colour is a fun technique and a good introduction to decorative painting.

Rubber Grain

Teeth graduated Triangular Coarse Pull comb through

FOR THE PERFECT FINISH

Artisan

Instructional Videos
VOLUME 1 - Ragrolling, Dragging and Stippling
VOLUME 2 - Two tone Ragrolling, Splattering, Tortoiseshell and Woodgraining

Stencil Brush
 Size 20, 12 and 8. Wooden handles with 100% Hog Hair Bristle in three sizes to suit any size stencil.

Colour Wash Brush
 125mm. Wooden handle and Hog Hair Bristle to lay a large area of wash or glaze quickly and effectively.

Graining Rollers
 75mm, 125mm Wide
 Fine Heart Grain,
 75mm, 125mm Wide
 Coarse Heart Grain.
 To recreate natural wood grain.

Hog Hair Mottler
 50mm. Used in woodgraining to smooth areas of oil glaze.

Hog Hair Wood Finishing Brushes
 25mm, 38mm, 50mm, 75mm
 Lightweight white Hog Bristle Brushes designed for staining and varnishing.

Imitation Whale Bone Bristle Grainer
 100mm. A combination of Hog Hair and nylon bristles give variety to the grain effect. Absence of a handle allows for greater control.

Sponging Combs
 Coarse to Fine (Grey)
 Fine, Medium, Fine (Orange)
 High wet glaze to create grain.

PAL MERCHANDISING SYSTEM

A Point of Sale Display that really works for your customers:-

- Self service unit where all rollers are clearly labelled for each paint type and surface.
- Each roller type, number 1 to 6 is displayed on its own shelf.
- FREE booklet on how to get the best result from their rollers.

and for you the retailer:-

- Easy to stock, price and display.
- Versatile. Use as a free standing system or straight on to your pegboard.
- Free standing system has space for extension poles and paint trays.
- Increase your sales - PAL customers using this system have won a large increase in business.
- This system can be adapted for use in small through to large stores.
- PAL market leader in paint applicators backed by TV and media coverage.

Talk to your PAL Representative about a display system suited to your store!

WHAT MAKES PAL PREMIUM ROLLERS UNIQUE?

- Rollers are chosen from only the finest, plus variety of product range.
- Roller cover or fibres are chosen after thorough laboratory analysis to ensure consistent performance in various and climatic conditions.
- Fibres in roller cover made to order, leading to superior in variety, durability and wear.

THE PREMIUM SERIES RANGE

<p>1</p> <ul style="list-style-type: none"> • Great light weight roller for water based. • Use in latex oil. • Best to use semi-synthetic fibre material. • Use soft roller than one that the roller gives a really smooth paint finish. • No roller splatter. • PAL special roller handling system. 	<p>2</p> <ul style="list-style-type: none"> • These rollers feature synthetic materials. • Holds a large amount of paint. Extra large coverage. • Use to coat, smooth paint when set off latex. • Use in latex. • Holds paint a light weight/medium weight roller, and is better than an regular roller system. • Adds great natural roller splatter. • PAL special roller handling system. 	<p>3</p> <ul style="list-style-type: none"> • Super long fibres rolled in natural material. • Holds maximum amount of paint. • Extra large coverage of all rough surfaces. • Use for jobs such as, sand, the spring and leaves to get into crevices and under loose paint. • Set to coat. • PAL roller roller handling system.
<p>4</p> <ul style="list-style-type: none"> • Give waves your degree of control. • The wave design helps spread the paint over marks and the longer fibre actually pushes the roller off to ensure your giving a super smooth finish. • Large paint pick up. • Lay to coat. • PAL roller roller handling system. 	<p>5</p> <ul style="list-style-type: none"> • 12 year wave treatment. • Natural product that has proven and life. • Excellent paint pick up and coverage on rough surfaces with water based. • Best for oil based latex or water based. • Thickener product - good treatment. • PAL roller roller handling system. 	<p>6</p> <ul style="list-style-type: none"> • Best for oil based. • A specialist finishing roller. • Gives a finish that is equal to roller gun. No need to lay off with brush. • Tapered roller roller rolls that to be used with water based paint. • Used for outdoors. Semi moisture does from built in. • Special roller handling system.

