

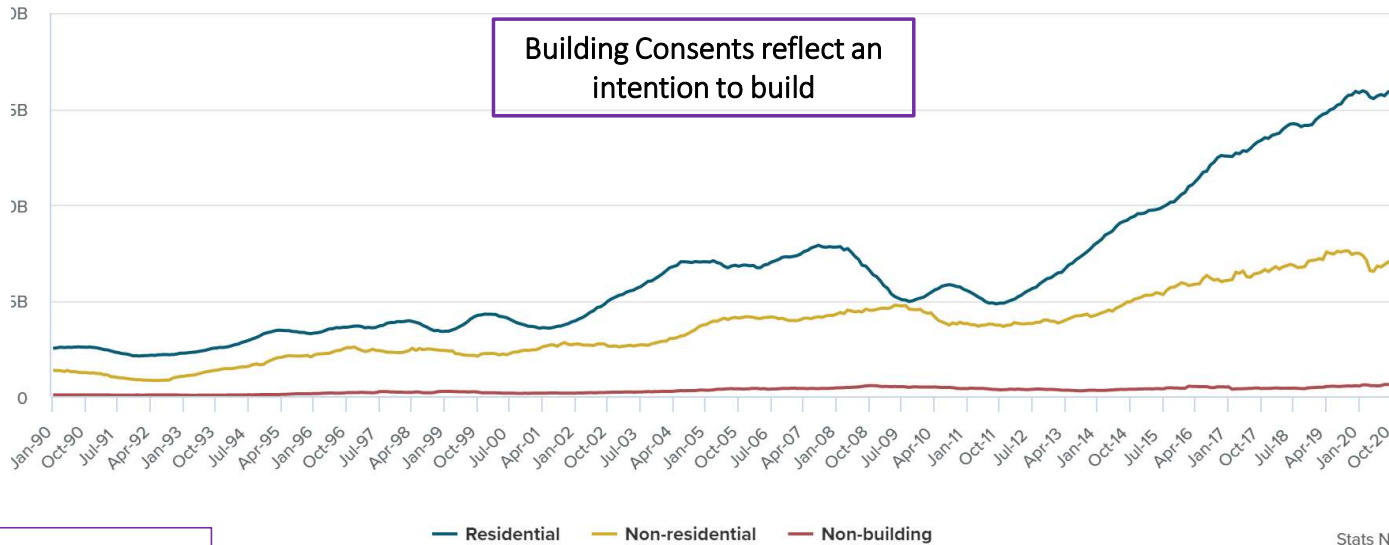
# Weathermaster Conference Queenstown

Sales Strategies  
Pam Feeney

Weathermaster®

# 2021 Opportunities for Growth - New Builds

Value of building consents, by building type, rolling annuals, January 1990–December 2020



December 2020  
39,420 new homes

Building Consents reflect an intention to build

2020 Residential Consents – 68% of total value of all Consents

December 1973 – previous record  
10,713 new homes

Greatest increase has come from new townhouses, apartments & units – 33% of all new homes consented

# 2021 Opportunities for Growth - New Builds

## Weathermaster Conference 2021

**SmartTrade**  
more rewarding all round

- 15,000 Members
- 300 Partners
- Building, Construction, Farming
- Engineering, General Trades
- 20 Years in the making

- 1684 General Builder
- 156 Group Builder
- 244 Interior Design/Property Maintenance
- 736 Other

### YOUR CUSTOMERS CAN LEVERAGE OUR COALITION



### HOW IT WORKS FOR YOUR CUSTOMERS



- Points are worth one cent each
- Points can be earned for every dollar spent (eg spend \$100 and earn 100 pts)
- Points earned for achieving set volumes or targets

# 2021 Opportunities for Growth - New Builds

**Fire Retardant  
AS1530 part 2**

**On-Trend Colours**

**Atmosphere Blockout**

**Technical Information**

|                         |   |
|-------------------------|---|
| Fabric Density          | Blockout  |
| Composition             | 65% Polyester   |
| Weight                  | 400gsm x 30mm   |
| Thickness               | 20mm x 30mm   |
| Width                   | 2000mm  |
| Colour Fastness         | 5-1 Blue Stain  |
| Flame Retardancy        | Independently tested to AS1530 part 2, Flammability Index 8, Fire                                 |
| Wash                    | Plain fabric  |
| Organic emissions (VOC) | Does not exceed the maximum VOC (Volatile Organic Compound Building Council of Australia (BSCIA)) |
| Product Options         | Roller Blind  |

**Features**

Atmosphere features the latest colour trends with a plain-woven texture. It has an easy-to-clean soft-touch backing that is soft to touch, yet has impeccable hanging performance.

