

# VERMONT WOODS STUDIOS

2016 FACT BOOK & PRESS KIT



# TABLE OF CONTENTS

- 1 ..... Company Backgrounder
- 2 ..... Company Fact Sheet
- 3 ..... Our Products
- 5 ..... Impact
- 6 ..... Sustainability

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# COMPANY BACKGROUNDER

Founded in 2005 by Peggy and Ken Farabaugh, Vermont Woods Studios (VWS) is an online retailer of eco-friendly and locally made Vermont wood furniture. After weathering Hurricane Katrina and losing her job teaching a distance learning program at Tulane University, Peggy did what any social entrepreneur would do--start a company to help save the planet. Her passion for forest conservation and the Vermont furniture industry fueled her to get this responsible business off the ground. With support from husband Ken, an engineer and craftsman by trade, the couple developed Vermont Woods Studios out of a spare room in their house. It was created as an online showroom for customers across the United States to purchase high quality, sustainable wood furniture. Vermont Woods Studios is based out of Vernon, Vermont and is run by Peggy, Ken and their Green Team.



 @PeggyFarabaugh



Vermont Woods Studios partners with local workshops around Vermont to bring customers the finest hand-crafted Vermont made furniture in the world. The wood that is used for the furniture comes from sustainably harvested forests in the Northeast and the furniture is all made right in Vermont. Each piece of furniture is individually made to customers specifications and comes with a lifetime guarantee. VWS has also partnered with other prominent Vermont based businesses, such as Simon Pearce, Hubbardton Forge, Anichini, JK Adams and Laura Zindel to raise awareness of locally made products and the high quality craftsmanship behind each piece.

# COMPANY FACT SHEET

- Founded in 2005 by Peggy & Ken Farabaugh
- Small, privately owned company based out of Vernon, Vermont
- Sells high-end, sustainable wood furniture made from local craftspeople
- The wood used in the furniture comes from sustainably harvested forests in the Northeast
- Vermont Woods Studios promotes Simon Pearce, Huddardton Forge, Anichini, JK Adams and Laura Zindel home decor products
- Mission to conserve forests and artistic woodworking while providing customers with the best selection, value, quality and service available for Vermont made wood furniture
- Vermont Woods Studios is a founding member of the Sustainable Furniture Council
- For every purchase made, Vermont Woods Studios has two trees planted in the Monarch Butterfly winter forest in Morelia, Mexico
- Donates over \$5,000 annually to local non-profits and organizations in the Vernon, VT area
- VWS is located in a 200 year old farmhouse and former ski area on 100+ acres of land



# OUR PRODUCTS

Our furniture comes from Vermont's premier workshops and independent craftspeople. We work primarily with three main species of wood: cherry, maple and walnut. Each carefully selected piece of wood is unique and comes with its own characteristics. Along with our craftspeople, we cherish the unpredictable patterns and markings of natural wood used in furniture. Rich, authentic grain patterns help make our furniture genuine heirlooms. They're what tell the customer their furniture was made from real solid wood.



**CHAMPLAIN:**

Specializes in cherry, maple and walnut wood products. All products are finished with oil and wax.

Available: 19 Beds      2 Dining Tables      8 TV Consoles      7 Desks

**COPELAND:**

Specializes in cherry, maple, ash and walnut wood products. All products are finished using a lacquer.

Available: 43 Beds      23 Dining Tables      17 TV Consoles      20 Desks

**ESSEX:**

Specializes in cherry, maple, oak and walnut wood products. All products are finished using a lacquer.

Available: 21 Beds      54 Dining Tables      15 TV Consoles      9 Desks

**MONTPELIER:**

Specializes in cherry, maple and walnut wood products. All cherry and walnut beds are finished with a linseed oil. All case goods, occasional table tops and maple beds are finished with a POLY GEL. Dining table tops are sealed with a gloss polyurethane and finished in a coat of paste wax. Cherry and walnut table bases are finished with linseed oil. Maple table bases are finished with polyurethane.

Available: 9 Beds      4 Dining Tables      6 TV Consoles      3 Desks

\*All numbers are approximations, may fluctuate throughout the year.



At Vermont Woods Studios, we believe that businesses have a responsibility to make the world a better place. To do that, we first address a major problem facing the furniture industry: illegal logging. Illegal logging is detrimental to our climate and ecosystems but it is also dangerous for our economy, as it keeps jobs out of the U.S.A. That's why all of the wood our furniture is made of comes from sustainably harvested forests in the northeast and is made exclusively in Vermont. By raising awareness and providing an environmentally sustainable alternative for wood furniture, we hope to do our small part to help preserve and protect one of our planet's most valuable resources.

## ENVIRONMENTAL INITIATIVES

**Monarchs** - The monarch butterfly population has decreased over 90% since 1990. We want to change that statistic. Since 2013 we've been working to help restore the monarch population in Vermont. With monarchs linking both the U.S. and Mexico, we've partnered with Forests for Monarchs in Morelia, Mexico to help restore the habitats in both places.

**Plant a Billion Trees** - Priding ourselves on our use of only 100% sustainable wood, it only makes sense that we'd support The Nature Conservancy's Plant a Billion Trees initiative to help restore the world's forests.



# SUSTAINABILITY

Sustainability isn't just a trending term for us at Vermont Woods Studios, we take it to heart. We promote use of sustainable forest/tree harvesting practices by only using wood found here in the Northeast. We are an alternative to furniture made from vulnerable rainforest woods such as Mahogany, Teak and Brazilian Cherry.

In order to maintain our sustainable practices, we use a three prong approach: people, planet and profit.



## PEOPLE

We help sustain the local Vermont economy by selling furniture made right here in the Green Mountain State. We've partnered with four workshops and various artisans around the state, together employing hundreds of craftspeople in Vermont. Our craftspeople work across the state in workshops large & small, where the tradition of crafting high quality, solid, functional and lasting furniture pieces continues. Aside from partnering with local workshops, we are proud members of the Vermont Wood Manufacturer's Association (VWMA). The VWMA is an organization of over 100 small businesses in Vermont's wood industry that employ about 6,000 people who produce wood products.



Illegal logging and widespread deforestation has already begun to affect our climate and ecosystem. Animal habitats are disappearing and animals are endangered and going extinct. The earth is warming and deforestation is still a major global problem. To give you an idea: Illegal wood is often shipped from rainforests in South America and dense Russian forests to China, Vietnam, Indonesia and other third world countries where it's fabricated into low quality furniture and is sold to U.S. consumers. While we can't change that overnight, we refuse to be a part of the problem. We encourage our customers to be a part of the solution. By supplying only 100% American made furniture, our customers are making a significant choice to protect our planet every time they buy from us. All of our workshops share our green values and practice sustainable methods and procedures during the entire furniture making production.

## PROFIT

Our business model puts money back in the hands of Vermonters. In addition to only partnering with local businesses, our acquisition and renovation of our Stonehurst Showroom has contributed over \$1 million to our local and state economy. We've been working with the Vermont Working Landscape Partnership to develop an Action Plan to create a rural renaissance in Vermont that focuses economic development efforts on our working landscape.

