



Above: Bold shades of red, blue, green and yellow enliven this meeting area in the British American Tobacco New Zealand office. The colour panels feature Resene paint, specially mixed to match the PMS colours of a key product brand.



Right: Small booths are painted to reflect another brand.

Colour plays a significant role in product branding throughout the British American Tobacco New Zealand fit-out. To replicate the colours associated with one of the company's brands, the designers specified Resene paints, specially mixed to match appropriate PMS colours.

These bright tones feature in a meeting room, described by Jasmx design director Tim Hooson as a brainstorming area.

"This is a highly creative, teamwork space that reflects the creative edge that the brand has," he says. "It is designed to promote the sharing of ideas while reinforcing the product brand."

Neutral shades were specified for the backdrop in the staff canteen. This space, which also features light-blue furniture, striped sofas and yellow light fixtures, epitomises a different brand.

Another breakout area with small booths has bold bulls-eye graphics, while the board room, with its cream-toned walls and black leather furniture reflects a more sophisticated branding.

Hooson says his company frequently chooses Resene paints for projects, using both standard colours and colour-matching when necessary.

For this project, Resene SpaceCote Low Sheen was specified. Well suited to broadwall surfaces,

this waterborne enamel paint has the advantage of being a fast-drying, low-odour, Environmental Choice paint.

Resene marketing manager Karen Warman says Resene SpaceCote Low Sheen provides a durable, washable, enamel-like finish. In critical light areas, when combined with a skim coating of Resene Broadwall Surface Prep, or Broadwall 3 in 1, its reduced side sheen will also minimise surface imperfections.

For more information, visit your nearest Resene ColorShop, or phone 0800 RESENE (737 363). Website: www.resene.co.nz.

Top: Paints from the Resene The Range Whites & Neutrals fandeck were specified for the staff canteen, which is designed to convey company branding.

Above: Using Resene SpaceCote Low Sheen ensures the walls are durable and easy to wipe clean. This waterborne, enamel paint also has the advantage of being low odour and fast drying.