PAL ROLLER HANDLES

- Ergonomic handle 30mm/35mm.
- Wide grip design.
- Polypropylene ergonomically shaped handle for easy grip.
- Special design to match up with PAL 1/2" long of standard handles.
- Best designed handle they ever constructed.

ZIPPER ROLLER HANDLES

- Lightweight holder handle for smaller jobs.
- Not made for use with extension poles.

PAL EXTENSION POLES

• Roll range available. **Black** - 2.0m to 3.0m
Nickel - 1.0m to 2.0m
Long - 2.0m to 3.0m

- Offered lightweight spring aluminium with finished end is easy to use with PAL professional roller handles.
- Also 1/2" long 1.2m aluminium fixed pole and 1.2 metre extension pole.
- Extension poles should be used on all large jobs in this price better corner and extend longer when painting over the ceiling and large wall area.

FOR THE PERFECT FINISH



PERFORMANCE THAT'S LEGENDARY

IT TAKES AN EXTRAORDINARY BRUSH TO BECOME A LEGEND!

UNIQUE SMOOHTIP TECHNOLOGY

SUPPORT FILAMENTS OREL TYNEX 100% POLYESTER

Handcrafted with attention to details the Contract Master Legend gives you:

- A fine tip shape with no swelling or flaring.
- Long lasting 'Tynex Orel' filament that retains shape.
- Smoothtip technology designed to eliminate brush marks.
- A Brush that will not set up in the heel in normal use.

RECOMMENDED FOR USE WITH ALL WATER-BASED PAINTS



88 **OVAL**

CONTRACT Master

LEGEND

HANDCRAFTED BRUSH FOR THE FINEST MATERIALS

MADE BY A CRAFTSMAN FOR A WASTED TRADESMAN

UNIQUE SMOOHTIP TECHNOLOGY

THE

This paintbrush professional paint produce satisfact

If this paint brush PAINT AID with in any way we replacement to y

M. PA

FOR THE PERFECT FINISH

An extraordinary brush...

...long wearing, non swelling, a brush that keeps its shape over time and does not lose its bristle.

...last a Trade Brush with a Performance that's Legendary.

The Legend uses only the best Du Pont filaments handcrafted and styled to outperform all other Trade brushes. The Orel Tynes filaments are round, solid and tapered to ensure the best painting performance.

Our patented smoothtip technology produces an evenly tapered, pre-finished bristle to provide you with an already "worked in" brush straight from the packet.

SPECIFICATIONS

Legend Oval 100mm, 88mm, 75mm, 63mm, 50mm
Legend Angle Trim 63mm, 50mm, 38mm.



PAL MONEY BACK GUARANTEE

...is designed and manufactured specifically for use by professional painters and will, if correctly used and maintained, continue to produce quality paint finishes throughout its normal working life.

...if it does not perform as warranted, forward immediately to the nearest PAL branch for details of the complaint. If the brush proves to be defective PAL will immediately refund the purchase price or courier a replacement.

MADE IN NEW ZEALAND

PAINT AIDS LTD. P.O. BOX 11888, ELLERSLIE, AUCKLAND

WHO NEEDS A WORN PAINTBRUSH?

Every trade painter looking to produce a great enamel finish without brush marks...that's what!

Every Tradesman knows how long it can take to **work-in** a new brush before it really starts to perform.

Now the Contract Master ENAMELER provides an already **worked-in** brush, straight from the packet.

SMOOTH TIP

Our patented SMOOTH TIP technology produces a tapered pre-finished bristle, quite unlike conventionally finished Trade brushes.



Smooth Tip



This tapered bristle is ready to lay a smoothly finished enamel from the moment you pick it up.

What's more, the unique premium bristle mix is designed to encourage 'paint spread' and to produce a stiffer brush style.

The perfect combination for Alkyd paints.

THE **CONTRACT MASTER** ENAMELER

FROM **PAL**

PAINT AIDS LTD. P.O. BOX 11888, ELLERSLIE, AUCKLAND, NEW ZEALAND

PROMOTIONAL
FEATURE

Paint roller process - world exclusive for PAL

Manufacturing quality paint rollers for the New Zealand and overseas trade and do-it-yourself markets is nothing new to Paint Aids Limited (PAL). However, the demand has certainly changed.

