

COATING WORLD[®]

SPECIAL REPORT ON NONSTICK COATINGS AND HOUSEWARES FOR RETAILERS

How To Reassure Your Customers That The Nonstick On Your Product Is Quality Controlled (At No Cost To You)

It's one thing to insist on quality. It's another to set up a system to achieve it. That's what Whitford did with the Quality Cooperative Program (QCP) several years ago (as we reported in *CoatingWorld*, Volume III).

Maintaining the highest quality in the application of coatings is important to everybody: cookware, bakeware and appliance manufacturers, applicators, importers, retailers, consumers (and, of course, Whitford).

For those who apply our coatings, Whitford's QCP guidelines are clear. We publish strict specifications for all the coatings we manufacture. Adherence to these is crucial to achieving and maintaining maximum quality.

Manufacturing members of the QCP submit their coated products on a regular basis so that Whitford's laboratories can verify three main characteristics: proper surface preparation, accurate film thickness, and sufficient curing. Whitford tests these products and reports back to the members on the quality, suggesting specific improvements where necessary.

Good for retailers, too

Two years ago, Whitford expanded the program to include retailers, offering to quality-test Whitford coatings on samples submitted by retailers at no charge to them.

The testing is done to ensure the quality of coated

products and thereby eliminate problem goods from ever reaching the selling floor — saving you time, money and headaches.

All a retailer has to do to take advantage of this free program is to join, then send us 2 or 3 samples at the development, pre-production or production stage. If you submit samples at the development stage, we can compare our coating against a competitor's to help you identify the performance level to help you make a final decision on a price/performance basis.

At the pre-production and production stages, we can make sure that you are getting the quality you expect (and that the coating specified is the coating actually being applied to your product).

It's easy (and free). If you join the QCP, our laboratories will test the non-

stick coatings and provide you with a full, written report within several weeks. If any problems are identified,



Whitford technician tests coating thickness as part of the QCP.

we will suggest specific steps to solve them. We can work with your manufacturer/applicator to fix things quickly.

Another offer for retailers

Now Whitford is adding another dimension to help retailers market their housewares products.

“QCP” in its original form stands for “Quality Cooperative Program”. We are now adapting that for use with the consumer, and are offering retailers a new seal with “QCP” that stands for “Quality Controlled Product”. The new seal (see illustration) comes with a legend that reads:

“The nonstick coating on this product has been tested according to strict standards



The new QCP seal designed to reassure customers that the nonstick coating on the product they are about to buy has been checked and certified “top quality”.

established by Whitford Worldwide, its manufacturer. The quality, performance and durability of the coating have met the highest standards of Whitford's QCP and will perform as designed."

If a retailer decides to use the seal, the coating, of course must be a Whitford product. Whitford also offers use of our trademarks in label form to QCP members (free), but there is no obligation to use these. (Note: Only QCP members may use these labels.)

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

The idea for the new QCP seal came from a suggestion made by a buyer, who is currently using the seal on coated cookware. (We want your input and, when we get it, we listen to it.)

We believe it offers an excellent marketing tool for retailers who want to add another reason for the customer to select their products and feel confident about buying them.

Working on four levels now

The original QCP (Quality Cooperative Program) worked on two levels: the manufacturers and the mar-

keters/importers. This was expanded to a third level when retailers were included.

Now, with the new QCP (Quality Controlled Product), an important fourth level has been added — to carry the assurance of quality all the way to the ultimate consumer.

If you'd like more information on any of the details of Whitford's QCP, please contact Fran Attilio, Retail Marketing Manager, Whitford Corporation, Box 2347, West Chester, PA 19380-0110. Call (610 296-3200), fax (610 647-4849) or email her at fattilio@whitfordww.com.

Some of the Whitford trademark labels offered free to QCP members

Frequently Asked Questions

Question: "How important is it to make sure my nonstick coatings come from a reputable supplier?"

Answer: "More important than you might think.

"While most manufacturers are reputable (and subject to the regulatory restrictions of their country), 'cheating' occasionally takes place.

"That can mean using ingredients of lesser quality. It can mean

using cheap ingredients that do not meet FDA guidelines for safety, which could lead to confiscation of cookware/bakeware, etc.

"It can also mean adulterating the nonstick with cheap solvents or even water, for example, to make the coating go farther. This reduces the applicator's cost-per-unit while it raises his profit. Unfortunately, it also hurts the performance and shortens the service life of the nonstick.

"This is precisely why Whitford created the QCP and does free quali-

ty testing for all QCP members."

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:

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