

# COATING WORLD®

Volume XI/01

## Announcing New Eclipse®: Engineered To Outlast Other Internally Reinforced Nonsticks

### Breakthrough Coating From Whitford Is At Least 10 Times More Durable Than Other Internally Reinforced Systems Now On The Market

**W**hat is Eclipse? The latest development from Whitford's R&D laboratories, new Eclipse is a three-coat, internally reinforced nonstick system that is different from all others in two important aspects.

1. The primer: This is the heart of the new system, which contains a carefully chosen and blended combination of resins and unusually hard materials, permitting a far higher percentage of special reinforcing elements.

Because the unique Eclipse primer contains no nonstick (virtually all other primers do), it can be dedicated entirely to (a) adhesion and (b) reinforcement.

2. The midcoat: Actually a Whitford primer used in other Whitford reinforced systems, the midcoat also contains the special reinforcements.

The reinforcing agents are some of the hardest materials known. In the form in which Eclipse is made, they create a web-like matrix that helps hold all the other materials in the system together, further strengthening the ultimate coating.

Combined, the first two coats of this three-coat system provide resistance to scratching, abrasion and general abuse that exceeds all of Whitford's (and other) internally reinforced systems.

#### What else is special?

There is another important difference about Whitford's unique primer

(which led to the name "Eclipse"). Since only the bottom of cookware receives the heavy abuse of metal utensils, only the bottom of the pan needs to be coated with the primer.

methods. The most severe is the Reciprocating Abrasion Tester (Whitford Test Method 135C).

This is a demanding test since it duplicates the

199B) to assure continued release.

The results are startling. The toughest internally reinforced coating previously tested was able to reach 20,000 cycles. Eclipse has gone beyond 200,000 cycles, offering at least 10 times the durability (with good release).

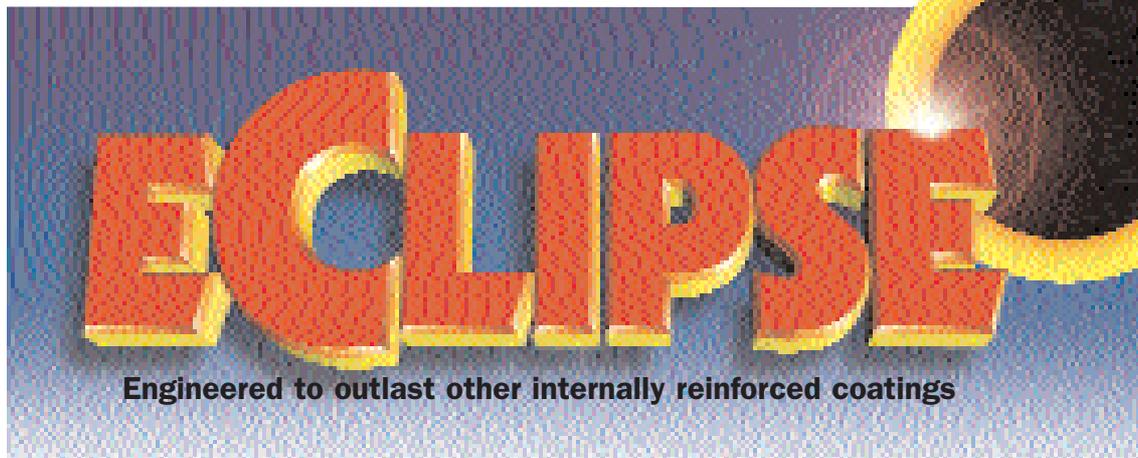
#### How difficult is application?

Application is as simple as any conventional three-coat system, and runs smoothly on a standard three-coat line.

#### Does it work on all substrates?

Eclipse has been thoroughly tested using several standard industry test methods on stainless steel, porcelain and many different types of aluminum, from smooth to grit-blasted to hard-anodized.

New Eclipse adheres and performs perfectly on all of these different substrates.