Cam Archibald, director and ISO quality manager of Paint Aids, first began developing rollers some 20 years ago at a time when the trade professional painters would not dream of using anything other than a paint brush for all paint applications.

The selection of purpose-designed fabrics from mills around the world, along with the development of an exclusive phenolic roller core, certainly helped in developing market acceptance for paint rollers. Their durability and ability to handle large paint jobs over long periods was a real breakthrough to painters.

"The heart of every PAL roller is the phenolic core which must be able to tolerate long periods left soaking in water, temperature and strong odours usually in the back of a tradesman's van while painters are in between jobs," said Mr Archibald.

PAL developed what it believes to be a world first by building a special phenolic

impregnation process for its roller cores thirty years ago.

Roller manufacturers normally simply coat phenolic resin onto kraft paper producing a thin, often brittle roller core that can only last approximately 24 hours soaking in water before it becomes soft and disintegrates.

The PAL process impregnates the phenolic resin, under pressure, into the kraft paper and throughout each layer to ensure total saturation.

These layers are then wound together to produce the tubular core which is oven baked rock solid at 200 degrees Celsius. This allows full curing of the hardened resin into a state of thermoset.

The use of phenolic resin to produce plastics in this manner is not new, with products such as the old black scythes having been produced in a similar fashion to PAL roller cores.

The demand for PAL trade rollers and such hard cores has increased substantially over the last few years and to accommodate this PAL purpose-built an automatic roller machine which can output a capacity of 15,000 rollers per day.

PAL's new 4-ply roller core has a rock solid state with up to 33 per cent increased strength. Industrial tests have proved the core can remain unaffected even after two years of prolonged saturation.

PAL's recent accreditation to the ISO 9001 system has ensured such detail is continually checked through all stages of the production cycle.

"These are 'hard core' rollers for the serious tradesman," said Patrick Murphy, marketing manager.

PAL
PO Box 11-092
Ellerslie, Auckland
Ph 0-9-538 1788
Fax 0-9-525 1517

These are 'hard core' rollers for the serious tradesman.



The winding process produces an extra strong core similar to that of furniture.



Oven baked rock solid.



End caps are packed firmly in the phenolic core.



FOR 'HARD CORE' TRADE PAINTERS...



...changing paint

many degrees. Changing the way you think about paint is much more than just a brand image

challenge was not just in launching into the trade and DIY painter segments, but in making fundamental changes of systems to meet with its customers under ISO

had strength in the quality of the product. We now recognise that in order to succeed we must reassess all our infrastructure and our quality procedures. This is how we respond to our customers' expectations, says Mr Archibald, managing director.

Under Quality Management System accreditation in the year for the company to be ISO 9001 accredited, Mr Archibald says he has not only challenged our thinking and our infrastructure, but also in choosing quality materials, and in developing painting solutions.

Mr Archibald says PAL has had a substantial impact on the market with the manufacturing and marketing of two new filament brush ranges - the Contract Master Legend for the trade and the Masterflow for the DIY segments.

A key part of the launch plan for the Legend trade brush was to discuss one-on-one with trade painters throughout the country through trade breakfasts carried out in conjunction with all major paint brands.



A lifetime paints a thousand words. Patrick Murphy (left), Cam Archibald (middle) and Keith Archibald with Masterflow.

RETROS

FOR THE PERFECT FINISH

ing the way



Some 80 trade breaks later, and the Legend is almost a permanent fixture in every tradesman's brush range.

As planned, the Australian market was introduced to the Legend in March 1977, and by December sales had increased rapidly through three of the main trade paint brands in over a hundred stores throughout Australia.

Adopting a completely different strategy for the DIY market, PAL launched the Masterflow paint brush in August 1977. With its bright, distinctive packaging, the Masterflow had to stand apart not only in how it looked among the many other paint brush ranges, but also in the unique benefit messages it portrayed at point-of-sale.

"The claims made in the message on the packaging are revolutionary, but true. This brush really does self-clean, hold its shape perfectly, and allow the paint to spread more evenly and quickly," said Patrick Murphy, marketing manager.



Sales through paint and hardware stores are already showing a growth path that exceeds PAL's expectations.

"This brush is superb for fine, accurate trim work and is a real breakthrough for painting. What it says on the packaging actually works," explains Michael Corbett, paint manager of Place Makers Pakaranga.

