



In the limelight

Painter and decorator Johnny Warwick shows off his masterful strokes in the MasterStroke by Resene video series.

Video learning has surged in popularity as a way of developing new skills due to its engaging and accessible nature. With its dynamic mix of visual and auditory information, video can cater better to different learning styles, making complex concepts more comprehensible. The convenience of on-demand streaming allows learners to control the pace and timing of their education, fitting seamlessly into busy schedules while the ability to pause, rewind and replay sections fosters a self-paced learning environment, empowering individuals to grasp concepts at their own speed. This interactive and flexible approach to learning has made videos an indispensable tool for acquiring new skills in today's digital age.

There are all sorts of careers which require workers to commit to continuous learning in order to maintain their professional member status within their trade associations or organisations.

When in-person events, workshops and conferences became scarce during the pandemic, it became a lot more challenging for many to earn their required CPD and professional development points. Video learning was quickly recognised as a safer and accessible lockdown alternative, and Resene began running regular webinars to help architects, designers, landscape architects, builders, applicators and more earn points while expanding their knowledge about paint, wood stains, wallpaper and colour theory.

The appetite for this type of information proved to be even greater than expected – and Resene discovered that it wasn't only professionals that had a hunger for it. Just over a year ago, the company launched MasterStroke by Resene, a one-stop online learning repository of videos backed up by articles and social posts.

“We created MasterStroke by Resene because while there were videos out there

left: Johnny Warwick is one of the painting and decorating experts sharing his tricks of the trade as part of the MasterStroke by Resene video series. Weatherboards and trims painted in Resene Lumbersider Low Sheen tinted to Resene Alabaster and door in Resene Lustacryl semi-gloss waterborne enamel tinted to Resene Bush.



Resene Alabaster



Resene Bush



straight painted line that has been watched over two million times on TikTok,” says Karen.

“The more knowledge we all have about decorating, the more we can make the best of the places we live, work and play,” she adds. “We’re making more videos all the time and working with new decorators, from DIYers to professionals, to cover even more topics in the future, and we’re starting to share these videos across a range of other channels to make them more accessible.”

The videos help to get homeowners thinking about the ways they can improve their home, whether they do it themselves or understand the process better if they are hiring a professional painter. This helps them to understand the many parts of the project and know what to ask of their tradesperson. There’s even a video that talks about how to best work with your professional painter. So often homeowners get quotes for a job and find it hard to compare them or they find it hard to know which product is right for their project. Resene has a whole host of paint experts in Resene ColorShops, but some customers can feel shy asking all their questions instore. With MasterStroke by Resene they can get a good base of knowledge and then ask their local Resene experts any extra questions they may have to help them with their specific project.

One of the first decorators who got on board to share the painting prowess he’s garnered during his many years of experience was Johnny Warwick. Johnny grew up in Ellerslie, Auckland living in “a good old 50s state house” with his mum and younger brother. He’s been a painter and decorator since he was a teenager. “My mum was a hard worker and she taught me to work hard and take pride in my work. I had a few older friends that were painters. So, when I left school at 16, I got straight into painting. I loved the satisfaction of the job and seeing the transformations. I started my own business at 18.”

The sense of satisfaction that painting brings is a huge part of what keeps Johnny in the trade. In his 30s, he tried stepping away to experiment

with a different career path. “My wife and I took off to England for a year or so and I gave sales a go. I thought it would be nice to dress up for work and enjoy client lunches. However, I quickly realised all those lunches were not helping my waistline. Also, it didn’t really give me any good feeling of job satisfaction from it. With sales, you get the sale – awesome! Now you have to get another, and if you don’t, you go from hero to zero, just like that!” he says.

“With painting, you are constantly getting to see amazing transformations and satisfied clients. I’m glad I gave it a go, as it really helped me to realise just how much I love painting.”

One of the most defining moments in Johnny’s career was meeting Paul Eaton. Paul’s path to becoming a painter and decorator began much the same way Johnny’s did. He left school at the same age and was self-employed by 19. After moving from Marlborough to Auckland in 1990, Paul started Profile Painters. Today, the business employs around 35 people – some of whom have worked there for decades, with Johnny having one of the longest tenures.

“Paul and I have enjoyed a great business partnership for more than 25 years. I started working with Paul and a team of painters we called ‘The A Team’ – but I won’t tell you what the ‘A’ stands for,” recalls Johnny. “After a few years, I decided to contract to Paul with my own team. This has worked out well as Paul has a few teams now. We meet regularly to make sure we are all providing a top service for our clients – not just in terms of the painting work, but that we are also well organised and maintain communication. Paul now takes care of organising the work and quoting the jobs. It works really well, as I can focus on keeping the work ticking over.”

Johnny says his favourite types of projects to work on are the ones that challenge his technical skills as a painter because they’re especially satisfying when they come up right. “I really like working for designers,” he says. “They push the boundaries with colours and paint effects. I’ve always had a passion for design and enjoy

that showed how to do some projects, many of them were very complicated or only covered a few basic projects,” says Resene Marketing Manager Karen Warman. “Most decorating videos online were also from international companies – which isn’t a lot of help if you live in New Zealand or Australia and are working with different substrates and products.”

