

COATING WORLD[®]

SPECIAL REPORT ON NONSTICK COATINGS AND HOUSEWARES FOR RETAILERS

Warning About Nonsticks: Be Careful What You Ask For (You Might Just Get It)!

Funny things happen when a brand name becomes a generic. The housewife with an Amana refrigerator keeps the milk in the “frigidaire”. The same woman probably “hoovers” her living room with her Electrolux vacuum cleaner. And her husband “xeroxes” his business documents on the Canon copier at his office.

Such blurring of legal (and trademarked) brand names is, for the most part, harmless. But such confusion can cause problems.

Use of a brand name as a generic can lead to the loss of legal protection for the name. Typical examples of trademarks that have been lost are: nylon, elevator, kerosene, corn flakes, linoleum, mimeograph, cellophane.

Further, using a brand name as a generic can actually lead to your getting the wrong product.

Get the product you want

“Teflon[®]” is a legal trademark held by DuPont and is the one brand name DuPont uses for all of its nonstick coatings.

But the brand name has been around so long that most people use it to mean “nonstick”. When putting together the specifications on a new line of nonstick cookware, for example, manufacturers often receive a request for a “teflon coating”, when the retailer making the request actually means a “nonstick coating”.

If what you want is a Teflon coating, fine. DuPont is a reputable manufacturer and makes good products.

But if you want to explore all the

options to use a balance of price and performance to help you hit your target price point, be as specific as you can.

Questions to ask

If you want to specify a nonstick coating, you need to ask yourself several questions. “Do I want a one-coat, two-coat or three-coat nonstick? Should it be reinforced? If so, should it be reinforced internally, externally or both? Are there specific test requirements the coating has to pass?”

The answers to all these questions will affect the price and the performance of the nonstick coating you eventually select.

Whitford is here to help retailers.

Our Retail Marketing Program is designed to provide you with the tools you need to create, develop, market and promote your products with nonstick coatings.

That’s why Whitford separates its coatings with different brand names, offering outstanding candidates at every price/performance level (see chart below).

That’s why we offer free quality testing of products with Whitford coatings. Free labels. That’s why we offer test methodology, sourcing contacts, training for sales associates, in-store demonstrations, etc. And all for free!

For more information, contact us (see addresses on other side).

Coating	Durability	Quality	Price
	★★★★★	★★★★★	\$\$\$\$
	★★★★★	★★★★★	\$\$\$\$
	★★★★	★★★★	\$\$\$
	★★★	★★★	\$\$
	★★	★★	\$

Frequently Asked Questions

Question: “What kind of ‘Use and Care’ instructions would you recommend for the nonstick cookware I’m selling? I want to put instructions on the packaging and want to make sure I don’t miss anything.”

Answer: “The process is rather straightforward. In the box to the right is what we usually suggest to our customers, and here is why.

“The pan should be washed first, just to make sure it is clean and free of any contamination that may have occurred from the manufacturing through the application of the nonstick to the packing.

“Next, every pan should be ‘seasoned’. This means pouring a bit of cooking oil into it and rubbing it in with a paper towel.

“After each use, the pan should be cleaned with warm, soapy water and dried before it is put away. No further seasoning is necessary. Remember that one of the oft-forgotten advantages of nonstick coatings is the fact that you do not have to use cooking oil, which eliminates a lot of unnecessary calories as well as helps keep the cholesterol numbers down.

“Now: a word about dishwashers. The chemicals used in dishwasher detergents are notoriously strong. While today’s nonstick coatings are totally safe in a dishwasher, the chemicals can strip away the seasoning. So, if you put a pan in the dishwasher, it should be reseasoned prior to use.

“Two other points to remember: dishwashers are tough on wooden handles and can lead to pitting of anodized cookware.”

Question: “What about using metal utensils?”

Answer: “Top-of-the-line coatings

Sensible care will help your new cookware last for years and years. These simple steps will help you get the most pleasure and use from it:

1. Before using this (or any nonstick) cookware for the first time, wash it to make sure it is clean. Then season it by lightly rubbing cooking oil onto the nonstick surface. When it cools, sponge it with a mild detergent in warm water and rinse clean. It’s ready to go!
2. Always use low or medium heat when cooking food. This helps preserve the nutrients in food (many of which are fragile, and easily damaged when heated to extremes). It also helps preserve the nonstick surface.
3. While today’s best nonsticks are designed to stand up to rough treatment, all nonsticks will last longer if you are careful not to stab the surface with a sharp point or cut foods with a knife while food is in the cookware.
4. Do not overheat empty cookware, although careful, quick searing is okay. Always be sure that oil, water or food materials are in the cookware prior to heating it.
5. Do not use cookware as a food storage container, which could encourage staining. It’s better to keep cookware clean when not in use.
6. Always allow cookware to cool before immersing in water.
7. Your new cookware is perfectly safe to put into the dishwasher (reseason after), but the nonstick surface is so easy to clean that a quick handwash does the trick.
8. If, through misuse, burned residue collects on the surface, it can usually be removed with warm water and a mild detergent. In an extreme case, such residue can be removed by a thorough cleaning with this solution: 3 tablespoons bleach, 1 table spoon liquid dish detergent and 1 cup of water. Apply to the cooking surface with a sponge or plastic scrubbing pad. After cleaning, recondition the surface with a light wipe of cooking oil.

NOTE ABOUT PET BIRDS: Always observe the rules of sensible cooking and never let foodstuffs or an empty nonstick pan overheat. Both may cause fumes which, while not dangerous to humans or most household pets, can adversely affect pet birds. Birds have unusually sensitive respiratory systems, and are easily affected by such fumes. Pet birds should always be kept in a well-ventilated room, and never in the kitchen.

will stand up to almost anything. But even the best nonsticks are not indestructible, so make sure you discourage rough treatment such as cutting food in the pan (a common mistake consumers make).

“This is particularly important if you decide to offer a warranty on the nonstick (as so many cookware marketers are doing these days).”

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:

- **Testing Guidelines: Don’t confuse cookware tests with bakeware tests (they’re different).**

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