

Whitford's nonstick coatings for the consumer market

Whitford formulates and manufactures high-performance fluoropolymer coatings (also known as “nonstick” coatings) for countless applications, including food contact, high-temperature use, decorative, industrial, aerospace, automotive, chemical processing, textiles, etc.

We manufacture and maintain sales offices in many countries, and have agents in more than 50.

The secret weapon

Whitford makes the largest, most complete line of fluoropolymer coatings in the world. But size is not what distinguishes Whitford from its competitors.

Whitford is a privately held company, so we can spend a higher percentage of sales on research and development than most of our publicly held competitors. We continue to invest significant funds in R&D and have fully operational laboratories in US, England, Italy, Brazil, Singapore and China.



We offer nonstick coatings for virtually every kind of cookware, bakeware and small appliance.



Whitford's worldwide headquarters, located in Elverson, Pennsylvania, in the United States.

We run formal training programs for our people and our customers in many offices to train them in the use and handling of our products.

Most of our consumer coatings are designed for ease of application and, depending upon the formulation, can be applied by conventional spray, roller or curtain-coating techniques. Cure temperatures offer some flexibility.

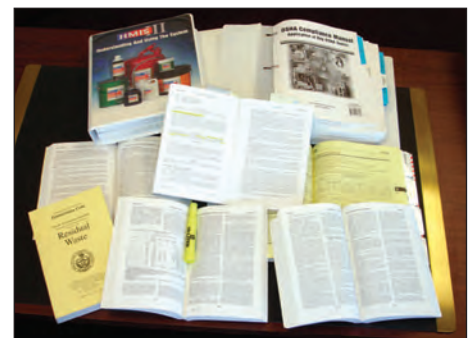
Often, we formulate special coatings to solve a customer's specific problem rather than reach for an off-the-shelf product that may not work as well. We provide unsurpassed technical support for our products around the world.

Regulatory compliance

Regulations covering many different prod-

ucts are becoming more and more stringent around the world. It's comforting to know that all Whitford interior coatings, solvent- and water-based, comply with the regulations of the

USDA, FDA, BGA, JIS and other agencies.











World regulations are complicated, but Whitford can make them simple (ask for our regulatory brochure).



One of our R&D laboratories at our US headquarters.

Whitford Nonstick Brand Chart

LOGO	WHITFORD SERIES	CONSUMER POSITIONING	APPLICATION PRODUCT TECHNOLOGY	SUBSTRATE	SURFACE PREP FILM THICKNESS	FEATURES	RATING	MARKET LEVEL
	71-050 73-353	The world's longest-lasting nonstick	Multicoat system with reinforced basecoat and special fluoropolymer topcoat.	Aluminum, Stainless steel	Alkaline wash or grit blast 35+ microns	The unique fluoropolymer composite makes Eterna's nonstick outlast all others.	10	High End Gourmet, Upper Moderate
	Various* (Contact Whitford)	The toughest, longest-lasting, most durable nonstick coating in the world.	3-coat; reinforced with arc-sprayed stainless steel (best used on stainless steel).	Only Stainless Steel	Grit blast 35+ microns	Externally reinforced with a stainless-steel alloy that locks the coating into place.	10	Gourmet, Commercial
	7050* 7252 7353	Engineered to outlast all other reinforced coatings.	Special internally reinforced 3-coat; spray.	Aluminum, Stainless steel	Alkaline wash or grit blast 35+ microns	A unique primer reinforced with materials virtually as hard as diamonds.	10	Gourmet, Upper Moderate, Commercial
	7141* 7242 7343	Reinforced with titanium to stand up to almost anything.	Titanium ceramic internally reinforced 3-coat; spray.	Aluminum Stainless steel	Alkaline wash or grit blast 25-35 microns	High load of reinforcements including titanium, for outstanding abrasion resistance and long-lasting performance.	9	Upper Moderate, Moderate
	7131* 7232 7333	Doubly reinforced to outlast all conventional nonsticks.	Internally reinforced 2 or 3-coat; spray (and now roller).	Aluminum, Stainless steel	Grit blast 25-35 microns	Has twice the durability of ordinary nonsticks.	8	Moderate, Opening Price Point
	8255* 8256 8257	Convenience; nonstick; durable for everyday use.	2- or 3-coat; spray.	Aluminum, Carbon Steel	Alkaline wash or grit blast 20-35 microns	Extra layer adds durability.	6	Promotional, Opening Price Point
	8300* or 8600	Convenience and easy clean.	1-coat; spray.	Aluminum, Carbon Steel	Grit blast 15-25 microns	Good release and durability.	5	Promotional (price is driving factor)
	8088	High-temperature ceramic; PFOA & PTFE-free alternative to conventional nonsticks.	1 or 2 coat; spray lower cure temperature.	Aluminum, Stainless Steel	Grit blast 30 - 40 microns	High temperature resistance; Very hard and durable.	6	Promotional, Opening Price Point

 *PFOA-Free versions are available



Roller and Curtain Coatings

Whitford makes a complete line of coatings for application by roller, and sells them worldwide.

Recently, all the roller coatings have been organized under the brand names "Skandia®" and "Skandia Xtreme®".

