

TOP-10  
GREEN  
BUILDING  
PRODUCT



# A Better Whey™

*A Newsletter from Vermont Natural Coatings*

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VERMONT  
NATURAL  
COATINGS

## Vermont Natural Coatings Breaks With Industry to Support California Supreme Court Decision on Safe Wood Finishes

Calling on the public to demand nothing short of safe finishes formulated from sustainable resources, Vermont Natural Coatings has broken ranks with the national coatings industry to support a California Supreme Court ruling upholding stringent air quality safety regulations for coatings, including wood finishes. The ruling confirms the South Coast Air Quality Management District's (SCAQMD) authority to enact future air quality rules on architectural and industrial coatings even if technology doesn't currently exist to meet such standards.

"We wholeheartedly endorse the California Supreme Court decision and call on all states, including our home state of Vermont, to enact legislation that protects the public from health hazards associated with toxic finishes of any kind," said Vermont Natural Coatings Founder and President Andrew B. Meyer. "We have proven that safe, high performance finishes can be formulated from sustainable resources free of all carcinogens and mutagens. The public should demand nothing less for living and working environments, especially for schools."

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 water borne finish but without the negative qualities associated with each. PolyWhey uses natural whey protein to displace toxic components such as benzene and formaldehyde traditionally found in wood finishes.

The American Coatings Association (ACA) voiced opposition to the court decision, saying "the court's ruling will now require paint and coatings manufacturers to reassess whether it is feasible to remain in the market in Southern California since doing so could negatively affect their ability to produce high-quality, high-performing products." The SCAQMD regulations for wood finishes

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Be sure to catch us at:

**Vermont Fine Furniture & Woodworking Festival,  
September 29 & 30** at the Union Arena  
in Woodstock, Vermont

**Architecture Boston Expo, November 14-16**  
at the Boston Convention & Exhibition Center

**GreenBuild, November 14-16**  
at the Moscone Center, San Francisco



## From the President

Thank you for your interest in Vermont Natural Coatings naturally derived PolyWhey® wood finishes. I started the company out of conviction that what people put on their floors, furniture and cabinets is connected with their beliefs about what makes their community a better place. I believe the choices we make about which materials are used in our homes and places of work should include consideration for health and the environment.

Every day our company connects with people in Austin, San Francisco, Seattle and New York City who want better food, safer products, a change in the way new products are developed and the ingredients that go into them. We manufacture our products in my hometown of Hardwick, Vermont, where my family has operated an organic dairy farm for generations. Vermont Natural Coatings has grown by building strong relationships with contractors, architects and homeowners. Each connection is based on providing the very best in wood protection, while making application and living conditions dramatically better.

I look forward to hearing from you about how we can improve our products or services and your ideas for new products that reflect our values and commitment to community, the local environment and better whey of doing business.

Thanks,  
 Andrew B. Meyer  
 Founder and President



Welcome to the premier edition of **A Better Whey**. Summer is in glorious full swing here in Vermont's Northeast Kingdom; our gardens are in bloom, we've already enjoyed a bumper crop of strawberries, some fabulous kayaking and cycling and have lots of news to catch up on. We've been incredibly busy lately, introducing new products, being featured in a television news story about safe floor finishes and building our network of Vermont Natural Coatings dealers. We look forward to sharing news from our hometown of Hardwick as well as from our great dealers, contractors and PolyWhey® devotees across North America. We're also eager for you to share how you came to find A Better Whey of finishing floors, furniture and exteriors.

## Dairy, Whey & Science — the PolyWhey® Story

PolyWhey technology has emerged as a new category of wood finish with the performance of a traditional oil-based finish, the application ease of waterborne coatings but without the negatives associated with each. PolyWhey started as collaboration among Vermont farmers, furniture makers and scientists at the University of Vermont to expand the value of Vermont's agricultural and forestry industries. Whey protein, a byproduct of cheese making, is the linchpin ingredient in our patented formula that displaces toxic components traditionally found in wood finish, like benzene and formaldehyde. The result is a naturally durable, safe and easy to use finish that meets the highest professional and environmental standards. Our products meet or exceed the strictest VOC standards in all 50 states and Canada. As we continue to manufacture our premium coatings and create innovative new products, we'll keep looking to our agricultural roots to seek better, cleaner and safer products; for the planet and all of us who share it.



Photo by Jon Gilbert Fox



## Vermont Natural Coatings Breaks With Industry

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are established by the amount of volatile organic compounds (VOC) per liter of product. Vermont Natural Coatings products are currently available in California and will continue to be available. VNC finishes meet or fall below VOC limits in all 50 states and Canada.

