

What does this delectable steak have in common with Fusion® nonstick coatings?



**It was seared and browned
in a Fusion-coated ceramic nonstick frypan!**

Whitford

Where good ideas come to the surface

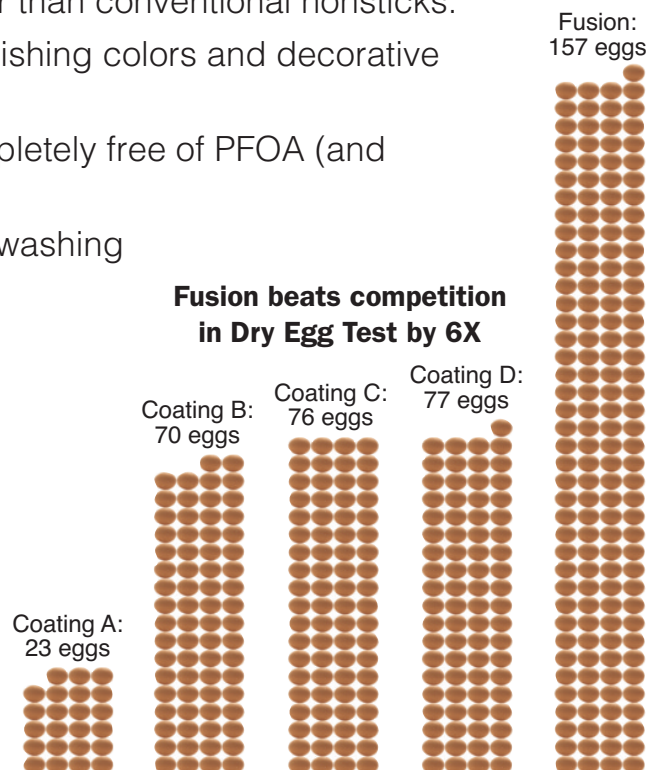


Some key facts about Fusion

Fusion is Whitford's brand of popular ceramic nonstick coating and offers many advantages:

1. Fusion has better release than the other ceramic nonsticks (see Dry Egg Test results below where improved Fusion beat the other market leaders by as much as 6 times).
2. It has best-in-class stain resistance.
3. It has high gloss for point-of-purchase appeal.
4. Fusion browns/sears faster and better than conventional nonsticks.
5. It offers an endless variety of distinguishing colors and decorative effects.
6. Fusion (and other ceramics) are completely free of PFOA (and PTFE).
7. It is dish-washer-safe, although handwashing is recommended.
8. Fusion is environmentally-friendly:
 - cures at a low, energy-saving temperature.
 - is waterborne, allowing for solvent-free handling, mixing, and cleaning.
9. It improves yield because it's the easiest ceramic nonstick to apply.

For more information, please contact your Whitford representative or Whitford directly at sales@whitfordww.com or visit our website: whitfordww.com.



Dry Egg Test: Improved Fusion has far more release than the other leading competitive ceramic nonsticks!

Whitford

Where good ideas come to the surface
whitfordww.com • © Whitford 2016-10