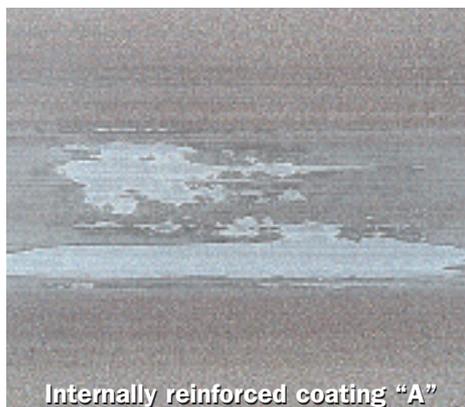
Engineered to outlast other internally reinforced coatings

A striking new logo for a remarkably superior new internally reinforced nonstick coating.

In the typical ten-inch (25-cm) fry pan, the bottom occupies 65% of the space, and the sidewall about 35%. So the new Eclipse system cuts the cost-per-pan of the primer by 35%.

#### What do test results show?

Whitford has tested the new Eclipse system via several proven test

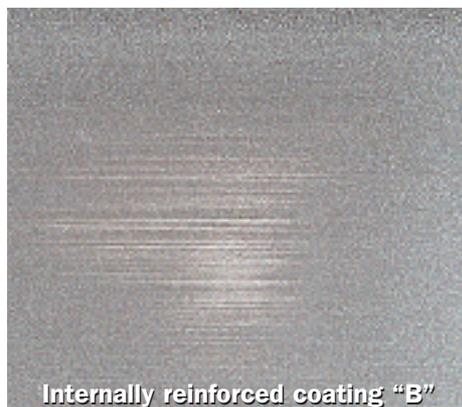


Internally reinforced coating "A"

After 10,000 cycles the metal shows through, coating no longer functions.

harshest condition to which a pan can be subjected in the kitchen: scouring with a Scotch-Brite® pad (as described in BS 7069-1988).

Durability, of course, is not meaningful unless the coating maintains its release. So Whitford stops the test every 10,000 cycles and subjects the test pan to the dry-egg test (WTM



Internally reinforced coating "B"

After 20,000 cycles the metal begins to show, coating begins to fail.



Internally reinforced Eclipse

After 200,000 cycles Eclipse is polished but still performs well.

# Retailers Applaud Whitford's New Retail Marketing Support Program As It Expands Abroad

Helping to drive sales; creating products that increase margins; providing quick, reliable information and support — these are just some of the highlights of the retail marketing program at Whitford.

gins.

The support provided is valuable not only because the many Whitford products offer remarkable performance-for-cost options (which helps retailers achieve their target pricing), it also saves time.



Whitford retail marketing staff sets up and participates in store events to support private label programs (this one at the South Mall in Allentown, PA).

Almost two years ago, Whitford added a new support program: the retail marketing division. This division is devoted to providing support to all retailers, from traditional brick and mortar retailers to the newest e-commerce sites. The support ranges from product concept to the cash register, and everything in between. So far, it has received an excellent response from the retail community, and here are some of the reasons why.

### Sourcing/Developing

For example, the new retail marketing division has been able to help retailers who are developing and sourcing their own products, for private label programs and basic product development lines. The help that's offered goes far beyond the technical support that was always available. In fact, the programs now offered can actually help drive sales and improve mar-

Whitford's expert technical staff around the world can provide thorough follow-up and problem-solving assistance much more quickly than if a retailer tried to do it on his or her own.

In all industries, but particularly so in housewares, time can be the difference between making plan or not.

### How Whitford helps

Some of the ways the retail division works with retailers during the various stages of product development are:

- To provide reliable sourcing contacts.
- To help identify the best coating, on a price/performance basis, for any project, or to create a special coating to meet a certain specification (whether interior, exterior, or decorative).
- To provide free product testing on a regular basis through the Quality Coop-

erative Program (QCP). This testing begins at initial product evaluation, goes to final product quality sample, then continues throughout the life of the product. This can help identify problems or issues before the goods ship and/or hit the selling floor.

- To give you access to extensive resources of information on everything from what retailers may need to know about nonstick coatings to worldwide regulatory issues and specifics on manufacturing processes.

- To offer a wide range of products that have superior quality and performance at a cost savings.

### More ways to help

In addition to the involvement during the development cycle, Whitford's Retail Marketers have participated in training seminars, in-store demonstrations and a variety of other promotional vehicles in support of programs that use Whitford coatings. For those involved in product development, this is one of the most welcome segments of the program — since Whitford absorbs the expenses incurred. This gives the retailer opportunities that were previously only available with branded programs, and it does not impact their bottom line or margins.