**Care Instructions**

Dusting with a feather duster is all that is required to keep your fabric looking good. Dirt and grime can be removed by simply wiping fabric skins with a sponge soaked in lukewarm water. If marks are still visible, add a little detergent. Then dry gently with a clean cloth.

**Colour Options**

**Weathermaster**

Fire retardant AS1530 part 2

**Atmosphere**

**Atmosphere Blockout**

**Features**

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**Colour Options**

**Weathermaster**

Fire retardant AS1530 part 2

**Designer**

**Designer 5% openness Sunscreen**

**Technical Information**

|                         |   |
|-------------------------|---|
| Fabric Density          | Dark Translucent  |
| Composition             | 22% Polyester, 78% PVC  |
| Weight                  | 470g x 5%   |
| Thickness               | Adhesive 2%   |
| Width                   | 2000mm  |
| Colour Fastness         | 4-500 ISO 201:1994  |
| Flame Retardancy        | Independently tested to AS1530 part 2, Flammability Index 8                                       |
| Wash                    | 2 x 2 Bedroom   |
| Organic emissions (VOC) | Does not exceed the maximum VOC (Volatile Organic Compound Building Council of Australia (BSCIA)) |
| Product Options         | Roller Blind  |

**Features**

Designer screen, offering a choice of 12 unique colours, provides a luxurious finish in a traditional 5% openness 2 x 2 basket weave.

**Care Instructions**

Remove dust with vacuum cleaner or compressed air. Clean with a sponge on a soft brush dipped in soapy water using mild detergent. Rinse with clean water. Leave the blind down and completely dry. You can also very gently rub the fabric with a clean white pencil eraser to remove small stains.

**Colour Options**

**Weathermaster**

Fire retardant AS1530 part 2

# 2021 Opportunities for Growth - Renovations



13-year record  
stock lows  
Nationally in 16/19  
Regions

2020 Renovations - \$1.5 billion, 30% increase

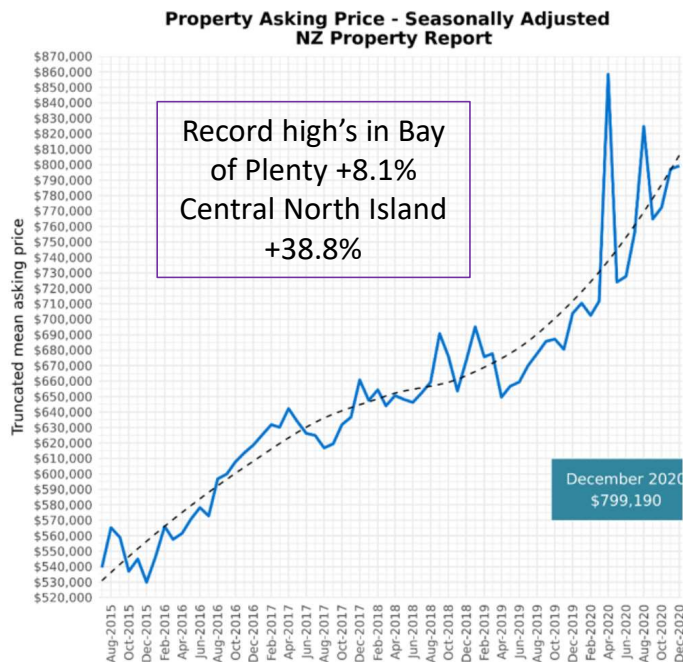
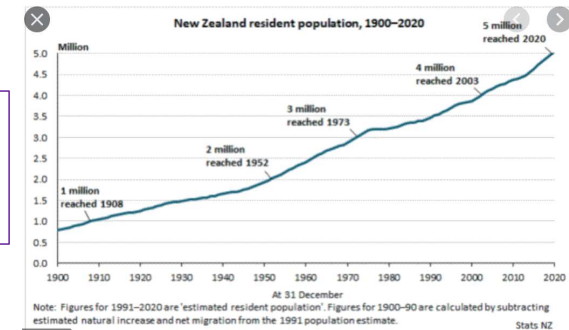
Record Low Interest  
Rates