The in-house engineering ex-

perience of PAL has led to the design and release of two handy tools for the DIY market in recent months. An all-in-one plastic paint stirrer complete with a fully functional paint can opener on one end has been ergonomically designed to make paint stirring easier.

The increasingly popular brush care rig is a thought yet very effective device for storing paint brushes and suspending them in water.

1977 has shaped up to be a most challenging year for PAL, where partnerships with customer groups have had to be developed even further.

"We stand or fall on the strength of these partnerships. More and more groups are accepting that value and performance from a supplier, not just price, is the way forward in the tight New Zealand market," said Mr Murphy.

PAL intends to continue adding value for customers through its marketing commitment to launching new products through both television and high profile POS media.

The release this month of the latest PAL product catalogue is part of the plan, and features the full range of PAL's extensive applicator and paint preparation products. Further POS relaunches ready for release include the new Home Decor Range series. These have been targeted towards the DIY market, with a more user-friendly in-store advice system and guide to painting with rollers.

The success of the Masterflow on television in recent years has PAL extending the television budget.

The Masterflow television campaign begins on Boxing day, running through January with two further campaigns starting in early 1978 to stimulate demand and to better inform the DIY painting market.



Patrick Murphy gives PAL's products the thumbs up

FASTER FLOW...

MASTERFLOW!

smooth • even • fast

MASTERFLOW The Easy Free Flowing Paint Brush

RETROSPECTIVE '97

FOR THE PERFECT FINISH



Available in 25mm, 38mm, 50mm, 63mm.




Caters + Placemakers websites
"How to paint..."
How to paint with a roller...



How to select the right paint roller...



FOR THE PERFECT FINISH




ūrbān®

paint brushes
especially
designed
for women

Stylish design, funky colour scheme and all in a paint brush! The new Urban range of paint brushes have been created specifically for women. Designed in New Zealand, the unique features make painting so easy you will want to create a new look every season. The contoured easy grip handle fits into your hand with a comfortable balanced weight – so no more sore wrists. To ensure you create the perfect finish for your home, the Urban paint brush allows drag free painting and prevents bristle loss. It is effortless to clean, all of which makes your life easier. Whatever colour paint you choose, the "perfect finish" is the Urban finish!

Available at all leading paint and decorating stores.



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paint brushes
especially
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for women

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paint brushes
especially
designed
for women

PAL
for the perfect finish

love the
handle, the
as so light
y to use"

"I liked the angled
cutting in brush.
The shape of the
bristles made
it really easy to
cut in along the
windows"

Kate

sh was
y to clean
ard day

"I loved it!
We got the
job done"

Joanna

"It's amazing!. I can
actually paint and not
leave brush marks...yeah!!"

Tracey

ūrbān

painting tips

- ★ When painting any room, the golden rule is always start from the top and work down. Therefore, paint ceilings first, then scotias, then walls, followed by doors and finally skirting boards and floors.
- ★ Always rinse your brush for a few minutes before use. Rinse in water if you are using water based paints and turpentine if using oil based paints.
- ★ Tip a smaller quantity of paint from your 4ltr or 10ltr bucket into a paint pot- it's more portable when working around a room and easier to manage.
- ★ Always brush into the wet area. Paint should be applied to a dry area and then worked into a wet area. This permits any overlap to blend.
- ★ Paint with the brush tips, never the sides. Hold the brush at about a 45° angle to the surface and work mostly with your wrists rather than your arms and shoulders.

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especially designed for women

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new



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- Compact & Strong Design
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- Fits Threaded Extension Poles
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- OVERALLS
- WALLPAPER BRUSH
- DROP SHEETS

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accent

Match Maker

Match the brush to the paint type and finish you require. It's as easy as that!

Accent brushes are designed in New Zealand for our unique conditions and are available in three different ranges, Platinum, Decorator and Project. Accent comes in a wide range of sizes from 25mm to 100mm and includes synthetic and pure hog bristle, so it is easy to match the right brush for the paint and finish you require. Accent is available exclusively at all Mitre10 and Mitre10 Mega stores throughout NZ.

Accent proudly designed by PAL for Mitre10 New Zealand Limited.

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THE COMPLETE SYSTEM

SIMPLE • SELECTION • SYSTEM

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MASTERFLOW™



Hot sellers!