At the same time, helping to educate the retail sales staff is one of the most valuable ways to contribute to increasing sales — especially with nonstick coatings. Whitford recognizes that each retailer has its own unique format and strategies and will tailor the programs

to meet the retailer's needs (or create new ones specifically for them).

### The program has a broad scope

This program is not limited to retailers involved in product development. Whitford offers support to all retailers who use its coatings, whether it is to address a manufacturing problem at a factory or simply to solve a customer question. By giving retailers the facts, and helping to debunk myths and clarify misinformation, Whitford feels that the program is beneficial to the industry as a whole.

One of the key segments of the program is a special edition of "CoatingWorld" written specifically for the housewares retailer. It is a newsletter designed to keep retailers up to date on important topics impacting this segment of the industry. The issues published to date cover these topics:

**Volume 1:** Overview of the retail marketing program.

**Volume 2:** Understanding nonstick coatings (history, formulation, quality levels).

**Volume 3:** The Quality Cooperative Program (QCP) — FREE to retailers.

**Volume 4:** Test equipment and testing methodology for nonstick coatings.

**Volume 5:** Whitford's new coating QuanTanium®, reinforced with titanium.

**Volume 6:** Whitford's exclusive nonstick coatings with antimicrobial protection.

**Volume 7:** Designing a nonstick coating system to meet your needs (and price).

**Volume 8:** FDA's regulations that apply to housewares, and clearing up the connection between Alzheimer's disease and aluminum.

**Volume 9:** Applying nonstick coatings: what you should know and how it can help improve your product.

**Volume 10:** Non-reinforced and reinforced nonsticks: which is best for you?

### Would you like copies?

A special binder is provided to house all the issues, so retailers can add each new issue as it arrives — creating a quick and valuable reference source to keep on hand. If you would like a binder with all issues to date, and to be added to the mailing list, please email Fran Attilio at [fattilio@whitfordww.com](mailto:fattilio@whitfordww.com) or call 718-967-7967. Whitford

welcomes all retailers to the program (and appreciates feedback and input on topics that retailers would like to see addressed).

The newsletter and the program are global, currently including retailers from all across the United States, Canada and Europe. In 2002, Asian retailers are being added to the mix.



For your free copy of all retail "CoatingWorlds" published to date, call the telephone number to the right.

## The Whitford Hierarchy Of Cookware, Bakeware And Small Appliance Coatings

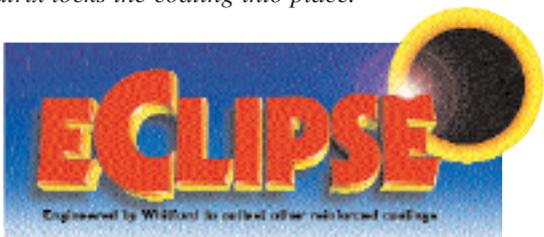
Whitford manufactures the largest, most complete line of fluoropolymer (nonstick) coatings in the world. In part, that's because Whitford spends a higher percentage of sales on research and development than any of its competitors. Such activity leads to new and better products, and that can lead to some

confusion in the marketplace.

Here is the line up of Whitford's coatings dedicated to today's consumer applications. For more detailed information, contact Whitford Corporation, Box 2347, West Chester, PA 19380-0110. Telephone: (610) 296-3200. Fax: (610) 647-4849. Email: sales@whitfordww.com.

### EXCALIBUR

Excalibur is Whitford's best coating system for stainless-steel applications. It is the toughest, longest-lasting, most durable nonstick system in the world. That's because it is reinforced externally with a patented stainless-steel alloy. The stainless-steel matrix locks the coating into place.



Eclipse is the recommended coating for all types of aluminum. Eclipse is a unique coating system that outlasts other reinforced coatings by a factor of ten. Its primer and midcoat contain unusually hard reinforcing elements that provide such superior resistance to abrasion.



QuanTanium is reinforced with titanium to stand up to almost anything. Less expensive than Eclipse, it provides remarkable resistance to all types of wear.



Quantum2 is the nonstick doubly reinforced to outlast all conventional nonsticks, even the most heavily advertised versions.

