

COATING WORLD®

SPECIAL REPORT ON NONSTICK COATINGS AND HOUSEWARES FOR RETAILERS

New Website Includes Total Package Of Helpful Information On Nonstick Coatings And Housewares For Retail Trade

The primary objective of the retail marketing program at Whitford has always been to support the retail community — via information and programs that help the retailers create, develop, market, and promote their nonstick programs and drive sales. (Please remember that all of this support is provided free of charge.)

And it is the information part of this support that we are talking about today. Why?

Because in our industry, in fact in all hard-lines categories, information is one of the most important tools we have. Whether developing, marketing, or selling products, information is what gives us an edge. The better informed we are, the better we are at negotiating, submitting specifications for new projects, creating packaging, understanding and interpreting test results, and, most important, conveying everything about the product to the sales associates and ultimately the final consumer. And when we are better at all of these things *we save valuable time and money throughout the development process.*

New retail website for you

Now we have expanded access to these retail support programs via our website. Through the new retail support section, you can access much of the most commonly requested information — 24 hours a day and from anywhere in the world. So whether you are working late in the office, or

The screenshot shows the Whitford Worldwide website interface. At the top, there is a search bar with the text "Search our Products:" and a "GO" button. Below the search bar are links for "Products", "Site", and "Search help". The main header features the "Whitford Worldwide" logo and the tagline "Manufacturer of the largest, most complete line of fluoropolymer coatings in the world". A navigation menu on the left lists: Home Page, Company Profile, Whitford's Products, Latest News, Retail Support (highlighted with a red arrow and a circular callout), Technical Info, Further Info, and Contact Whitford. The main content area displays six product categories with images and captions: "Coatings for the chemical processing industries", "Coatings for the petrochemical industry", "Coatings for fasteners of all types and sizes", "Flexible coatings for automotive uses", and "Finishes/coatings for a wide variety of textiles".

Just go to "www.whitfordww.com" and, on the home page, click on the fifth item in the menu at the left, "Retail Support". Everything you've seen to date in the retail marketing program is there, plus much, much more to help retailers.

in a hotel room halfway round the world, you can access the information when you need it most.

Having the information on the website also allows you to share information with colleagues and supervisors more easily.

How it works

The new site is restricted to retailers, marketers and importers only. It starts out with a basic overview and highlights the other countries included in the retail division (our retail program is international). There is a list of who uses Whitford coatings by country, which is just a slice of our

presence around the world.

The site goes on to provide a recap of the support offered through the retail marketing division, including details of in-store support.

To access a complete list of all issues of CoatingWorld published to date (as well as the issues themselves, which are in PDF format), click on "Newsletter" within the site. Since all issues are packed with valuable information regarding nonstick coatings — such as application methods, testing procedures, general coating guidelines — you can access them at any time, from anywhere. The site is now an online reference guide.

WHY
Quality is getting more and more important and, at the same time, more difficult to control as manufacturing and marketing are often separated by continents. That's why Whitford offers the Quality Cooperative Program (QCP).
The QCP helps maintain the highest quality in the application of coatings. This helps the cookware, bakeware and appliance manufacturers, coaters, importers, retailers — and the ultimate consumer (not to mention Whitford).
The QCP helps *everyone* who participates.

WHO
The QCP is open to the following:

- **Any coater or manufacturer** who agrees to verify the quality of its production by sending samples to Whitford on a prescribed basis and who has certain testing equipment required for specific tests.
- **Any exporter of housewares** who agrees to provide samples of products (coated with Whitford coatings) on a prescribed basis for testing in any of our laboratories.
- **Any importer of housewares** who agrees to provide samples of products (coated with Whitford coatings) on a prescribed basis for testing in any of our laboratories.
- **Any retailer of housewares** who wants to make sure the product with a Whitford non-stick he or she buys is of the highest quality and who wishes to take advantage of Whitford's offer to test samples (free). This is entirely voluntary on the retailer's part.

HOW
Whitford publishes strict specifications for all our coatings. Adherence to these is crucial to achieving and maintaining maximum quality.
Three characteristics are verified on samples of all items coated with a Whitford coating:

1. Verification of proper application (to assure good adhesion and performance)
 - Crosshatch and Boil Test
2. Verification of film thickness (to assure proper performance)
 - Electronic Film-Thickness Test
3. Verification of proper curing (to assure proper adhesion and performance)
 - Solvent-Rub Test
 - Crosshatch and Boil Test

WHEN
As evidence of strict compliance with the standards, only housewares protected by the Quality Cooperative Program may display the seven Whitford logotypes. The use of these logotypes is determined by the specific coating:

- **Xylan:** the Whitford one-coat products.
- **Xylan Plus:** our two-coat high-performance products.
- **Xylan Eterna:** our best conventional two-coat products.
- **Quantum2:** our internally reinforced coatings that outlast all conventional products.
- **Quantium:** our coating reinforced with titanium.
- **Eclipse:** our three-coat internally reinforced system that outlasts other internally reinforced coatings.
- **Excalibur:** three-coat externally reinforced most durable system for stainless steel.

WHEN
Ongoing. The Quality Cooperative Program was launched in 1991, and today Whitford types are seen with remarkable frequency at retail level worldwide. The emphasis on quality continues to grow as competition at every level and in every product category raises standards. Whitford intends to stay ahead of the curve.

At "whitfordww.com", in the retail section, you'll learn about all the advantages of the Quality Cooperative program, along with how to join. Best of all, the services are completely free of charge.

What to know about coatings

The site offers basic coating facts, with general information on what makes a coating a coating, the anatomy of a coating and the various application methods. All of this information is useful when developing new products, and when trying to understand what the pros and cons are in terms of cost and performance.

Proper use and care instructions are listed here as well. Feel free to copy or adapt this information as needed, for packaging, your own website, or to send to sales associates.

A section on frequently-asked questions provides the answers to queries we most often hear from the industry and from consumers. You may just find the correct answer to your next customer letter or call from a sales associate here.

Information on Whitford brands

Following the basic coating information are several pages that review

the Whitford brand hierarchy as well as provide details on each coating. Here you can find out how the coatings compare in performance and price, and what level of the market they fit best. You will also find a summary of the benefits of each coating and links to the available literature we offer.

Also available in this section is "The Guide to Whitford's Consumer Coatings" in PDF format, which gives more specific information by coating series.

Testing and the Quality Cooperative Program

The final section provides an overview of our testing facilities and details of the test methods Whitford employs for housewares.

Also included is a complete description of Whitford's Quality Cooperative Program (QCP). It gives all the information necessary to decide whether you want to join (it's free) and shows the QCP seal and how to become a member.

Links to retailers

This new site, as with all of the information provided in the retail marketing program, is developed for you, the retailer. We welcome all of your feedback on the site and the content, as well as any input for improvements that we might make.

Most retailers now have their own websites, many of which are recognizing the importance of using their sites to educate sales associates and consumers.

Please contact Fran Attilio if you would like to set up a link to this section, or any of its pages, on your own site. We can also provide artwork of any of our logos. We welcome the use of this information to increase product knowledge, whether it be internally for sales associate or corporate training — or for the final consumer to help in closing the final sale.

Want more information?

If you'd like more information on the website or the QCP or Whitford's products and services, 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.

Coming in future issues of CoatingWorld:

- Different types of cooking methods: the advantages and disadvantages of each.
- The reverse auction: what to know before the next one causes problems for you.

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