Masterflow Easy Reach rollers have experienced over 100% growth



Since the rebranding and repackaging of the PAL® Easy Reach range into the Masterflow 1-6 roller system, we have experienced over 100% in sales growth. "This sales growth is evidence of the hard work and value we place on our whole rebranding and packaging recently undertaken. We looked at how we could add value for our customers and this resulted in better merchandising packs as well as building on our 1-6 roller system" says Richard Percy, PAL® Managing Director. The Masterflow Easy Reach roller range is available in 2 pack, 10 pack and roller kits and is now a core range for most retailers.



For more product information visit our website www.paintaids.co.nz



PEOPLE OF SUCCESS 06

PAL: MAKING IT EASIER TO ACHIEVE THE PERFECT FINISH

PAL IS THE MOST TRUSTED BRAND IN THE NEW ZEALAND PAINT ACCESSORIES MARKET WITH THE TRADE AND RETAIL, SETTING IT HAS BEEN MANUFACTURING PRODUCTS SINCE THE 1960S. TODAY PRODUCES A RANGE OF ROLLER SLEEVES AND PAINT BRUSHES IN OUR MODERN FACTORY, BASED IN KILGILBIE, AUCKLAND.

Over the years PAL used good old fashioned ingenuity to develop its own manufacturing lines. Its dedicated team produces a wide variety of products, designed by its in-house paint makers. In 1980, PAL developed the most advanced roller sleeve for roller sleeves which ensures that a PAL sleeve will not suffer, swell or deform during cleaning.

In 1975 PAL introduced the revolutionary SpeediClean paint roller. "This is as fast as a paint brush" which enables water based paints to be spread on a surface in a speedy manner that also improves the finish.

PAL also developed the best bump roll roller which is sold the world over and is the gateway to sprayed-on work today. In 1992 PAL launched the Legend roller range made of improved Superior Type 600. Superior roller sleeve proved the unique Smoothie technology. This range was the best developer to lead an extremely successful year for the New Zealand Painting Contractors Association in 1998.

In the late 1990s the company developed the Contact Series for interior and exterior requirements. This product has also gained wide market acceptance.



The team at PAL is constantly searching and developing products to make it easier for both the retailer and the customer.

Retailers will see the assurance that all PAL products come with a 100% money back guarantee.

Today PAL supplies an extensive range of painting accessories. Products include the Legend, Contact, Trademaster SP, Masterflow, Wheelmaster, Renomaster, Masterflow, Economaster, brush ranges, Contact Professional, roller sleeves, handles and tips. Near to the door to a range of rollers, tips and handles, leading products. Wheelmaster range of wallpaper accessories, SpeediClean rollers and rollers and the leading range of float paint preparation products.

And now PAL is re-invented to produce what has replaced the 300 range of painting rollers and rollers, including SpeediClean, Supreme and Wheel Master. The 300 is a milestone in a significant product, immediately recognized by their quality with market confidence in New Zealand.

This year has also seen PAL develop its entire range of products to make it easier for both retailers and customers to select the right product for the right job, or even to create a complete solution system. Sales manager Carl Rutherford says, "We've reduced the whole PAL product range to 100% of the products. It was not always easy for our customers to work out which product was the most suitable for the job."

"We've set a goal to simplify our range and to get every painting requirement of their side, to use the best possible tool for their project. We started by conducting research and asking customers what product attributes were important, what information they needed before buying and how they were using existing the right painting tool."

"We used this feedback and looked at the range we had. It identified some gaps and some ways of making things easier and better. It's resulted in a major consolidation of existing



product, the introduction of new products and a complete overhaul of all packaging.

The chief benefit to customers and retailers was three new brands, which clearly identify what the products are made for. These include the new Contact Professional, for the trade painter; MasterFlow, for the weekend DIYer and Trademaster, for the most conscious. Depending on the type of roller, retailers can choose whether to have just one in stock or all three.

As well as changes to the brand, PAL has also made choosing the right paint brush much easier. A customer can now get a brush that is right for the job, by answering three simple questions: what are you painting? What paint are you using? What brush do you need? 100 new PAL roller sleeves range follows. It's a rollout one size roller system, which is a great service and so easy to follow. So, choosing the right product is now a breeze. Also new to the PAL range this year and taking advantage of the increasing number of rollers created in some time and in a way that is ergonomically designed Urban range. Research showed regular paint brushes are often too large for a woman's hand and when full of paint become hard to hold particularly after an extended period of painting. The 10 new roller sleeves feature a counter balanced weight system that means to cover more walls. A reinforced easy grip handle for the best comfort and tapered grip. Tapered mean easy removal and big free painting. There are five sizes from 10 to 13 mm.