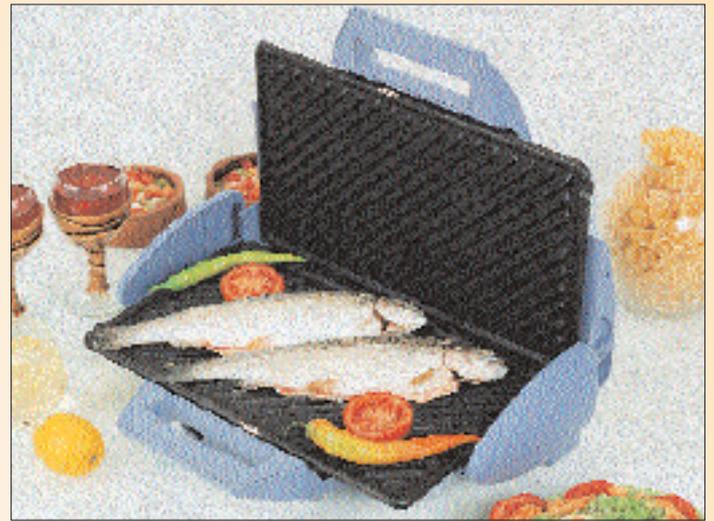
### Xylan

Xylan is Whitford's largest, most diversified range of economical conventional nonstick coatings. Xylan comes in one-, two- and three-coat versions, including a "no-blast" version that eliminates a messy and costly step in the production process. Xylan is ideal for all substrates.

## New Applications For Nonsticks From The World Of Whitford

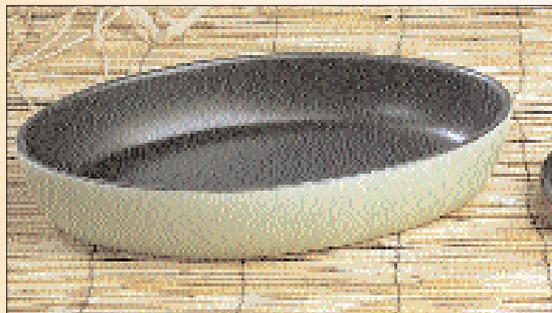
Aksu is a major manufacturer of appliances based in Istanbul, Turkey. Now in their 31st year, they were one of the first grill producers in the country, and are now exporting their goods throughout the world, with special emphasis on England, Germany, Greece and the Middle East.

On an annual basis, Aksu produces 220,000 grills coated with Whitford's Xylan® 8920 (shown at right), 90,000 deep fryers coated with Xylan 8530 and 22,000 barbecues coated with Xylan 8920.

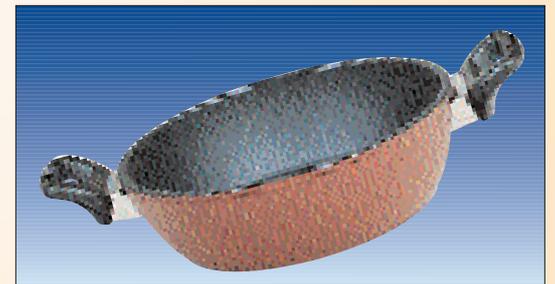


Tramontina (USA) has specified Whitford's QuanTanium®, the three-coat nonstick reinforced internally with titanium, for its Professional Grade restaurant fry pans. These heavy, 7-gauge aluminum pans receive unusual abuse in fast-moving professional kitchens, where there is little time to baby cookware.

Handles are heavy-gauge, chrome-plated iron with removable silicone rubber grips.



Tough job for Xylan 8333 for Barbotina of Portugal: ceramic cookware. The difficulty: adhesion, since ceramic is not a friendly surface for nonsticks. The result: the benefits of ceramic ovenware with the advantage of superb, long-lasting release.

