

COATING WORLD[®]

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SPECIAL REPORT ON NONSTICK COATINGS AND HOUSEWARES FOR RETAILERS

How To Use Decorative Coatings To Help Cookware And Houseware Products Stand Out — And Save Money

Have you ever been sourcing a new cookware or houseware line, looking for an inexpensive way to make it stand out? Or found one of the design elements too costly to pursue? Or simply not possible because of the limitations of the traditional manufacturing process?

The answer to all of these questions may be a coating.

When most people think of coatings, “nonstick” is what comes to mind. Yet there are many different types of coatings that can be used to enhance products that do not appear on the inside of a pan as a nonstick.

Here is what you should know about the coating options available to make your cooking or houseware product more appealing without costing the proverbial arm and a leg.

Decorative exteriors of Xylac[®]

Xylac is the name of Whitford’s line of decorative coatings for the exteriors of cookware and bakeware.

Xylac comes in many different variations, each engineered to provide slightly different end results. Among them are:

1. High-gloss, colorful exteriors for inexpensive cookware and bakeware made via the coil-coating process. The coating is applied to coiled metal that is, cured, recoiled, then pressed into shape.



Xylac offers such high gloss that you can't tell which wok has Xylac and which has expensive porcelain enamel.

2. An even higher-gloss, slightly more expensive coating that equals the shine of automotive enamels. It comes in virtually any color, including earth tones, pastels, bright white, pearlescents and a range of metallics. It provides a remarkably inexpensive alternative to porcelain enamels (and, unlike porcelain enamel, does not chip).

3. Hammertone effect: Two coats of different colors are applied and, by use of different surface tensions, the topcoat beads up on the base coat, creating tiny “hills” that provide a dimensional, two-color surface.



Xylac is perfect to add bright color to boring black handles. And Xylac can be matched to any color the designer may select.

4. Handle coatings: Xylac comes in a special version designed for application to phenolic and other plastics used for the handles of pots and pans. The coating has a rich lustre and is safe for use in the dishwasher.

5. Silk-screen coatings: Xylac comes in a version designed to silk-screen logos or special designs over bare metal or another Xylac coating on the bottom of a pan.

6. Clear coatings: If you want an anodized exterior, Xylac offers a high-gloss and a matte clear coat that make the pan dishwasher-safe.

These Xylac decorative coatings come in a wide range of colors and finishes. Further, colors can be matched precisely to any color you may specify.

They are designed to perform at high temperatures and they are dishwasher-safe.

They are quickly and easily applied in the same type of operation used to apply the nonstick coating on the inside of the pan.

Xylac offers unlimited possibilities to the retailer who wants to set a new line of cookware or bakeware apart from the competition — at a very low cost.

“Soft-touch” coatings of Suave[®]

One of Whitford’s newest products (created by Whitford Italy) adds interesting new dimensions to the aesthetic and tactile possibilities of innumerable houseware products. Suave takes the plain, everyday item and transforms it into something highly attractive and unique.

Suave is a line of decorative coatings that alter the texture of the items to which they are applied, creating a matte, non-reflective surface that helps prevent slipping, not unlike a soft-to-touch rubber effect.

Do you want to upgrade the handles on an existing line of cookware? Looking for a feature to make a new line of gadgets come together? Have you interest in the next new feature to differentiate your new line of acrylics, cutlery, flatware or other housewares products from the competition?

Suave may be what you're looking for. Here are some of its benefits:

1. Decorative opportunities:

Suave comes in a wide range of colors so that ordinary products can assume an extraordinary appearance.



Suave works beautifully on the exterior of salad bowls, butter dishes and knives.

2. Easy color-matching: Suave comes in virtually all colors, and precise matching to existing colors is easily achieved.

3. Good gripping:

The texture of Suave, used on such items as handles, creates a firm, comfortable grip that helps prevent slipping.

4. Saves money on handles: It's more economical to coat a small number of standard black handles than to run a small number of colored handles.

5. Resistance to abrasion: Suave has good resistance to wear (with limited resistance to scratching).

6. Ideal for many substrates: Suave can be applied to such surfaces as phenolic, melamine, methacrylates, PVC, iron, aluminum, nylon, stainless steel, etc.

7. Dishwasher/UV safe: Suave survives severe dishwashing tests, exposure to sun.

8. Easily applied: Suave is a two-pack product that is quickly and easily applied by conventional spray. Preparation of parts is equally easy: just clean so they are free of oil and dust.

9. Dramatic savings versus rubber: Putting a rubber covering on a handle requires a mold for the han-



Suave on a serving tray provides a matte, rubber-like surface that helps prevent the bottle, glasses and other items from slipping. And it's colorful!

dle and a mold to put the rubber on the handle. Molds are expensive.

Suave is being used on numerous applications, including acrylic drinkware, acrylic tabletop items and serverware, gadgets, cutlery and flatware handles, pantryware, kitchenware items, storage items, office products, personal care products, barbecue tools, frames, decorative accessories — and, of course, cookware handles and knobs.

Let your imagination soar

Xylac and Suave decorative coatings open unlimited possibilities for the enhancement of many different housewares, yet the cost is very low.

For more information on how these coatings might help you, please contact Fran Attilio at the address listed below.

Frequently Asked Questions

Question: "Should I use nonstick cooking sprays on my nonstick cookware?"

Answer: "In a word, No.

"In the first place, you don't need it. Nonstick coatings were developed to make cooking more healthful by replacing the oils and fats used to keep food from sticking to the metal

surface of pans. All you're doing is adding oil to what you eat, something doctors recommend against.

"But there's another reason not to use them. Such sprays burn at a low temperature, and tend to leave a residue on the surface which, if not washed off after each use, can reduce the nonstick effect of the coating.

"In fact, many nonstick cookware manufacturers specifically recommend against the use of such sprays."

Send questions with your name, address to: Fran Attilio, Whitford Corp., Box 2347, West Chester, PA 19380-0110, call (718) 967-7967 or email: fattilio@whitfordww.com.

Coming in future issues:

- New quality seal helps assure quality of your cookware.

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