For those customers wanting the best, PAL is introducing a new product to prevent the Legend and the Contact Professional ranges. The Legend is a hand crafted using the best materials and has been improved using modern technology to produce a lighter weight. The Contact Professional rollers are a quality performance with all paints and a stainless steel ferrule to prolong the life of the product. Contact One on the other hand is manufactured using the highest grade steel ferrule to make stainless steel. It's better to use quality performance with a hand painted. It also has a stainless steel ferrule for long life.

Urban, Legend, Contact, Trademaster SP, Masterflow, Wheelmaster, Renomaster, Economaster, Wheelmaster, SpeediClean, Float, DAP, Contact and DAP are all registered trademarks.

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Paint Aids Ltd would like to congratulate Mitre10 Mega Glenfield on the opening of their new store. PAL is proud to support Mitre10 for all of their paint accessory needs.



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?aint finish.

With PAL you'll never question your paint finish.

The **PAL Contract Professional** range is a world leading range of paint brushes and tools for the professional decorator.

Contract Professional brushes have been extensively developed using modern technology to enhance traditional trade products. The result is a collection of advanced products specifically engineered for the decorating craftsman.

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FOR THE PERFECT FINISH



FOR THE PERFECT FINISH

MADE BY KIWIS, FOR KIWIS

PAINT AID LTD, PAL, was established in 1961 by Cam Archibald and Murray Loran. Their dedication of helping New Zealand painters and PAL is still a leading force in the painting accessories market. In a small garage by the Newmarket outdoor studios, they formed Paint Aids and started working part-time making New Zealand's first paint rollers.

"I used to spend most of my nights there, while Murray would help on weekends," Cam recalls. "We had so little space that our customers we used to pack up all the stuff out on the station yards, proving it wouldn't rain."

Soon, part-time staff and bigger premises were needed, again by the Newmarket railway station.

As the company grew, more employees joined the payroll. In 1986, the company moved again, to even bigger premises. It started out on one floor of a three-story building, and progressively expanded to other floors as well.

Paint Aids headquarters were ideally placed near the Auckland railway stations, the motorway, restaurant and trucking depots for despatching products around the country. By 1992 Paint Aids Ltd employed some 50 staff, and started manufacturing New Zealand's top-line of paint brushes, as well as distributing a variety of paint application tools and accessories.

With a record of success in new brands and products, PAL has taken advantage of its New Zealand focus with its own in-house brand maker - Stephen Slogden. "Stephen has a wealth of knowledge and has over 22 years experience at PAL," says Richard Perry, managing director. "He brings technical expertise, client loyalty and the best of international technology to the PAL range."

PAL's commitment and passion has earned that it is looking forward to a major company milestone. As Slogden notes: "In 2011, PAL will be celebrating 50 years of manufacturing in New Zealand. It makes you feel proud to be involved with such a strong brand and business that has stood the test of time."

PAL has an extensive range of products for the professional and the do-it-yourself painter,



including Contract Professional Brushes, rollers and tools, Masterflow rollers, tools, brushes and accessories, Foamaster (brushes, foamaster, rollers and tools), and Environment (brushes, rollers, tools and accessories). The company is also the New Zealand representative for the leading Flood (paint preparation and woodcare products) and DAP (drill and sander) brands.

New launches over the years have included the revolutionary Speedbrush paint pole, the One-brush roof roller, the Legend brushrange (introduced in 2001), the Contract Series Filter and the new Urban range, developed for women.

Not only has PAL delivered new products, a recent revamp of its packaging has enabled the company to make it easier for both users and suppliers to select the right product for the right job. Sales manager Cyril Fairbrother says: "We set a goal to simplify our design and to get every painter, regardless of their skill level, to use the best possible tool for their project. A customer can now easily pinpoint exactly the right brush roller sleeve or accessory tool for the job they are doing."

As for the next 25 years, PAL is looking forward to continuing to play a major role in the evolution of painting in New Zealand and developing products specifically for the New Zealand market and our unique conditions.



