



10 key facts about new Eterna™

A unique nonstick that breaks the rules: now 1+1=3!

Eterna is unique technology in fluoropolymer composites that creates significant improvements in release properties greater than any individual fluoropolymer. In simple terms, 1 + 1 = 3!

- 1. It's the world's longest-lasting nonstick — ever.**
- 2. Has 10 times the egg release of nearest competitive coating.**
- 3. Lasts 3 times longer in Accelerated Cooking Test.**
- 4. Has extremely high gloss to attract consumer's eye at POP.**
- 5. Strongly repels water and grease for easiest cleaning ever.**
- 6. Safe for use with metal utensils.**
- 7. Dishwasher-safe.**
- 8. Works perfectly on stainless steel and aluminum (pressed, cast and anodized).**
- 9. Applies with conventional application equipment.**
- 10. Uses standard surface preparation.**

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Users' reactions to Eterna™ so far...

1. “The first coating in the history of the test to receive a perfect score in all categories: cleanability, resistance to blistering, durability, and release.”

Appliance manufacturer

2. “My wife loves it, and it definitely works in the dishwasher.”

Retail product manufacturer

3. “Wanting to make the test more severe, I put the burner on high then cracked four eggs into the Eterna pan you gave me, and all released perfectly. This is the first time I’ve had a nonstick do that.”

Cookware manufacturer

4. “It’s the best two coat I’ve ever tested.”

Cookware manufacturer

5. “We have been testing the pan here that you supplied and so far it’s been great. Same nonstick, same polish, as the first time used.”

Housewares manufacturer

6. “With this nonstick, there’s no reason to use oil or butter unless you want to add flavor. It’s great.”

Cookware marketer

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