

Fabulous new colors from Eterna®



Copper
Bronze

Deep
Purple

Spruce

Think
Pink

Golden
Bronze

Chocolate
Bronze

Raspberry
Red

Copper
Penny

Blue
Moon

Malbec
Red



11 key facts about Eterna®

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

Eterna is unique, patented technology in fluoropolymer composites that creates significant improvements in release properties greater than any individual fluoropolymer.

In simple terms, 1 + 1 = 3! Its key features are:

1. The longest-lasting nonstick we've ever tested.
2. Has 10 times the egg release of nearest competitive coating tested.
3. Lasts 3 times longer in the Accelerated Cooking Test.
4. Has extremely high gloss to attract consumer's eye at POP.
5. Strongly repels water and grease for the 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.
11. Comes in a wide variety of rich colors.

Whitford

Where good ideas come to the surface
whitfordww.com • © Whitford 2013