The conventional coatings fall under the first brand name, and newer, more advanced roller-coat versions launched in 2010 fall under the name "Skandia Xtreme".



We also have a whole line of coatings for application by curtain coater. Like roller coating, curtain coating is a high-volume production process for coating flat (and nearly flat) disks, which are later formed into cookware. A curtain-coated disk, however, has a surface finish and performance more similar to a spray-applied coating.

For more detailed information on these coating options, please contact your local office.

Bakeware Coatings

If bakeware/roastware is your product, we also manufacture a similar array of coatings for you. Available in a range of performance and price levels, we offer coatings for application by coil, curtain, roller and spray.

As with most of our other products, these coatings are available in single coat as well as multicoat systems, and they come in both conventional and reinforced versions.



Nonstick coatings are especially popular for bakeware.

We have recently introduced new coil and roller coatings with a distinct advantage in terms of dramatically improved nonstick performance.

These products take advantage of the patented technology used in our spray version of Eterna (known as "the world's longest-lasting nonstick").

So, from promotional and OPP to gourmet, we have a coating to meet all your bakeware and roastware requirements.

Whitford's Quality Cooperative Program

Years ago, as an important step to expand quality control, Whitford established the Quality Cooperative Program (QCP).

Its primary purpose is to achieve and maintain the highest quality possible by preventing problems from occurring before any coated products reach point-of-sale.

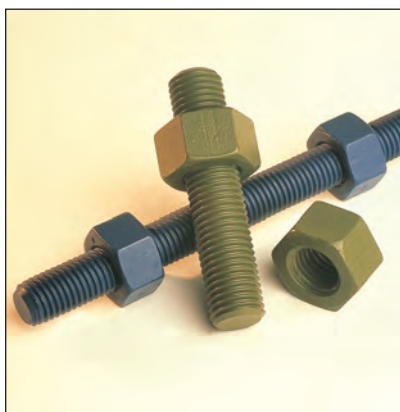


Free quality control for manufacturers and marketers, courtesy of Whitford's Quality Cooperative Program.

The QCP establishes certain quality standards that must be met by those who apply Whitford coatings. It also outlines specific test procedures that must be carried out on random samples of all coated products to make sure that these high application standards are maintained. Only members of Whitford's QCP are entitled to use the Whitford trademarks.

Industrial/Automotive

Consumer coatings are only one area of expertise for Whitford. We also offer a line of industrial products that includes a broad range of



Nuts and bolts resist corrosion with the help of Xylan coatings.

coatings for diverse applications. These range from food processing, garden tools, photocopy rollers, molds, fasteners, to stud bolts for chemical, energy, transportation and waterworks industries — the list of applications is endless.

Whitford also has specialty automotive coatings marketed as Xylan and Resilon®. These coatings offer a complete range of benefits to solve many problems on automotive components such as abrasion, corrosion, noise (itch and squeak), friction, release, sealing, weathering and decoration.

How "green" is Whitford?

Whitford has been offering and continues to offer a wide and growing variety of "greener" coating options. These products are not only greener, but also provide substantially better extended release and durability than other competitors' so-called "green" products.

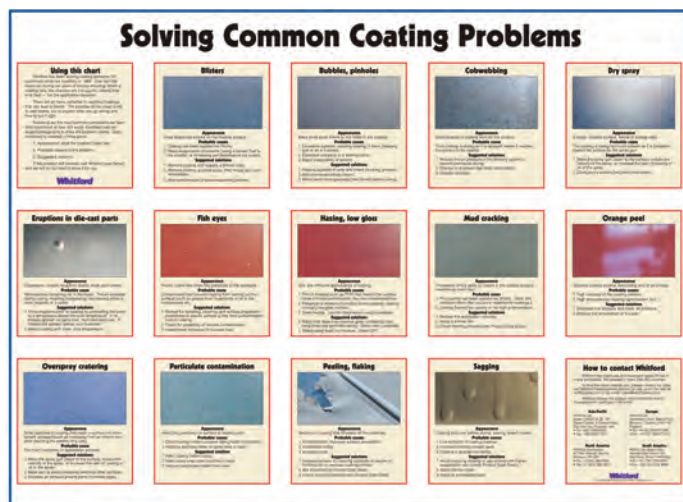
We continue to make our coatings more environmentally friendly as we maintain and even improve their performance (which reduces environmental impact as it contributes to the "green" aspect by extending useful wear life).

We strongly support the movement to protect the environment for the generations to come.

More information

Whitford has published a vast array of information on all the many products we manufacture. If you would like information on any product, product category, specific application or coatings in general, let us know.

It's possible that you may have a problem that one of our many coatings could solve. If so, we'd like to hear from you. Please tell us about the problem in sufficient detail so we can determine whether we have a product that could solve it. If we don't, we'll make one.



Identify a coating problem and Whitford's chart probably has the solution — available in eight languages.

How to contact us

Whitford has a coating for virtually any application. For more information or for help choosing the best coating for your particular part or application, email us at sales@whitfordww.com or visit us on the internet at: whitfordww.com.

Whitford

Makers of the world's largest, most complete line of fluoropolymer coatings
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