

 Resene Dusted Blue

Chart Noticeboards

Christchurch

The famous English proverb says 'necessity is the mother of all invention' and this was certainly the case with the creation of Chart Noticeboards Ltd. The genesis of the business came after founder Sarah Gamble went looking for a home organiser to visually display the busy weekly schedule for her family of five.

After unsuccessfully searching for a functional but bright funky product, Sarah instead decided to create what became the first Chart Noticeboard. She selected five Resene colours and painted these in a stripe pattern onto the back of clear acrylic Perspex, then hung this (paint side to the wall), allowing her to write her busy family schedule on the front of the Perspex using whiteboard or liquid chalk markers.

This board had pride of place at the end of the kitchen, and became an integral part of the family's weekly organisation. Many friends and visitors commented on the board and quickly commissioned Sarah to make boards for them and as a result Chart Noticeboards was born.

Chart has grown very quickly, capturing a niche in planning and organisational products that are also artworks adding to and uplifting the space they are displayed in. This is the essence of Chart and is captured in the company by-line 'the art of planning'.

Chart now has a range of over 20 different designs, in a number of sizes that can be finished in a wide selection of Resene colours. Chart exclusively uses Resene colours, which has been a component of the success to date.

The Home Organiser's Collection is great for kitchens, shared family spaces and for children's bedrooms and homework areas. There is an Artworks Collection, which are colourful show pieces (can also double

as a noticeboard if needed), which have been popular in the corporate and new house markets. The specialised Sport-board Collection has been created for various sports and is used as a coaching and training tool for rugby, netball soccer and others. The Flag Collection has also been popular, including a Union Jack board requested by Prince William on his recent visit to New Zealand. Chart also works with customers and clients to tailor-make boards for specific places, spaces and colours.

Chart noticeboards are sold online and they recently began exporting boards to the United Kingdom.

Chart wanted the initial colour selection to be bright and funky, and so a base of primary colours was chosen for the first palette release: **Resene Candy Floss**, **Resene Trinidad**, **Resene Gorse**, **Resene Lochmara** and **Resene Dizzy Lizzy**.

Other early colour palette releases were inspired by Sarah's personal favourite - the colour orange - and generating feelings of summer and memories of childhood holidays. These palette colours are fresh and crisp, with stand-out colours **Resene Chilean Fire**, **Resene California**, **Resene Pelorous**, **Resene Sublime**, **Resene Spray** and **Resene Wham**.

The autumn/winter range uses beautiful burnt hues, which give a depth and warmth to boards, with **Resene Hive** and **Resene Ayers Rock** being popular choices.

The Skandi Pastels are simply gorgeous. They remind you of a retro era and the rebirth of softer shades from the past. The pastels used are **Resene Scandal**, **Resene Dust Storm**, **Resene Wax Flower** and **Resene Mellow Yellow**.





M Sam - library books, 21
T Lily - Guitar
W Remembers Hot Dog Money
T 5:30 Tennis for Mia
F Blake's over for Fish and Chi
S 1:50 Sam's Birthday Party
S Grandma and Grandad here



Chart is regularly refreshing and expanding the colour palettes and releases new colour palettes twice a year. Many customers also request custom-made boards and colours to match existing living spaces, which Chart is happy to accommodate within the Resene range.

Chart selected **Resene Lumbersider** because it adheres well to the Perspex and being waterbased it is easy to work with. Low VOCs is also an advantage. The painting process starts with Resene Lumbersider colours being applied directly onto the Perspex. A back coat (essentially the topcoat) of white **Resene SpaceCote Low Sheen** waterborne enamel is used for its hardness. It acts as a protective coating for the under layers. The painted side of the board is attached to the wall, outwardly displaying the crisp colours from behind the Perspex, with the acrylic surface able to be written on with whiteboard pens, chalk markers or window pens and wiped off with a common cloth.

The boards are hung using 3M wallhangers so there is no damage to the underlying surface.

Other palettes feature:

Oranges palette:

Resene Havoc, Resene Trinidad, Resene Chilean Fire, Resene California and **Resene White**.

Surf's Up palette:

Resene Pelorous, Resene Spray, **Resene Robin Egg Blue**, Resene Sublime, Resene Candy Floss.

Sports Day palette:

Resene Gorse, Resene Havoc, **Resene Snap**, **Resene Wet N Wild** and **Resene Kermit**.

Camo palette:

Resene Log Cabin, **Resene Panzano**, **Resene Frontier**, Resene Robin Egg Blue, **Resene Blue Jeans**.

Martha palette:

Resene California, Resene White, **Resene Oxygen**, **Resene Quarter Crisp Green** and Resene Robin Egg Blue.

Fresh Greens palette:

Resene Kermit, Resene Wham, Resene Dizzy Lizzy, **Resene Limerick** and Resene White.

Bridge Hill palette:

Resene Pelorous, **Resene Surfs Up**, Resene Robin Egg Blue, **Resene Somerset** and **Resene Billy T**.

Marshmallow palette:

Resene Somerset, **Resene Hopbush**, **Resene Perfume**, **Resene Colour Me Pink**, Resene Spray.

Scorched Sunset palette:

Resene Ayers Rock, **Resene Code Red**, Resene Hive and **Resene Triple Rakaia**.

Puddle Jumpers palette:

Resene St Kilda, **Resene Windfall**, **Resene Rhino** and **Resene Concrete**.





Colour selection: Chosen in-house. Sarah Gamble, Jayne Foster, Mary-Anne Thorn www.chartnoticeboards.co.nz

Photographer: Deb Pankhurst www.clockwisedesign.co.nz

Product Designer, Sarah Gamble

Web design/Co product designer: Jayne Foster

