

the Paint Dealer

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dedicated to the retail paint market

VERMONT NATURAL COATINGS

vermontnaturalcoatings.com

VERMONT NATURAL COATINGS®

Finally, A Premium Wood Finish that is Safe and Durable



Take polyurethane, make it green and virtually odor free, formulate it so it covers more square feet, and get it to dry quickly so you can lay down three coats in a day. Oh, and make it from a renewable resource from farms instead of imported crude oil. At Vermont Natural Coatings, that's exactly they did.

You no longer have to choose between a wood finish that is high quality, professional grade and green. Vermont Natural Coatings makes a premium interior wood finish with unprecedented performance; its PolyWhey™ wood finishes are durable, with twice the hardness of other waterborne finishes. They offer more coverage; 5-600 sq. ft. per gallon and its clear finishes can be applied over oil-based stain or finish, as well as water-based finishes. Add in a fast dry time of under 2 hours, and easy cleanup with soap and water, and you have a superior, environmentally-friendly product line that is safe for children and pets.

Last year, PolyWhey™ was the only wood finish named to the Top-10 Green Building Product List by *Environmental Building News* and its specification guide *GreenSpec*®.

PolyWhey is available as both a floor and furniture formulation with indoor VOC levels below 180g/L. This VOC level exceeds the tough-

est standards in the U.S. Vermont Natural Coatings qualifies for the new LEED credits requested by architects and green building contractors today. PolyWhey™ wood finish meets LEED Material Resource Credit 4.1 and surpasses LEED Environmental Quality Credit 4.2.

Vermont Natural Coatings is available in independent paint stores and green building supply stores.

They offer the retailer the best of both worlds; not only do you get a high quality, durable wood finish that is contractor-tested, but also one that is safe and environmentally friendly for today's customers who request an environmentally safe and sustainable product.

Vermont Natural Coatings offers special introductory product packages for new retailers, as well as free POP and support materials. With such low VOC levels, this product can safely be applied throughout the year, and is suitable for application even during northern winter months. This provides retailers with the year-round sales potential.

For more information,
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