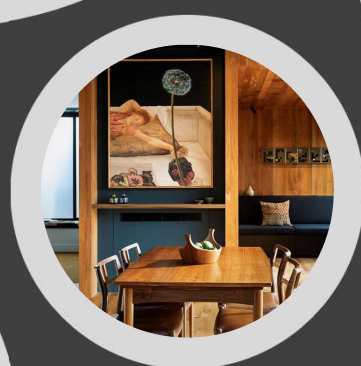


Lack of  
International  
Travel



NZ Citizens  
migrating home in  
record numbers





# Brenda Ngatai



Colour Expert 14 Years

"If everyone is moving forward together, then success

## Creating Separate Spaces



Sheer 20mm Translucent  
Dove Tail

Translucent Willandra  
Spirit

Light Filtering Kenross Lace

Resene Resene White  
Linen  
Resene Double Alabaster  
Resene Pearl Bush  
Resene 8<sup>th</sup> Bokara Grey

Wallpaper Glasshouse  
Flooring Resent  
Colourwood Deep Oak &  
Resene Cristal Clear

## Creating Separate Spaces



Elan 20mm Blockout Polar Grey

Blockout Zen Pluto

Light Filtering Nancy White

Resene Forbidden, Shadowy Blud, ¼ Powder Blue

Resene Blue Night, Raging Bull, Sun baked

Wallpaper Mayflower Solans

Flooring Resene Colourwood Rock Salt



## Creating Separate Spaces



Blockout Pearl Grey

Blockout Plaza Night Hawk

Light Filtering Linia Owl

Resene Half Rice Cake

Wallpaper Pattern Beach House, Textured Atmosphere

Flooring Resene Qristal Clear

Colourwood stain chips – white wash, light grey, touchwood

## Creating Separate Spaces



Sabelle Skywalk 10mm  
Blockout

Blockout Linia Breeze

Light Filtering Savanna  
Alpine

Resene Alabaster  
Resent 1/8 Truffle

Wallpaper Beach house  
blue & beige

Flooring Resene Qristal  
Clear Whitewash

## Creating Separate Spaces



Elan 20mm Blockout  
Modern Grey

Blockout Kinross Dove

Translucent Willandra  
Mist

Resene Sea Fog,  
Gumboot, Everest

Wallpaper May Flower  
Solana

Flooring Resene  
Colourwood Rock Salt,  
Resene Qristal Satin finish

## Creating Separate Spaces



Elan 20mm Translucent  
Indigo Mood

Blockout Atmosphere

Sunscreen Ultraweave 5%

Resene Imprint, Kingtide,  
Time after time, Enigma

Wallpaper Atmosphere

Flooring Resene Qristal  
