

## **Vermont Natural Coatings Introduces New High-Performance Floor and Furniture Finish Made from Natural Whey Protein**

*Made entirely in Vermont, Natural PolyWhey™ coatings cure twice as hard as conventional polyurethane and exceed nation's strictest VOC standard.*

### **Hardwick, VT – November 5, 2007**

Vermont Natural Coatings™, a Vermont-based manufacturer of low-VOC floor and furniture finishes, announced it has launched its PolyWhey™ Floor and Furniture Finish products. In development since 2001 and in collaboration with the University of Vermont, Vermont Natural Coatings PolyWhey is a high-performance natural finish that offers an environmentally smart alternative to traditional polyurethane.

PolyWhey is a professional finish, available in Floor or Furniture formulations, that has dramatically reduced VOC levels to less than 180 grams per liter (the nation's toughest indoor air quality standard is California's 250 grams per liter). Additionally, the renewable component percentage and VOC levels match or beat LEED requirements.

Vermont Natural Coatings' PolyWhey gets its name and performance from whey protein, a renewable resource rescued from the waste stream that improves building air quality without compromising quality. It offers twice the cured hardness and greater per-gallon square footage coverage of typical water-based finishes. Contractors who have worked with PolyWhey have universally praised the quality of the finish, its workability, and the absence of fumes during application and curing.

“With PolyWhey, we are able to combine Vermont's tradition for premium products with a manufacturing process based on environmental principals to produce a product whose performance is second to none in its class,” said Vermont Natural Coatings' founder and president, Andrew Meyer, a fifth generation Vermonter. “With increased attention being paid to the health effects of VOC's and to sustainable manufacturing processes, we believe PolyWhey can serve as a model for the coating industry nationally.”

Vermont Natural Coatings produces all of its durable, low-VOC floor and furniture finishes in Hardwick, Vermont. The company uses local resources whenever possible to create high-quality products that are not only well made, but also environmentally safe, sustainable and economically viable. Vermont Natural Coatings' flagship product line, PolyWhey, was developed in collaboration with the University of Vermont, and it directly fulfills the demand for high-performance, sustainable products for green building. Learn more at [www.VermontNaturalCoatings.com](http://www.VermontNaturalCoatings.com) or call (802) 472 8700.

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