

NEWS

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VERMONT NATURAL COATINGS POLYWHEY® NAMED TOP FINISH BY NATIONAL SUSTAINABLE HARDWOOD FLOORING GROUP

ABINGDON, VA, APRIL 7, 2014-- Vermont Natural Coatings' PolyWhey® high performance naturally derived whey-based wood finish has been named a Top Green Finish For Hardwood Floors by WoodRight Forest Products. WoodRight is owned and operated by sustainable forestry and consumer advocacy groups in Virginia and Ohio.

In an online article detailing the indoor air quality benefits of hardwood floors over carpeting, WoodRight included six picks for hardwood floor finishes that meet its strict criteria for durability as well as environmental friendliness.

Vermont Natural Coatings PolyWhey Floor Finish “uses recycled whey protein, a byproduct of the cheese industry, to replace petroleum-based ingredients in its coatings,” WoodRight noted, adding “this renewable product is known for its ease of application, even coverage and is very quick drying, resulting in a protective hard shellac-like finish with a semi-gloss sheen.” PolyWhey also is available matte and satin sheens.

WoodRight said the US Environmental Protection Agency reports that consumers spend 65% of their time in their home and that indoor air quality is negatively impacted by carpeting, which can trap and grow allergens and pollutants. Equally harmful, the company said, are wood finishes that “contain synthetic components that can introduce harmful toxins into the home.” WoodRight provided “a quick refresher of some documented drawbacks” of using solvent-based floor finish:

- “Known respiratory toxin, unpleasant, strong fumes requiring ventilation
- Extended curing time, potential discoloration, yellowing with age
- Dust & scratches more visible with super high gloss film

- Typically requires a complete refinish to correct scratches
- Difficult to match tone and color of original flooring
- Grinding/sanding process produces unhealthy dust particles”

Vermont Natural Coatings’ patented PolyWhey® technology has emerged as a new category of wood finish that performs like solvent-based finish, applies with the ease of a water borne finish but without the negative qualities associated with each. Vermont Natural Coatings has been a vocal advocate for indoor air quality regulations, in schools as well as residences.

“Our own Vermont Department of Health has articulated, clearly, the potential health hazards associated with the application and off gassing associated with traditional solvent-based floor finishes that contain toxins like benzene and formaldehyde,” said Vermont Natural Coatings Founder and President Andrew B. Meyer. “As a parent of two young children I know the importance of improving air quality in public places, particularly in schools. It is imperative that we address the dangers of toxic fumes from chemical cleaners and newly finished floors.”

Vermont Natural Coatings is a locally based, environmentally sustainable business producing PolyWhey naturally derived wood finishes without any toxic chemicals. PolyWhey is a patented formula using whey, a byproduct of cheese making, as its linchpin ingredient. PolyWhey began as collaboration among farmers, furniture makers and scientists at the University of Vermont to expand the value of Vermont agricultural and forestry industries.

The company manufactures a full line of floor, furniture and exterior wood finishes that have been named a Top 10 Building Product and heralded as a durable finishes meeting the highest environmental and professional standards.

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For More Information
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