



Whitford expands its Quality Cooperative Program to create new marketing tool for retailers

Elverson, PA. It's one thing to insist on quality. It's another to set up a system to achieve it. That's what Whitford Worldwide has done with the Quality Cooperative Program (the "QCP").

Maintaining the highest quality in the application of all coatings is important to everybody: cookware, bakeware and appliance manufacturers, coaters, importers, retailers — and, of course, the ultimate consumer (not to mention Whitford).

The Program helps protect the reputation of everyone who participates, and is open to the following:

- **Any coater or manufacturer** who agrees to verify the quality of its production by sending samples to Whitford on a prescribed basis and who has certain testing equipment required for specific tests.
- **Any exporter of cookware** who agrees to provide samples of products (coated with Whitford coatings) on a prescribed basis for testing in any of Whitford's laboratories.
- **Any importer of cookware** who agrees to provide samples of products (coated with Whitford coatings) on a prescribed basis for testing in any of Whitford's laboratories.
- **Any retailer of cookware** who wants to make sure the cookware with a

Whitford nonstick he or she buys is of the highest quality and who wishes to take advantage of Whitford's offer to test samples. This is entirely voluntary on the retailer's part.

Whitford publishes specifications for all the coatings it manufactures. Strict adherence to these is crucial to achieving and maintaining maximum quality. At least three characteristics are verified on samples of all cookware, bakeware and appliances coated with a Whitford coating:

1. Verification of proper surface preparation (to assure good adhesion of the coating).
2. Verification of film thickness (to assure the performance of the coating).
3. Verification of proper cure (to assure adhesion and performance of the coating).

As evidence of strict compliance to Whitford's quality standards, cookware protected by the Quality Cooperative Program (and only this cookware) is allowed to carry Whitford logotypes.

Whitford recently added a new dimension to the QCP to help retailers market their products. "QCP", which stands for "Quality Cooperative Program", has been altered for retailers to "Quality Controlled Product". Whitford offers use of the revised QCP seal so that retailers can use it on packaging, along with a legend that reads:

"The nonstick coating on this product has been tested according to strict standards established by Whitford Worldwide, its manufacturer. The quality, performance and durability of the coating have met the highest standards of Whitford's QCP and will perform as designed."

The Quality Cooperative Program was originally launched in 1991, and today, as a result, Whitford logotypes are seen with remarkable frequency at the retail level worldwide. The emphasis on quality continues to grow as competition at every level and in every product category raises standards. With the new dimension that focuses on the retailer, the QCP will help all members stay ahead of the curve.

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