

[<<Back](#)

Made in Vermont: "Green" Wood Finishes



Hardwick, Vermont - December 28, 2007

It looks milk-white, but this polyurethane is green.

"Our mission is to create an environmentally-stable and sound business," explains Andrew Meyer.



The fifth-generation Vermonter started making and selling non-toxic floor and furniture finishes called Vermont Natural Coatings just this year.

"We now have a very durable, safe, water-based wood finish which the market hasn't seen," says Meyer.

The line was in development for more than five years at the University of Vermont. Researchers wanted to figure out how to use whey-- the leftovers from making cheese-- to replace petroleum products traditionally used in varnishes.



"It's exponentially safer than the other stuff you're going to come across," says Greg Hebert of Vermont Natural Coatings.

The company says that's because the agricultural ingredients don't give off noxious gases as oil-based

formulas do.

"There's little or no odor to our products," says Meyer. "You can use our product without moving out of your home in winter. You can feel comfortable using our product with children in the house."

So-called "green" building is seemingly getting bigger each day, with more institutions and homeowners demanding renewable resources and non-toxic materials in their construction projects. So Vermont Natural Coatings thinks the timing for this whey venture couldn't be better.

"We are coming into a marketplace where laws are changing, regulations are changing, the public is more aware. We're seeing the effect of toxic chemicals, both indoor and outdoor," explains Meyer.

The company admits environmentally-friendly manufacturing hasn't always had a good reputation for durability, but says modern technology has put green goods on a par with the old style when it comes to strength and function.

Vermont Natural Coatings now has to buy resins and whey proteins from out-of-state labs. But they're working with the Vermont agriculture agency and hope to develop a whey processing plant here. It would give new opportunities to cheesemakers and farmers, and whey could be used in other products like baby formula.

As for Vermont Natural Coatings, they've gone from [selling online](#) to building wholesale accounts. As many as ten new stores a month call, looking to carry the line. But no matter how big it grows, the company promises to stay "Made in Vermont."

"We are Vermont 100%," promises Meyer.

Because Vermonters know, perhaps more than anyone else, how important it is to strengthen bonds between farm, business, and home. And do it safely.

"We're absolutely proud of that," says Hebert.

There are several different gloss levels in that Vermont-made line. It's slightly more expensive than oil-based products, but for environmentally minded consumers, it's worth it.

[Click here to visit Vermont Natural Coatings online.](#)

[Jack Thurston](#) - WCAX News - Made in Vermont



All content © Copyright 2001 - 2007 WorldNow and WCAX. All Rights Reserved.
For more information on this site, please read our [Privacy Policy](#) and [Terms of Service](#).