



## Whitford nonstick coatings available without PFOA

**W**hitford offers all the above coatings in versions that are totally free of PFOA (the current low-PFOA formulas are also still available). All Whitford facilities offer both low- and PFOA-free coatings.

**Availability:** Samples and production quantities of the PFOA-free coatings in our Eclipse®, Eterna®, Excalibur®, HALO®, QuanTanium®, and Quantum2® lines are available.

**Pricing:** The more costly fluoropolymer dispersions without PFOA are priced higher than the low-PFOA versions, but calculated on a per-piece basis, the difference is relatively modest.

**Performance:** All Whitford's PFOA-free coatings have been thoroughly tested, and perform the same as those of the low-PFOA formulations. Note: Some customized reformulation may be required to meet specific needs.

**Application:** The PFOA-free formulations can be

applied via spray, roller and curtain application, the same as the low-PFOA versions.

**Testing:** All have been thoroughly tested according to the Whitford matrix of cookware tests, which include the Reciprocating (Scotch-Brite®) Abrasion Test, TigerPaw, Contact Angle, Release Value as well as the standard Cross-Hatch/Boil, and Dry-Film Thickness evaluations.

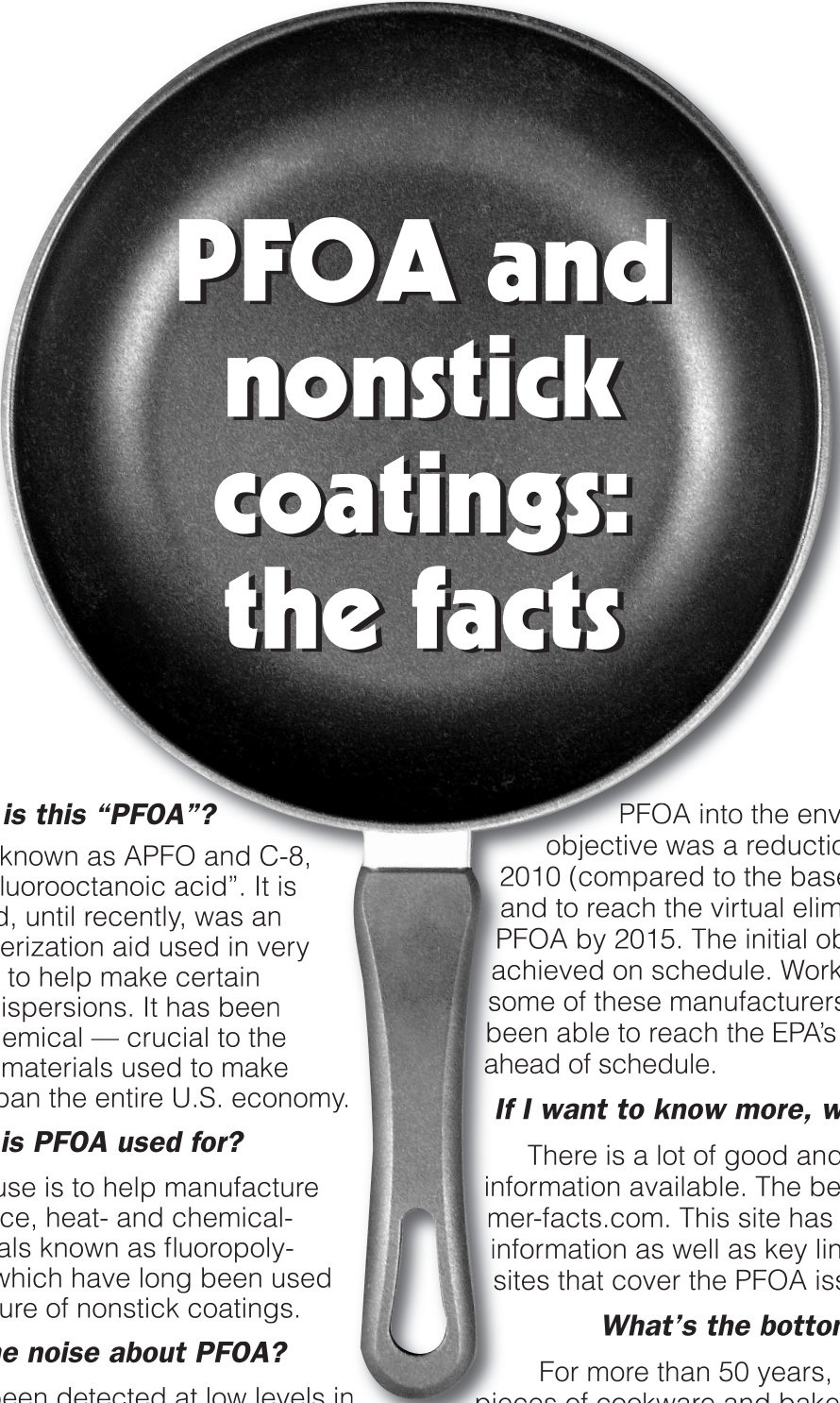
**Marketing:** To complement Whitford's environmentally friendlier coatings, a label was introduced for use with the existing Whitford trademarks, or by itself. It makes a clear statement that the coating is "Made without PFOA", and helps communicate the "greener" aspect of the coating (see leaf above).

If you are interested in the new PFOA-free coatings, contact your Whitford representative for a sample to test on your product or contact Whitford directly (see below).

**Whitford**

Where good ideas come to the surface

Contact [sales@whitfordww.com](mailto:sales@whitfordww.com) or our website: [whitfordww.com](http://whitfordww.com)



# PFOA and nonstick coatings: the facts

## ***Just what is this “PFOA”?***

PFOA, also known as APFO and C-8, stands for “perfluorooctanoic acid”. It is a surfactant and, until recently, was an essential polymerization aid used in very small quantities to help make certain fluoropolymer dispersions. It has been an important chemical — crucial to the manufacture of materials used to make products that span the entire U.S. economy.

## ***What is PFOA used for?***

Its primary use is to help manufacture high-performance, heat- and chemical-resistant materials known as fluoropolymers, some of which have long been used in the manufacture of nonstick coatings.

## ***Why all the noise about PFOA?***

PFOA has been detected at low levels in blood-serum samples in people around the world. It has also been found in wildlife, including polar bears and seals in the Arctic. In 2005, the Environmental Protection Agency (EPA) estimated PFOA levels in the general population to be approximately 5 parts per billion — the equivalent in time of 5 seconds in 32 years.

## ***Will PFOA always be in the environment?***

No. Eight fluoropolymer manufacturers have joined an EPA program to reduce emissions of

PFOA into the environment. The objective was a reduction of 95% by 2010 (compared to the base year of 2000), and to reach the virtual elimination of PFOA by 2015. The initial objective was achieved on schedule. Working closely with some of these manufacturers, Whitford has been able to reach the EPA’s objective years ahead of schedule.

## ***If I want to know more, where do I go?***

There is a lot of good and highly detailed information available. The best is fluoropolymer-facts.com. This site has comprehensive information as well as key links to other sites that cover the PFOA issue.

## ***What’s the bottom line?***

For more than 50 years, billions of pieces of cookware and bakeware with nonstick coatings have been used around the world — essentially problem-free.

All available information tells us that nonstick coatings and nonstick cookware and bakeware have always been among the safest, most useful items ever introduced. As the EPA says, “At the present time, EPA does not believe there is any reason for consumers to stop using any consumer or industrial related products because of concerns about PFOA.”

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