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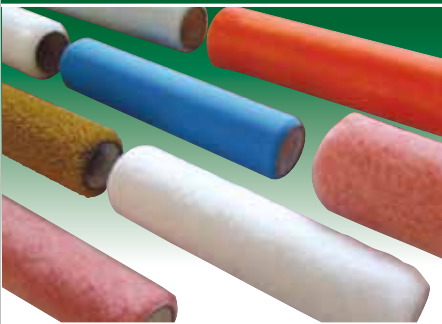
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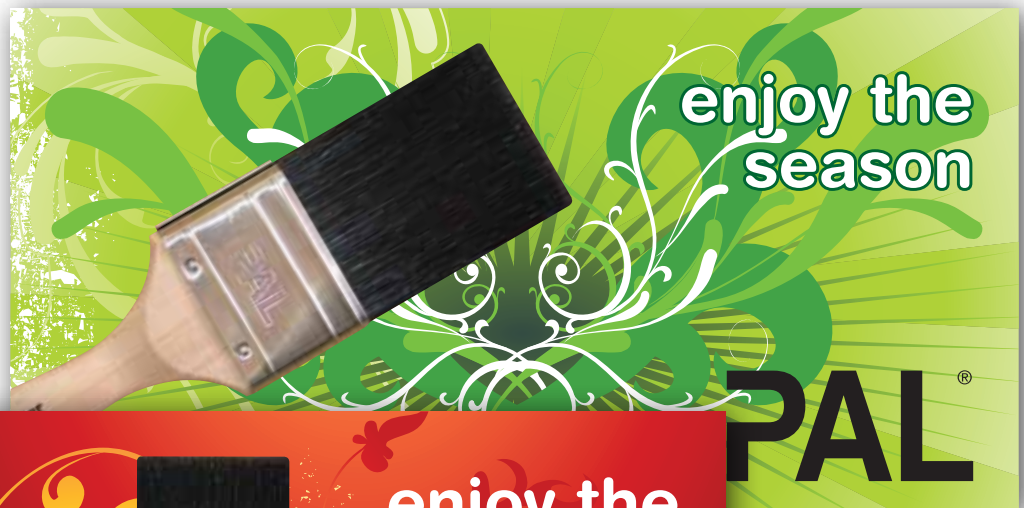
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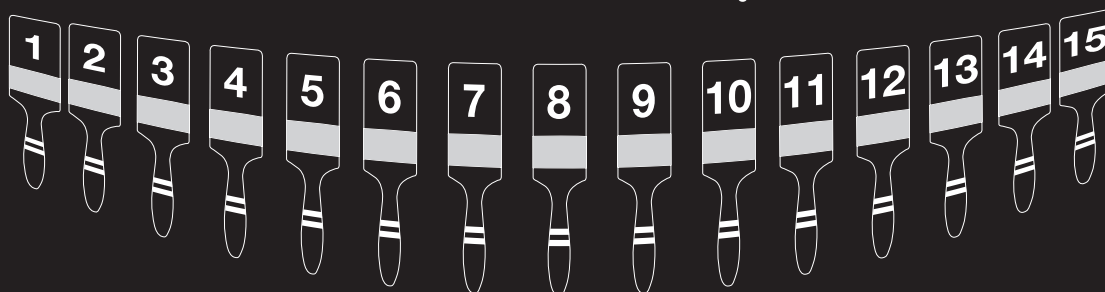


Good luck All Blacks!



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We've helped paint NZ icons for five decades

PAL is proudly New Zealand owned and operated and has led the paint accessories market through innovation and quality since 1961.


Our in-house brush & roller makers have decades of experience ensuring good old fashioned craftsmanship is combined with leading edge technology to produce painting and decorating tools that match our local conditions.

Whatever your job, choose PAL - for the perfect finish.

PAL - Five decades of experience designing and manufacturing paint sleeves, brushes and tools. www.paintaids.co.nz

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We've helped paint NZ for five decades

PAL is proudly New Zealand owned and operated and has led the paint accessories market through innovation and quality since 1961.

Our in-house brush maker has been with us for over 30 years, ensuring good old fashioned craftsmanship is combined with leading edge technology to produce painting and decorating tools that match our local conditions and give you the perfect finish.

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