Clear finish

## Creating Separate Spaces



Sabelle 20mm Translucent  
Silver Birch

Blockout Savanna Dove

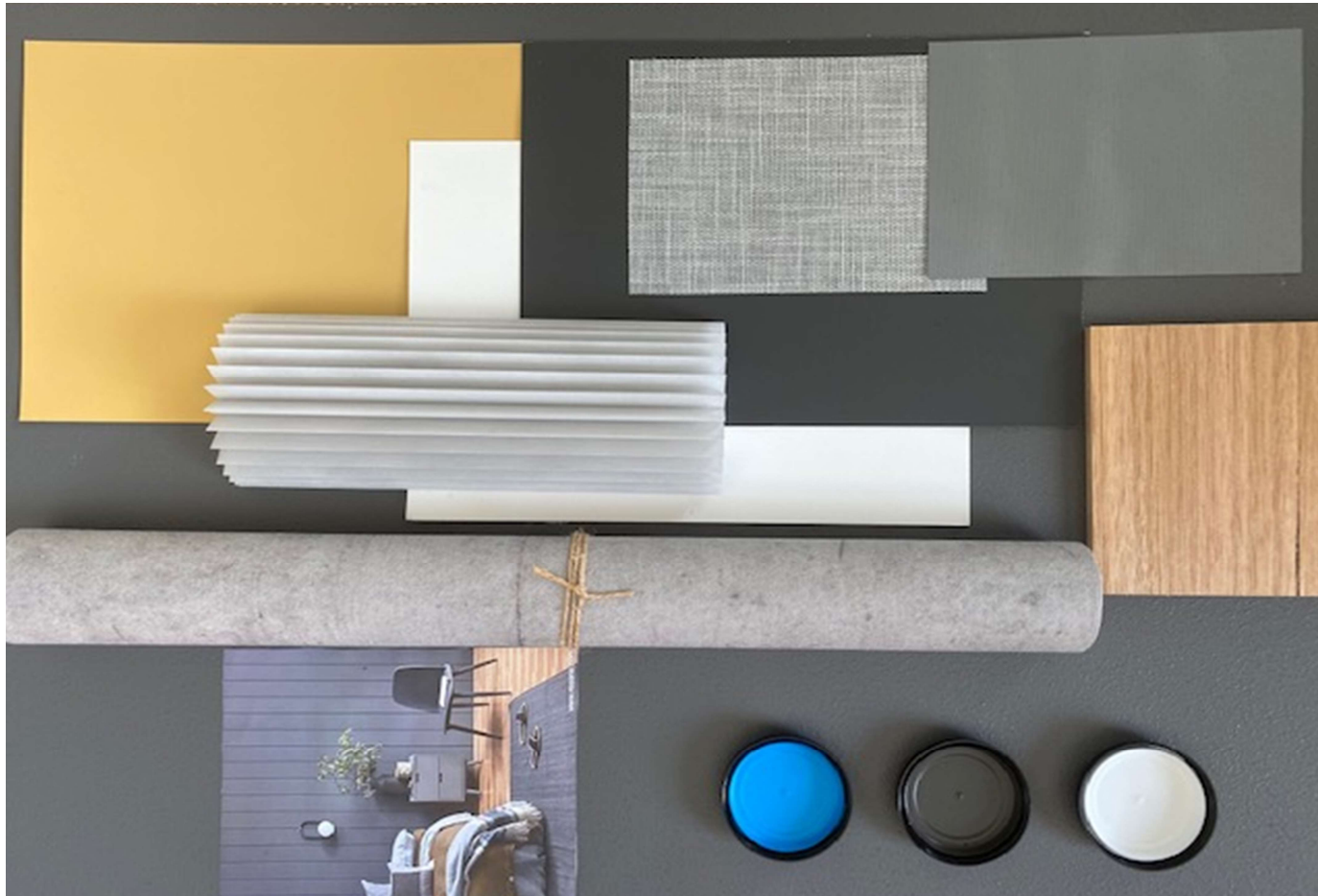
Light Filtering Tempus  
Sheer

Resene Innocence,  
Seagrass

Wallpaper Aristide

Flooring Resene White  
Wash Qristal Clear finish

## Creating Separate Spaces



Brushstroke 20mm  
Translucent Pewter

Blockout Zen Oxide

Light Filtering Linia Winter

Resene Half Ruscout Grey,  
Black White, Fuscous  
Grey, Twine, Alabaster,  
Ironsand

Wallpaper Aristide

Flooring Resene Rock Salt  
Kristal Satin finish

## Creating Separate Spaces



Elan 20mm Blockout Black Onyx

Light Filtering Tempus Sheer Shale

Resene Black, Flax, ¼ Tea, River Gum, Wafer, Spitfire, Virtuoso

Wallpaper Khroma Kent

Flooring Resene Colourwood Deep Oak Qristal Satin finish

## Creating Separate Spaces



Sheer 20mm Translucent  
Black Magic

Sunscreen Extraview  
Charcoal

Resene All Black, Sea fog,  
Kaitoke Green, Limerick,  
Fomo

Wallpaper Glasshouse  
Pine

Flooring Resene Natural  
Qristal Satin finish





# Creating Separate Spaces

Stage 2 - External

# How prepared are WE for the Next Wave?

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1

## Branding Consistency

- Website
- Social Media Platforms
- In-store Presentation
- Business Cards
- Signwriting on Vehicles
- Email Signatures

2

## Customer Database

- Is this Active?
- New Product Releases
- Colour Trends
- Health & Wellbeing Treatments

3

## Expertise

- Consumer Confidence
- Consumer Inspiration
- Distributorship Learnings
  - Store Representation

4

## The Power of Weathermaster

- Designed to Work, Built to Last
- Recognised as the Experts for Indoor & Outdoor
  - Customer Experience

# A Strong Brand provides your Business Value



Ride the Wave

OR

Surf the Tunnel

