



**FOR IMMEDIATE RELEASE**

**MYTHIC® PAINT IS TOP CHOICE TO COMPLETE  
'MANY SHADES OF GREEN'**

*-- 'Martha's Vineyard Furniture Co' to solely use  
Mythic Paint on exclusive furniture line --*

**HATTIESBURG, Miss., (December 16, 2009) - [Martha's Vineyard Furniture Co](#)** has selected [Mythic® Paint](#) (Mythic), the high performance paint with zero volatile organic compounds (VOCs) and zero toxins to complete their exclusive *many shades of green* furniture line. Each piece of furniture in the *many shades of green* line is made to order and constructed from sustainable products.

Each piece of furniture is finished using Mythic's high gloss paint and can be ordered in one of thirty colors inspired by the beauty of the Island where the company is based. The wood in the collection is solid Hevea, known for its natural rubber-like sap, these trees are normally tapped from the age of 15 years before being cut down and burned when they stop producing sap at the age of 30 years. These discarded trees are now used in the production of the furniture line, and is therefore a great form of sustainability. Hevea wood is strong and can be compared to white oak or teak and is an ideal material for furniture construction.

Martha's Vineyard Furniture Co, which has recently become a member of the Sustainable Furnishings Council, was formed by an Interior Designer, an Environmental Consultant and a retired restaurant owner. The result is highly designed, sustainable offerings that reflect the beauty and nature of Martha's Vineyard Island. When looking for a paint to color these hand crafted pieces, the owners looked for a product that was not only safe for the environment, but was of as high a quality as their own products.

“As the President and Senior Designer for Martha’s Vineyard Furniture Co, I set out to find the best products when developing our *many shades of green furniture* line,” said Liz Stiving-Nichols. “Mythic Paint was at the top of our list. In addition to the quality and beauty of Mythic Paint, and the fact that they are recognized by “Green Wise”, I loved the simplicity of Mythic’s marketing. What’s more important then the safety of our kids, pets and Mother Earth?”

The thirty colors that the furniture line is available in are from the more than 1,200 designer colors available in the Mythic Paint palette. The colors and furniture orders can be made at [www.mvfurnitureco.com](http://www.mvfurnitureco.com) website and a full line of Mythic colors and finishes can be found at [www.mythicpaint.com](http://www.mythicpaint.com)

Mythic Paint is a guaranteed high-performance paint, available in a 1,232-color palette and can also be matched to any competitors color through a VOC-free coloring system. Mythic Paint is available in independent hardware stores nationally, and can be ordered online at [www.mythicpaint.com](http://www.mythicpaint.com) or by calling our customer service at 1-888-714-9422.

### **About Mythic Paint**

Mythic Paint, a subsidiary of Southern Diversified Products (SDP) was developed in cooperation with the University of Southern Mississippi. The guaranteed high-performance paint is available in a 1,232-color palette and in all sheens for interior and exterior use. Mythic is available in independent paint stores nationwide. To find a retailer or for additional information, please visit the Mythic website at [www.mythicpaint.com](http://www.mythicpaint.com) or call the customer service hotline at 1-888-714-9422.

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