

# Free application advice from Whitford

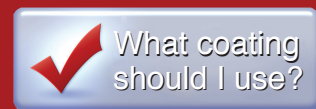
The questions below will help us recommend the best price/performance coating for your product.

## Here is what we need to know to be able to help you:

- What kind of part is it? Cookware? Bakeware? Small Electric?
- What is the substrate? Aluminum, cast aluminum, hard-anodized, stainless steel, carbon steel, aluminized steel, cast iron?
- What is the thickness or gauge of the substrate?
- Is there a specific color for this project? (Provide Pantone® Coated, RAL or other reference number to match.)
- Where will the coating be applied? Interior, exterior, decorative?
- Does the coating go across the bottom of the pan? Is there a machined bottom? Is a date stamp used? Etc.
- What kind of finish? Metallic, semi-gloss, high gloss, matte?
- What is the market position? Promotional, opening-price-point, moderate, upper-moderate, gourmet or commercial?
- What are your projected quantities? Sets? Individual pieces?
- What is the timing for this project? First samples? Target ship date?
- Who is your competition?
- With what regulations must the coatings comply? FDA, USDA, REACH, GB, JIS, Commission Regulation (EC), Prop 65, others?
- What testing standards must the coating meet?
- Are there other performance expectations?



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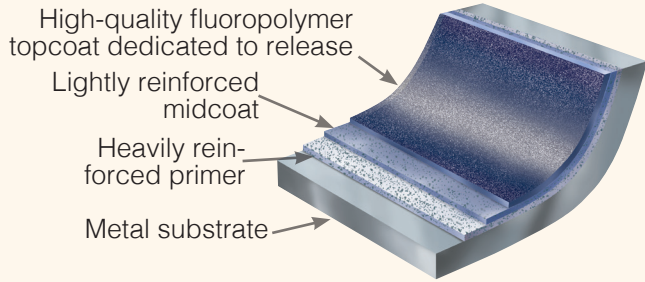


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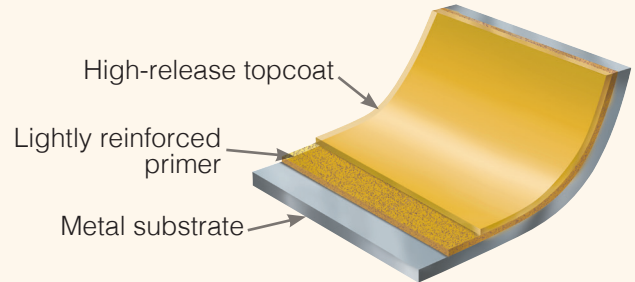
*Where good ideas come to the surface*

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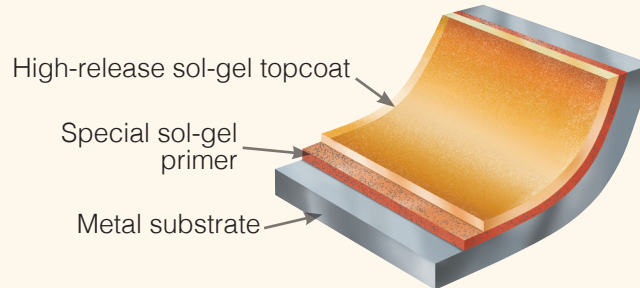
### Example of cookware coating



### Example of bakeware coating



### Example of small-electrics coating



## Whitford offers coatings for cookware, bakeware and small electrics at every price point and performance level.

Whitford manufactures the largest, most complete line of nonstick and decorative coatings in the world. That's because we custom-tailor coatings to meet the exacting needs of our customers. And Whitford has been doing this for almost fifty years.

To find out which coating would work best to solve your problems of price and performance, please contact your Whitford representative or contact Whitford directly at: [sales@whitfordww.com](mailto:sales@whitfordww.com).

#### Cookware coatings

**Eterna®:** The longest-lasting nonstick ever tested in Whitford laboratories.

**Excalibur®:** Whitford's toughest, most durable nonstick system.

**Eclipse®:** Heavily reinforced to outlast other reinforced coatings.

**HALO®:** Distributes heat evenly and eliminates hot spots.

**QuanTanium®:** Reinforced with titanium-based particles to stand up to almost anything.

**Quantum®2:** The coating doubly reinforced to outlast all conventional coatings.

**Xylan®:** Economical, everyday nonsticks.

**Skandia®:** Whitford's versatile roller-coating nonsticks.

**Fusion®:** Whitford's high-temperature sol-gel ceramic nonsticks.

#### Bakeware coatings

**Eterna®Si:** The longest-lasting nonstick ever tested in Whitford laboratories.

**QuanTanium®:** Reinforced with titanium-based particles to stand up to almost anything.

**Quantum®2:** Reinforced internally with a special blend of diverse ceramic materials.

**Skandia®Xtreme:** Whitford's family of roller-coat and coil nonstick coatings.

**Xylan®:** Whitford's family of economical, every-day nonsticks.

**Fusion®:** Whitford's high-temperature sol-gel ceramic nonsticks.

#### Small-electrics coatings

**Tetran®:** Whitford's newest special nonstick for rice cookers.

**Quantum®2:** The nonstick doubly reinforced to outlast all conventional nonsticks.

**Xylan®Plus:** Whitford's long-life nonstick.

**Xylan®:** Whitford's economical nonstick.

**Fusion®:** Whitford's high-temperature sol-gel ceramic nonsticks.

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