

TOP-10
GREEN
BUILDING
PRODUCT



A Better Whey™

A Newsletter from Vermont Natural Coatings

IN THIS ISSUE:

- **Make An Heirloom Vermont Table & Great Memories**
- **Ethan Abramson Furniture**
- **PolyWhey Becomes Part of a Nantucket Basket Company**
- **Tech Tips from Larry**
- **Case Study: Fable Porch Furniture by March Legend**
- **Dealer Profile: Hartville Hardware, OH**

VERMONT
NATURAL
COATINGS

vermontnaturalcoatings.com



This Summer Make An Heirloom Vermont Maple Table & Great Memories at the Hardwick Naked Table Project

This summer take a weekend getaway to Vermont and return home with an heirloom-quality solid maple table and memories of an extraordinary experience in the heart of Vermont's nationally renowned local, sustainable food movement. The Naked Table Project weekend in Vermont's Northeast Kingdom is scheduled for July 13 & 14. Participants build tables with and for friends and families, made of Vermont's iconic Sugar Maple which has been responsibly managed and locally harvested. In addition to building and finishing a table, attendees will walk in our forests and celebrate the weekend over a localvore feast on the tables we build . . . stretched end-to-end on a Vermont hillside. In addition, the weekend will offer Saturday night dinner at Hardwick's Claire's Restaurant,



Naked Table lunch highlights the weekend

which features locally grown food as well as locally produced spirits that have won international awards. The weekend will also include a sustainable forest or farm walk and a tour of Vermont Natural Coatings' production facility. "The Naked Table is naked of ego, stripped to its essentials as the centerpiece of the home—and is made in the most simplistic and time-tested manner." Participants need not have any experience in woodworking, as our woodworkers will guide you through the very easy steps of assembling and finishing your table. The Naked Table Project was founded in 2008 by furniture maker Charles Shackleton and continues today with workshops in Vermont sponsored by Shackleton Thomas and Vermont Natural Coatings. Proceeds from the weekend benefit a local non-profit dedicated to building a more sustainable future for our local communities. Information on the Naked Table Project is available at thenakedtable.com. Weekend workshop space is limited. To reserve your place in this unique weekend experience, contact David at Vermont Natural Coatings, 802-472-8700 or ddillon@vermontnaturalcoatings.com

NAKED TABLE WEEKEND, Hardwick, VT

When: July 13 & 14

What: Make an heirloom maple table; experience sustainable living; ideal for family and friends

For more information: nakedtable.com

Register for limited space: ddillon@vermontnaturalcoatings.com

From the President

Spring in Vermont is known both as the “Sweet Season” and “Mud Season,” depending on where you live or travel in the state. Those on the winding dirt roads in the Northeast Kingdom where we live and work enjoy both. Spring thaw brings a bumper crop of frost heaves on the roads, while the sweet part begins around Town Meeting Day in March when daytime temperatures reach into the 30s and dip into the teens and 20s at night, ideal weather for “sugaring,” or making maple syrup. Sugaring season lasts only a few weeks; until the trees begin to bud. The Sugar Maple is Vermont’s State Tree and perhaps our most versatile resource. Its brilliant fall foliage attracts visitors from around the world, maple syrup is an iconic Vermont crop and the tree’s wood is used to heat homes, and is milled for flooring, furniture and crafts. This winter, deep in a local sustainable forest, we harvested some Sugar Maples to provide lumber for the Naked Table Hardwick event. Once it has been kiln dried, the lumber will be milled into legs, tops and aprons for the Naked Tables participants will make July 13-14 in Hardwick. The Naked Table Project promotes a sustainable lifestyle by connecting people to each other and the environment through the process of creating an heirloom that tells a story that began with a tree. Hardwick has a great story to share, as well; about revitalizing the community through commitment to and support of sustainable agriculture. Plan to join us this July to experience The Naked Table and the town food reinvented.

– Andrew B. Meyer,
Founder & President



Furniture Maker Ethan Abramson Takes PolyWhey® to New York City Museum

Furniture maker Ethan Abramson has contributed work to the Museum of the City of New York’s new show, *Making Room: New Models for Housing New Yorkers*. The show, on view through September 15, shows how New Yorkers can make the most of tight living space. The exhibit is contained to one gallery in the museum and show how one can “live small in the big city.” Ethan Abramson has several pieces included in the exhibit.



Ethan is the owner and lead designer for his company, which has been producing a line of furniture and fulfilling custom orders since 2008. His furniture blends the practical needs that arise from living in the city with the natural beauty experienced in the woods and the ocean of the Hamptons. Whenever possible, the company sources reclaimed wood or wood from sustainable foresting. Designs and shop techniques are centered on the idea of minimal waste, repurposing and environmentally conscious production methods. Ethan Abramson uses Vermont Natural Coatings Furniture Finish and Heirloom Wipe-On PolyWhey as its primary coating. The company is a member of 1% For the Planet, a global network of businesses that donate 1% of their profits to environmental groups.

“During the past few years that I have been using your product I have not only been impressed with the product itself, but I’ve been very impressed with your company as a whole,” Ethan e-mailed us recently. “Every time I have had a question it has been answered quickly and thoughtfully. Owning a furniture company, I deal a lot with unhelpful companies in the industry. It’s nice to find a good one like yours.”

