



## Press Release

### New Zero VOC tint system gives reason to switch

FOR IMMEDIATE RELEASE

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Hardwick, Vermont. - Vermont Natural Coatings answers call for a complete waterborne system with the introduction of Woodtone Series Concentrated Tints. An increase in consciousness of health and environmental issues coupled with the desire for premium products have created the need and demand for VNC's new waterborne color system.

"Woodtone Series Concentrated Tints offer the color you want with the durability and safety you need," said Andrew Meyer, founder and president of Vermont Natural Coatings. "Now a complete waterborne system, PolyWhey® gives more options with the same superior appearance and durability for nearly every wood finishing application."

Adding to the success of VNC's premium whey-based wood finishes, the Woodtone Series gives homeowners, professionals and woodworkers reason to make the switch to PolyWhey. The Woodtone Series Concentrated Tints are color rich, fade resistant that transform the look of wood surfaces. The tints mix quickly and have superior colorfastness, ensuring consistent tone throughout the project. With zero VOC content and no flash point, Woodtone Series Concentrated Tints provide safe, professional color during and after application.

PolyWhey's patented formulas have rivaled long-trusted oil and lacquer based counterparts in safety, appearance and durability, but now has the ultimate advantage by having more control over the final appearance of a project and job.

Golden Oak, Cherry, Cordovan, Oil Tone, Dark Walnut, Early American, Ebony and Fruitwood make up the colors of the Woodtone Series Concentrated Tints and are available in 4oz containers.

For more information please contact:

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