

## The Whitford Logos

Available only to participants in the  
Quality Cooperative Program



### How to contact Whitford

Whitford manufactures and maintains sales offices in many countries. For more information, please contact your Whitford representative or the nearest Whitford office (see our website at [whitfordww.com](http://whitfordww.com) or email us at [sales@whitfordww.com](mailto:sales@whitfordww.com).)

**Whitford**

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



## WHITFORD'S QUALITY COOPERATIVE PROGRAM FOR HOUSEWARES

Why, Who, How, What  
and When...

**Whitford**

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

## WHY

Quality is getting more and more important and, at the same time, more difficult to control as manufacturing and marketing are often separated by continents. That's why Whitford offers the Quality Cooperative Program (QCP).

The QCP helps maintain the highest quality in the application of coatings. This helps the cookware, bakeware and appliance manufacturers, coaters, importers, retailers — and the ultimate consumer (not to mention Whitford).

The QCP helps everyone who participates.

## WHO

The QCP is open to the following:

- **Any coater or manufacturer** who agrees to verify the quality of its production by sending samples to Whitford on a prescribed basis and who has certain testing equipment required for specific tests.
- **Any exporter of housewares** who agrees to provide samples of products (coated with Whitford coatings) on a prescribed basis for testing in any of our laboratories.
- **Any importer of housewares** who agrees to provide samples of products (coated with Whitford coatings) on a prescribed basis for testing in any of our laboratories.
- **Any retailer of housewares** who wants to make sure the product coated with a Whitford nonstick is of the highest quality and who wishes to take advantage of Whitford's offer to test samples (free). This is entirely voluntary on the retailer's part.

## HOW

Whitford publishes strict specifications for all our coatings. Adherence to these is crucial to achieving and maintaining maximum quality.

Three characteristics are verified on samples of all items coated with a Whitford coating:

1. Verification of proper surface preparation (to assure good coating adhesion):
  - Crosshatch and Boil Test.
2. Verification of film thickness (to assure the durability of the coating):
  - Electronic Film-Thickness Test.
3. Verification of proper cure (which assures adhesion and performance of the coating):
  - Solvent-Rub Test.
  - Crosshatch and Boil Test.

## WHAT

As evidence of strict compliance to standards, only housewares protected by the QCP may carry one of the eight Whitford logotypes. The logo is determined by the specific coating used:

- **Skandia:** Whitford's line of durable and reinforced nonsticks for roller coating.
- **Xylan:** the Whitford series of one-, two- and three-coat products.
- **Quantum2:** our internally reinforced coatings that outlast all conventional products.
- **QuanTanium:** our coating reinforced internally with titanium.
- **Eclipse:** our three-coat system that outlasts other internally reinforced coatings.
- **HALO:** our internally reinforced coating that helps cook quickly and evenly.
- **Excalibur:** our three-coat externally reinforced, most durable system for stainless steel.
- **Eterna:** our internally reinforced coating with the world's longest-lasting nonstick.

## WHEN

Ongoing. The QCP was launched in 1991, and today Whitford logos are seen with remarkable frequency at retail worldwide. The emphasis on quality continues to grow as competition at every level and in every product category raises



standards. Whitford intends to stay ahead of the curve.

## QCP CONSUMER SEAL

Whitford offers another dimension to help retailers market their cookware, bakeware and small appliances that use Whitford nonsticks.

"QCP" originally stood for "Quality Cooperative Program". Then we adapted the program for use with the consumer, and offered retailers a seal with "QCP" that stands for "Quality Controlled Product". The seal (above) comes with a legend that reads:

*"The nonstick coating on this product has been tested according to strict standards established by Whitford Worldwide, its manufacturer."*

If a retailer uses the seal, the coating, of course, must be a Whitford product. Whitford also offers use of our trademarks to QCP members (free), but there is no obligation to use them. (Note: Only manufacturers who are QCP members may apply these labels for you.)

The QCP seal can be used on hang tags, labels, boxes, inserts or any printed material used to promote the product.

*For all the details of the Quality Cooperative Program, please contact us at Whitford (see other side).*