

COATING WORLD®

SPECIAL REPORT ON NONSTICK COATINGS AND HOUSEWARES FOR RETAILERS



Finally: A New Nonstick That Helps You Cook More Quickly And Evenly

HALO® is a totally new and different nonstick coating system for top-end cookware from Whitford. While it has unsurpassed resistance to wear, and releases food easily, it does a lot more.

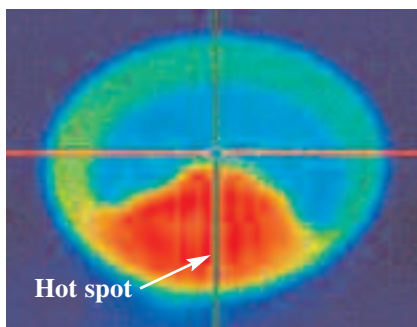
A variety of benefits

- HALO contains a unique formula of special additives that absorb heat from the stovetop more quickly and distribute it across the surface of the pot or pan more evenly.
- HALO's superior distribution of heat across the pan's surface means that the heat transfers more rapidly (and evenly) into the food. This, in turn, means not

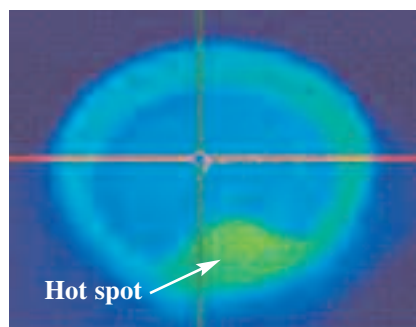
only that the food cooks more evenly, but more quickly, reducing cooking time.

- HALO's unusual ability to distribute heat also helps eliminate those bothersome "hot spots" that burn food (and make pans more difficult to clean).
- The result: new HALO not only cooks food better and cooks faster, it also uses less energy!

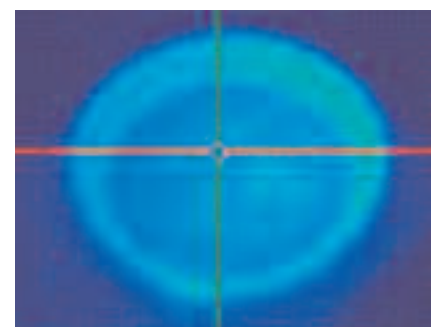
Thermographic photographs of how HALO from Whitford works its magic were taken and are shown below, as well as on the next page, along with a more detailed explanation of Whitford's newest advance in nonstick coatings.



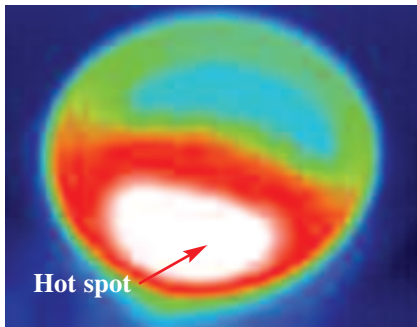
Pan "A" coated with a conventional nonstick after two minutes exposure to heat: huge hot spot developing.



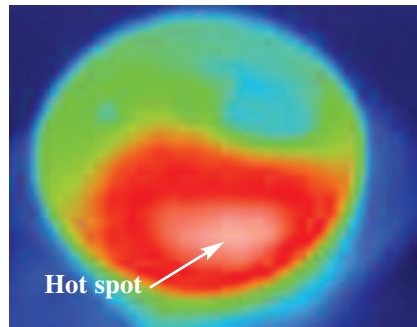
Pan "B" coated with a different reinforced nonstick after two minutes exposure: hot spot developing.



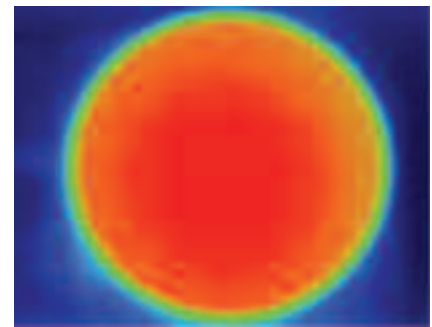
Pan "C" coated with Whitford's HALO reinforced nonstick after two minutes exposure to heat: no hot spots.



Pan "A" after 5.5 minutes exposure to heat: water boiled off, white hot spot dominates. Dramatic variation in heat distribution.



Pan "B" after 5.5 minutes exposure: water boiled off, hot spot growing. Also shows significant variation in heat distribution.



Pan "C" (HALO) after 5.5 minutes: water boiled off, and heat continues to be distributed evenly across entire surface of pan.

How HALO® outperforms other nonsticks

Thermographic (heat-sensitive) photography shows how HALO transfers heat faster and more efficiently than other nonstick coatings.

Three pans, exactly alike except for the coatings, were filled with the same amount of water and heated to the same temperature on the same heat source. The photographs on page 1 were taken after two minutes of exposure to the heat, while all the pans still contained water.

In the first photo, pan "A" (with a conventional nonstick) has a large hot spot covering more than a third of the surface of the pan.

Pan "B" (with a competitive



HALO helps cook with greater precision.

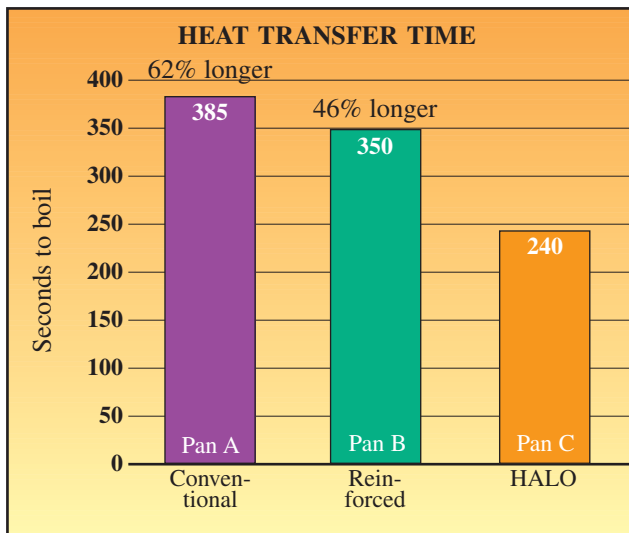
reinforced nonstick) also has a hot spot expanding across the bottom of the pan.

vides an interlocking matrix that absorbs heat from the burner and moves it quickly and evenly over the entire surface of the pan so that it reaches and penetrates the food as quickly as possible.

In the tests, when the water boiled away, the three pans were left on the same heat and photographed. As the pictures (above) show, the first two pans had wide variations in heat transfer. But the HALO pan kept the heat distribution even.

To learn more about HALO, contact Philip Wong

in Asia at +[852] 2559-3833 or pwong@whitfordww.com; Andy Reynolds in Europe at +[49] (6432) 50-79-0 or areynolds@whitfordww.com; or Fran Lagotta in North America and all other locations at +[1] (732) 833-0986 or flagotta@whitfordww.com.



But pan "C" (with HALO) transfers heat quickly and evenly, with no hot spots developing.

These hot spots cause problems such as longer cooking times, unevenly cooked foods and wasted energy — all of which HALO helps avoid.

Transfers heat up to 62% faster

The unique system of reinforcing and heat transferring elements blended carefully into HALO pro-

If you have not seen all the helpful information awaiting you at Whitford's educational retail website, please go to productknowledge.com, register and take full advantage. © Whitford Worldwide 2007 Vol XXII 7/07