“Our own Vermont Department of Health recently 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,” Meyer continued. “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 MVP Sport Floor Finish Featured in *Hardwood Floors Magazine*

Vermont Natural Coatings **MVP Sport Floor Finish**, a non-toxic high performance finish for gymnasiums and wood racquet sport courts, has been profiled in the latest edition of *Hardwood Floors*, the magazine of the National Wood Flooring Association. The magazine is published from Madison, Wisconsin.

“MVP Sport Floor Finish is made using patented whey technology, resulting in a safe, durable finish,” the magazine reported. “The product, which is approved by the Maple Flooring Manufacturers Association, contains no harmful chemicals, has a neutral odor and lets a gym floor be finished in as little as a day.”

“MVP Sport Floor meets the highest performance and environmental standards,” said David Dillon, Vermont Natural

Coatings Director of Sales and Marketing. “Independent testing confirms that MVP Sport Floor delivers the durability and performance of traditional finishes without any of the harmful side effects. MVP Sport Floor is made from sustainable resources and meets or exceeds the most demanding performance guidelines.”

This really is a game changer for schools, health clubs and community centers because they can refinish floors without having to ventilate the building or send students home, because MVP Sport Floor Finish is neutral in odor and has low VOC content.

The finish can be applied over existing court floor finishes or used in combination with Vermont Natural Coatings MVP Sport Floor Sealer for newly installed floors or those sanded to bare wood.



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

**Q** “I applied PolyWhey exterior to my deck and it looked beautiful . . . until it rained the next morning. The porch was covered with what appeared to be milky white blisters and blotches. What’s causing that and what should I do?”

**A** The short answer is nothing! What happened is that before your topcoat of PolyWhey Exterior had fully cured, the rain reacted with the water and whey protein in the coating, causing the bubbles you see on the surface. While it might appear alarming, there’s really no need to do anything because as the deck surface dries, the coating will revert to the desired finish. When fully cured, the deck will shed any moisture.





## VNC Case Study



**Water Fresh Farm in Hopkinton, Massachusetts** is a division of American Hydroponics, a successful vegetable growing operation with 20,000 square feet of greenhouse space. Water Fresh Farm was developed to bring a year-round farmer's market space to Hopkinton for American Hydroponics offerings along with many other area vendors. Water Fresh Farm puts fresh, naturally grown food on the tables of its customers.

It is that mission that led them to Vermont Natural Coatings to provide color for their new barn. Constructed by Vermont-based Geobarns, the facility's exterior shiplap siding is coated with PolyWhey Exterior finish in Barn Red. This color was developed expressly for Water Fresh Farm and is now available at retail outlets nationwide.

Interior office floors and ceilings are coated with PolyWhey interior wood finishes. Geobarns modified post & beam with diagonal framing design was chosen to portray a traditional New England barn complete with silo.

**Location:**  
Hopkinton, MA

**Description:**  
Commercial

**Product:**  
PolyWhey® Exterior  
Barn Red

**Project:**  
Water Fresh Farm

To find out more go to:  
[waterfreshfarm.com](http://waterfreshfarm.com)  
[geobarns.com](http://geobarns.com)

*"While matching our desire to be "green", the folks from Vermont Natural Coatings were kind enough to create a rich, barn red exterior stain for us that is not only safe and easy to apply, but also stunningly beautiful."*

*– Jeffrey Barton,  
owner*

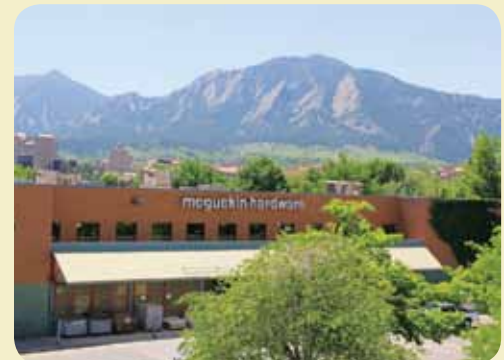
## VNC Dealer Profile

### *From the Green Mountains To The Rockies:* **McGuckin Hardware in Boulder**

McGuckin Hardware, an iconic mainstay in the center of Boulder for more than half century is one of Vermont Natural Coatings new dealers and already has established itself as a tremendous advocate for PolyWhey® finishes among its many loyal shoppers.

"One of the most innovative products of Vermont's Green Mountains has been a welcome addition to our store in the foothills of the Rockies," says McGuckin President Dave Hight.

When McGuckin Hardware was founded by avid fisherman Bill McGuckin in 1955 the store employed four people in four departments. Today, the company operates a 60,000 square foot store, a 55,000 square foot distribution center and employs 315.



*McGuckin Hardware, tucked in the foothills of the Rockies.*