



Whitford announces Skandia® and Skandia Xtreme roller-coating systems

- Improved overall adhesion to non-uniformly roughened surfaces.
- Option of using 3, 4 or 5 coats depending on quality level desired.
- Choose good durability with good release (Skandia), or...
- Choose outstanding durability with outstanding release (Skandia Xtreme).

Have it your way!

Whitford

The new Skandia and Skandia Xtreme systems raise the level of flexibility and performance of roller coating lines. At the heart of

the Skandia systems is a unique basecoat technology that improves the overall adhesion to non-uniformly roughened surfaces. In essence, this means less time and effort is required to prepare the surface prior to coating, resulting in improved efficiency.

Flexibility comes with the addition of specific subsequent coating layers which can provide performance levels that cover Promotional, Opening Price Point, Moderate, Mid- and Upper-Mid-Range cookware. For example:

- Rather than just being used as a pre-treatment, the primer plus a mid-coat and a traditional topcoat can meet the performance needs of a Promotional line.

- As the chart shows, additional mid- and topcoat layers can continue to improve performance from Promotional all the way to Mid- and Upper-Range performance.

But the story doesn't end here.

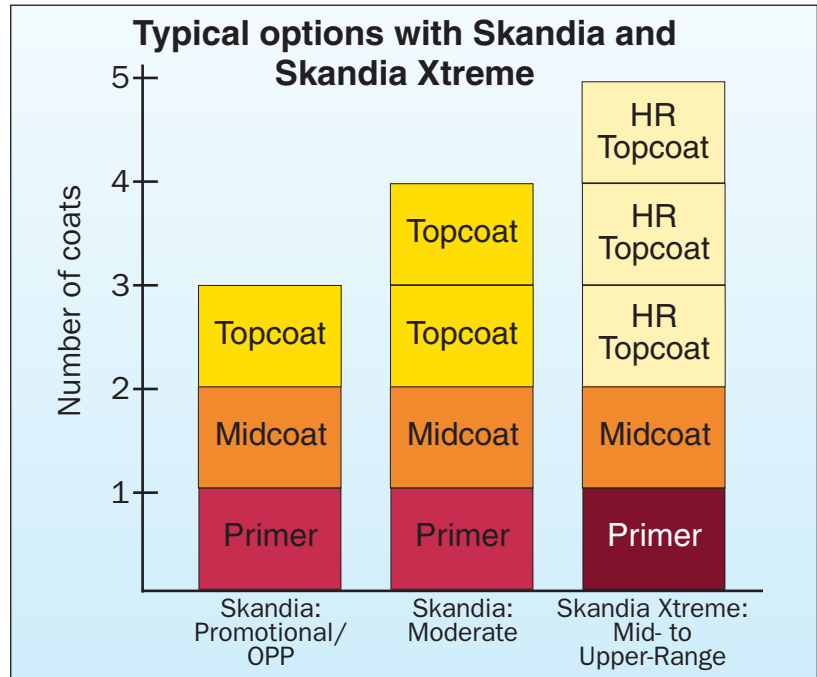
Skandia Xtreme includes a new High-Release (HR) topcoat that provides advantages not seen before in roller coating. Based on the patented technology of the recently introduced Eterna® system, nonstick performance has been raised to a new level. With the HR topcoat, the following advances have been achieved:

- The gloss has more than doubled,



Dry-Egg Test: The fried egg must release easily to qualify as a "pass".

going from 10 to >20 compared to conventional roller coatings. This, of course, means a significant increase in eye appeal at point-of-sale.



- Improved release. A typical industry test for measuring the release of a nonstick coating is the Dry-Egg Test. In this test, a fry pan, without any butter or oil, is heated to 375°F/190°C. An egg is broken into the pan and allowed to cook for 2½ minutes. It is then turned over and cooked for an additional 1½ minutes. To qualify as a "pass", the egg must release cleanly, sliding out of the pan without any sticking, tearing or special effort necessary, and leaving no residue.

The pan is wiped with a dry paper towel and more eggs are tested until sticking begins. In this test, typical roller coatings begin to experience sticking after only three dry eggs. The Skandia Xtreme with the primer and the HR topcoat easily went to twenty dry eggs.

The combination of high gloss and eye appeal to attract the consumer, and the superb nonstick performance once the pan is put into use, assures a satisfied customer.

For more information on the Skandia and Skandia Xtreme coating systems, please contact your Whitford representative, or Whitford at sales@whitfordww.com, or via our website: whitfordww.com.



Where good ideas come to the surface

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