

COATING WORLD[®]

SPECIAL REPORT ON NONSTICK COATINGS AND HOUSEWARES FOR RETAILERS

Whitford's QCP: Making Sure Your Nonstick Cookware And Bakeware Come With The Quality Nonstick You Want

It is one thing to insist on quality. It's another to set up a system to achieve it. That's what Whitford has done with the Quality Cooperative Program (QCP).

Maintaining the highest quality in the application of coatings is important to everybody: cookware, bakeware and appliance manufacturers, coaters, importers, retailers — and, of course, the ultimate consumer (not to mention Whitford).

The emphasis on quality continues to grow as competition at every level and in every product category raises standards.

The QCP helps ensure that the products are made to spec and proper application is maintained. This can help you, the retailer, avoid or identify problems prior to shipping. The potential savings that this program offers retailers are unlimited.

Until now, the QCP has restricted membership to nonstick applicators who meet all of our requirements (including regular monitoring of quality and testing of finished product).

Now Whitford is opening the QCP to retailers.

How do retailers fit in?

Chances are you buy nonstick cookware — but you've never bought nonstick coating.

Chances are also that the nonstick cookware you've bought has suffered some rejects due to failure of the nonstick, or you've encountered customer

returns relating to the failure of or damage done to the nonstick.

But what about problems that you have encountered internally — either from selling or developing nonstick coated items? Have you experienced any of the following scenarios?



- You are in the pre-production testing stages of a new product line that is to ship in several weeks, and the test report shows a less-than-satisfactory result on the nonstick coating (interior or exterior).

- Your quality assurance division is not familiar with home products in general, let alone nonstick products, and is not sure of the proper tests to conduct or how to translate the results.

- You receive a call from one of your own sales associates about a number of customer returns because the coating is peeling or chipping off.

If you can relate to any of these, then chances are also that the person who identified the problem was *not* an expert on nonstick coatings. Or you

passed the message onto the vendor and asked him or her to resolve it, without ever understanding what happened.

Identifying and understanding the problem is the only way to prevent future occurrences. Why not let Whitford help?

What the QCP can do for you

Whitford publishes strict specifications for all the coatings we manufacture to assure maximum quality.

Only QCP members have access to our trade names and logos. So, if you sell products with our coatings, you can rest easy knowing that these products are held to a higher standard.

Within the QCP, at least three characteristics are verified on samples of all cookware, bakeware and appliances coated with a Whitford coating:

1. **Verification of proper surface preparation** (which assures good adhesion of the coating).

2. **Verification of film thickness** (which assures the performance of the coating).

3. **Verification of proper cure** (which assures adhesion and performance of the coating).

When these tests indicate problems, Whitford can conduct additional performance tests, such as:

1. **Reciprocating Abrasion Test** (to measure the useful life of coatings that are subjected to scraping, scouring and other forms of abrasive damage)

caused by normal use in the kitchen).

2. Ball Penetration Test (which measures the durability of the coating and its resistance to gouging).

3. Mechanical Scratch Test (another way to measure the durability of the coating and its resistance to abrasion from sharp objects).

All you have to do is join the QCP (see membership form enclosed). Send it to us and we'll send you "test report" forms to accompany the pans you send us for quality checking. We'll conduct the appropriate tests and, once they are completed, Whitford technicians will write a formal report and send it to you about a week after receiving your samples.

It's that easy. And it's FREE.

We are all dealing with ways to lighten our budgets, especially where testing is concerned. Many retailers have turned to the manufacturer to conduct the testing at the manufacturer's expense, which can lead to negotiation troubles and other headaches, including unreliable test procedures.

Now, with the QCP, there is a way to avoid all of the potential problems and save money.

The QCP is a time saver as well. In housewares development, time is of the essence. Often you are faced with

tight deadlines and meeting impossible ship dates. Why leave something as important as conducting the tests up to those who are not familiar with the technology and the materials?

Let Whitford's highly trained technicians do the work. Any problems identified by the tests will not only be detailed in the report, but suggested steps to resolve the issues will be listed.

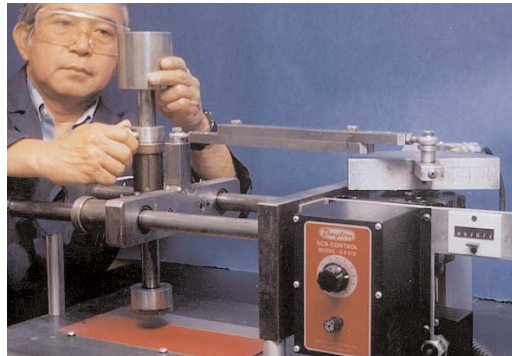
If a problem is identified, we can help you work with the manufacturer to fix it quickly. We have facilities in 10 countries and a worldwide support network of technicians — experts to help the manufacturer address the problem quickly.

Remember, just because you use our coatings does not mean you are obligated to participate in the QCP. But, at no cost to you, we think this makes so much sense, you'll want to take advantage of the offer.

How it works

1. If you join, you have the right to send us samples from every lot of cookware you purchase. We will test the nonstick coatings and provide you with a full, written report in about a week on how the nonsticks perform.

2. You have the assurance that



Whitford Test Method 135C, the Reciprocating Abrasion Test, measures a coating's ability to withstand abrasion common to normal kitchen use (scrubbing, scouring, etc.).

your products are being coated by an applicator that meets all our standards.

3. You have the comfort of knowing that the cookware you buy is being tested before it ships to you, both by the applicator and by Whitford.

4. You get verification whether a supplier you may want to select is a QCP member. If not, Whitford will audit the manufacturer to assess its suitability for membership.

Standards and regulations

The QCP also helps assure that all coated products conform to the standards set by such regulatory agencies as the FDA, BgVV and others. (Some nonstick coatings do not conform, and products bearing them are subject to confiscation.) More in the next issue.

If you would like to join, or have any questions, please contact us.

Frequently Asked Questions

Question: "Why do nonsticks wear off so quickly?"

Answer: "Early nonsticks were almost pure PTFE, which is soft. But recent technology has changed that with high-tech reinforcing agents. Some nonsticks are now guaranteed for the life of the pan."

Question: "Should I throw away a pan if the nonstick is marred?"

Answer: "While a cut or gouge in a nonstick may alter its appearance, it has little impact on its performance. So long as most of the bottom of the pan still has nonstick, it will continue to perform up to standards."

Send questions with your name, address (or email) to: Fran Attilio, Whitford Corp., Box 2347, West

Chester, PA 19380-0110, or email: fattilio@whitfordww.com.

Coming in future issues:

- How worldwide food-contact regulations could affect the nonstick cookware you source.
- Whitford test methods explained.

CoatingWorld is published by Whitford Worldwide, Box 2347, West Chester, PA 19380-0110. Email: sales@whitfordww.com
Web: www.whitfordww.com

