VETERAN FLOORING PROFESSIONAL TO LEAD VERMONT NATURAL COATINGS PRO SERIES SALES

HARDWICK, VT, May 2, 2013-- Bob Goldstein, one of the hardwood flooring industry’s most respected installers and finishers and a National Wood Flooring Association (NWFA) Certified Inspector, has joined Vermont Natural Coatings to lead the company’s Professional Series sales and service.

“Interest in and sales of our PolyWhey® 3500 Professional Floor Finishes dictate that we add resources to serve the growing number of contractors and distributors using our products and no one is more qualified to lead those efforts than Bob Goldstein,” Vermont Natural Coatings Director of Sales & Marketing David Dillon said in announcing Goldstein’s appointment. “Bob’s expertise and knowledge is highly regarded throughout the country. We’re tremendously pleased that he has joined the Vermont Natural Coatings team.”

Vermont Natural Coatings’ patented PolyWhey® technology has emerged as a new science, creating a category of wood finish with the durability of oil-based finish and advantages of waterborne finish without the negatives associated with each. PolyWhey uses whey protein, a byproduct of cheese making, to displace toxic components that are traditionally found in wood finish. PolyWhey floor finishes meet VOC compliance levels in all 50 states and Canada.

“This truly is a remarkable product and a remarkable company,” said Goldstein. “PolyWhey is the next generation of wood finish; providing a durable, safe finish that meets the highest professional and environmental standards. I’m excited to represent Vermont Natural Coatings and look forward to expanding our presence in the pro floor market.”

Goldstein has served as president of a professional flooring contracting company, a vocational education instructor, sales representative for Lagler Floor Sanding Equipment and as an independent consultant for hardwood floor sales, inspections, installations and training. He is a
NWFA Certified Wood Flooring Inspector and NWFA Certified Installer and NWFA Certified in Sand and Finish. He holds NWFA Craftsman, Master Craftsman, Advanced Master, Vanguard and Ambassador degrees.

Vermont Natural Coatings is a locally based, environmentally sustainable business producing PolyWhey naturally derived wood finishes without any toxic chemicals. 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

For More Information
Contact David Dillon
(802) 472-8700
ddillon@vermontnaturalcoatings.com