

NEWS

VERMONT
NATURAL
COATINGS®

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VERMONT NATURAL COATINGS INTRODUCES INFUSION WITH JUNIPER™ AS PART OF JUNIPER & WHEY EXTERIOR WOOD FINISH SYSTEM

HARDWICK, VT, July 19, 2013-- Vermont Natural Coatings, manufacturer of high performance naturally derived wood finishes, has turned to its agricultural and collaborative roots to create Infusion with Juniper Penetrating Wood Sealer™, a non-toxic, zero VOC precoat/sealer for all bare wood. Infusion with Juniper stabilizes wood's structural integrity and seals wood from the inside against moisture, mold and mildew. It outperforms the most popular wood waterproofing products on the market by years.

“We’re tremendously excited about Infusion with Juniper because once again we’ve drawn from nature and our neighbors to provide a groundbreaking product that is unique, effective and safe for people, pets, and the environment,” said Vermont Natural Coatings Founder and President Andrew B. Meyer. The combination of Juniper and our PolyWhey exterior topcoats is a naturally derived performance exterior finish system that is as effective as it is innovative.”

Long recognized as nature's most effective natural preservative, history and folklore are rife with tales of Juniper and its preservation prowess. Vermont Natural Coatings infuses its wood sealer with a proprietary juniper “tea” made from recycled juniper from its neighbors at Caledonia Spirits. The artisanal distillery uses juniper berries and raw northern honey in its award winning Barr Hill Gin. The company founder/beekeeper Todd Hardie once pollinated the fields of Andrew Meyer's family farm with his hives.

Infusion with Juniper is the ideal base coat for all wood decks, siding, fencing, outdoor furniture, raised garden beds, and is safe for use above water on projects like docks and floats. It penetrates wood to form an invisible barrier against moisture and provides superior adhesion for a topcoat. Two coats are recommended as a precoat for Vermont Natural Coatings' exterior clear and color PolyWhey® finishes.