Resene discovered that, not only do homeowners want to know more about how they can DIY with paint, but trade customers and specifiers have also found some of the tips and tricks handy – which they’ve gone on to share with their own clients. In many cases, the

videos and articles on MasterStroke by Resene have shown homeowners what is possible and then they have gone on to hire a professional painter to make it happen.

“MasterStroke by Resene gives people confidence to decorate whether they choose to DIY or hire a professional. We’ve been able to draw on the expertise of our Resene Paint Experts and Resene Colour Experts and a whole host of other talented experts to help share their knowledge. Tradespeople and DIYers are very inventive and there have been many clever ideas that have been discovered along the way, such as Murdo’s hack for getting a perfectly

below and opposite: Johnny and his crew recently finished painting and staining this impressive poolside outdoor pergola area. Walls painted in Resene AquaShield tinted to Resene Half Alabaster, fascia in Resene Lumbersider Low Sheen tinted to Resene Half Alabaster, timber ceiling/soffits and custom furniture finished in Resene Woodsman Whitewash and metalwork in Resene Uracryl tinted to Resene Half Alabaster. Design by Stevens Lawson Architects, www.stevenslawson.co.nz. Build by RAM Builders, www.rambuilders.co.nz. Images courtesy of Profile Painters.



collaborating with them. I really enjoyed working with one designer who wanted different coloured shapes on a wall. I had to use a laser to make sure all the lines were dead straight. It was a great challenge and the end result was amazing.”

Profile Painters is a proud member of the Resene Eco.Decorator programme, which was designed to recognise a nationwide network of environmentally-responsible, quality-focused painting contractors. Painting companies undergo an assessment before being inducted into the programme, which includes assessments of principles in practice, sustainable work practices, waste management, project plans and project

sign-off processes. Once in the programme, Resene Eco.Decorators commit to continually monitor and upgrade their responsibilities and work closely with Resene to ensure they're meeting the required workmanship, product and environmental targets.

Johnny recognises plenty of benefits for his customers by being part of the now 15-year-old Resene Eco.Decorator programme and the peace of mind their enrolment ensures. “The environment is of top priority to us and our clients. Knowing we are following sustainable principles gives our clients confidence in our efforts to give them the best,” he says.

Resene's commitment to sustainable decorating isn't the only reason he's a fan of the company. “Resene always has such a great range of products and over the years their products have only continued to improve. I love their locations, which are always convenient. Their staff are well-trained and are able to give practical advice.”

As it turns out, the staff have been long-time fans of Johnny, too, and recommended he be considered as one of the first faces of MasterStroke by Resene. His passion, demeanour and keenness for sharing his experience and knowledge with others quickly won over viewers, which came as something of a surprise to Johnny. “I got approached thinking it was just going to be on the Resene website. I didn't quite realise it would end up all over social media until I started getting calls from builders, clients and mates. I enjoy working with the production team and I really appreciate all the hard work they do behind the scenes.”

The hard work isn't without a bit of fun, though. “When we were filming *How to work best with your painter*, at the end, we talked about having coffee and freshly-baked goodies for your painter,” Johnny recalls. “In one of the takes, for a laugh, I purposely put cream on my nose as I ate a donut. This made Belinda, the producer, absolutely lose it laughing – and that was the clip they actually went with.”

While he says he doesn't have a favourite video, he's found that one of his top tips really resonated.” I get the most comments about the video where I share a tip for taping the top of your brush so that paint doesn't collect and dry there, making it easier to clean. It was a last-minute clip but it has clearly benefited many.”

As someone who has been able to see so many different Resene hues in person over the years, Johnny still enjoys discovering new favourites. “I really love the Resene Karen Walker Paints range of colours. I recently painted a lounge using Resene Ecru White on the ceiling and trim and Resene Robin Egg Blue on the walls. The colours are very milky and earthy, and it looked great,” he says.

He also loves finding new uses for products and being able to share top tips and advice with colleagues and clients. “Resene sells a really good product called Bug Juice, which you apply during your final coat. Many are familiar with it and use it to stop bugs indoors. However, it's also really beneficial to use on exteriors to stop spider webs.”

For those interested in joining the trade, Johnny recommends taking the time to complete an apprenticeship. “I think doing an apprenticeship is very beneficial,” he says. “They don't just teach you painting but also time and business management. I put a few of my guys through it, and when they come back from a block course, I see a substantial improvement.”

With Johnny's passion for painting and sharing his extensive trade knowledge with others, we look forward to seeing more tips and tricks from him on MasterStroke by Resene in the future. **BW**

Get inspired and expand your decorating know-how by checking out the latest MasterStroke by Resene videos at www.masterstrokebyresene.com. To learn more about Profile Painters, visit www.profilepainters.co.nz. For details on how to join the Resene Eco.Decorator programme or find a Resene Eco.Decorator in your area, visit www.ecodecorator.co.nz.

Resene Woodsman Whitewash