Before starting Ethan Abramson, Ethan worked as a commercial interior designer building brands and designing in-store spaces for clients that included Macy’s, Calvin Klein and Sony. Information about Ethan, his company and a gallery of his furniture line is available at ethanabramson.com.



“During the past few years that I have been using your product I have not only been impressed with the product itself, but I’ve been very impressed with your company as a whole.”

– Ethan Abramson

Ahoy, We're Weighing In With Maritime History

Nantucket Basketry is a modern day hobby/business that dates back 150 years when crewmen manning lightships off the coast of Nantucket, Massachusetts, first made the now wildly popular baskets. A brief history of the beautiful baskets comes from D.E.L.S. Nantuckets: "The whaling industry sent the Nantucketers traveling abroad where they were introduced to cane. The use of cane, combined with the technique used by Native Americans of using wooden bottoms for their baskets, made these types of baskets very useful and durable. The most distinctive process in making Nantucket Baskets was the use of wooden molds. The molds were used to ensure accuracy in size and shape. It now is widely known that in order for a basket to be a true Nantucket Basket it must be made on a mold.



Molds used in the nantucket basket-making process and sold at delsnantuckets.com

Originally, these bakets were called 'rattan baskets.' It wasn't until 1856 that the first Nantucket Lightship Basket was named for the men who originally wove the baskets while manning lightships off the Nantucket coast."

The baskets are available completed or in kit form for hobbyists. D.E.L.S. is a very popular outlet for the purchase of both basket forms, and recommends to its customers to finish their heirlooms with PolyWhey from nearby Hingham Lumber Company, a popular Vermont Natural Coatings retailer.



We would love to hear about your special VNC projects and experiences! Contact us on Facebook.



PolyWhey® Pro Tips from Larry Duane Vermont Natural Coatings Technical Advisor

This Wipe-On Doesn't Have to be Wiped On

Our new Heirloom Wipe-On PolyWhey® has been a huge hit with professional and do-it-yourself woodworkers, alike. The leveling and flow of Heirloom makes application just about goof-proof, leaving projects with a hand-rubbed look and feel. We're often asked, though, "do I have to wipe this on with a cloth or can I use a brush?" That's another advantage of Heirloom. It can be applied with a foam brush, a quality synthetic brush, a paint pad or a lint-free cloth. Most often, it will be applied with brush or pad, especially when working flat surfaces like table tops or counters. But when wishing to finish a table or chair leg, or a difficult to reach piece, it's good to know it can be wiped on with a cloth. Regardless of application, the proof of a true finish is in the preparation. Be sure surfaces are finished sanded with a grit of at least 360 and then wiped clean with a damp, lint-free cloth and sand with 400 grit between coats.



www.vermontnaturalcoatings.com or 888.639.9439

VNC Case Study

March Legend was born from a culmination of ideas by founder Mark Mabe. The concept when the company was founded in the 1980s, was to apply the arts of woodworking and finishing to well-made, affordable, artisan furniture. Now, more than 25 years after its founding, March Legend™ Fable Porch series echoes those original inspirations.

The furniture is bench made & family crafted on a working farm in the foothills of North Carolina. This is where the crafters' simple but luxurious creations are born, fussed over and constructed. Furniture is their passion. The company makes furniture one piece at a time with the expectation it will last the customer a lifetime. To find out more go to: fableporchfurniture.com



Fable Porch Furniture by March Legend

Location

Lawsonville, NC

Description

Family Crafted Furniture

Product

PolyWhey® Furniture Finish, Heirloom Wipe-On PolyWhey

"After more than a decade in search of earth friendly, solvent free coatings, Vermont Natural Coatings is hands down the best product we have ever used. The durability and ease of application has surpassed our greatest expectations. Our goal, beyond the irreplaceable environment, is to keep our customers and employees safe from harmful chemicals as well as to use the most durable product available."

– Angela Mabe,
March Legend, LLC

VNC Dealer Profile: Hartville Hardware, Ohio

Now This Really Is Big!

This isn't your average community hardware store. People travel from dozens of communities, in fact, to shop in



Hartville Hardware's 305,000 square foot landmark store. Whether you're looking for a John Deere Tractor, any tool, hardware, household or garden item imaginable or Vermont Natural Coatings, you'll find it in this family-owned independent retailer. And if all that shopping makes you hungry, head next door to Hartville Kitchen, a 325-seat home style restaurant also owned and operated by the Miller family.

The new Hartville Hardware was opened a year ago by brothers Howard and Wayne Miller, about 40 years after the family first entered the hardware business just down the street. The company has succeeded by never straying from the core values on which it was founded: Quality products and personal service. In the summer months, the store also operates a mammoth flea market behind the store, which features more than 1,000 vendor booths. And from personal experience, we know Hartville Hardware has what has to be one of the largest Carhart Clothing selections on the planet.

You can shop on line and learn more about the store's history and evolution at hartvillehardware.com

If you would like to see VNC products made available near you feel free to suggest a dealer in your area! Email us at info@vermontnaturalcoatings.com



The company has succeeded by never straying from the core values on which it was founded:
Quality products and personal service.