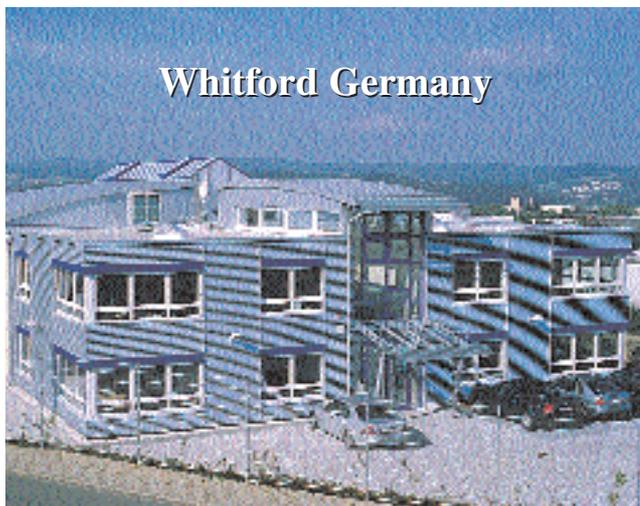


Erdemir in Turkey is a leading manufacturer of cookware. Erdemir specified Whitford's QuanTanium® for the aluminum pot pictured above because of its outstanding resistance to abrasion. (QuanTanium is reinforced with titanium to stand up to almost anything.)

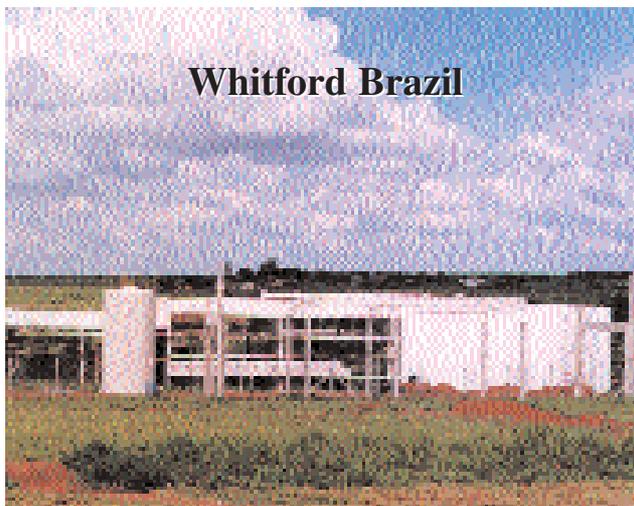


Guzelis, the first Turkish cookware manufacturer to use Whitford's Excalibur® coating ("the toughest, longest-lasting, most durable nonstick in the world") has been producing premium cookware with this coating since 1994.

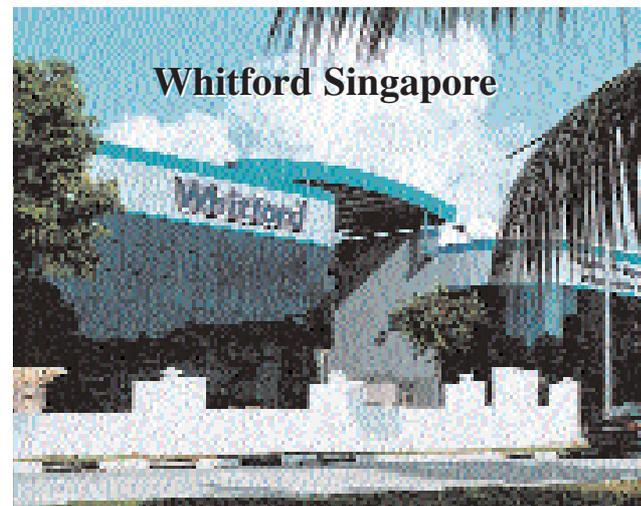
Pictured here is Guzelis' handsome "Eternity" line of cookware, which comes in a variety of brightly colored enamel exteriors.



Whitford Germany



Whitford Brazil



Whitford Singapore

# Whitford To Open Four New, Modern Facilities As Business Expands Internationally

## Whitford Germany

In September, 2001, Whitford Germany celebrated its twenty-fifth anniversary. A party was held, not only to celebrate the event, but also to open a brand-new facility that was built that year in Diez to accommodate the remarkable expansion of the business the company has enjoyed.

There is a new laboratory with a lab office, an overall increase in office space of 70%, more effi-

cient extraction of air, and better workflow. In addition, the new plant is designed to make maximum use of natural light, resulting in a bright, open and happy atmosphere.

## Whitford Brazil

Following a trend increasingly popular among companies located in urban centers such as Sao Paulo, Whitford Brazil is moving to the country to escape the pollution, crime and high

costs of doing business in an overcrowded city.

One-hundred and fifty miles from Sao Paulo, the new construction is taking place in the town of Americo Brasiliense. It will be ready for occupancy in the middle of 2002.

The new plant will have 50% more space than the previous facility, with a much more efficient layout, brighter offices and a more modern laboratory. The land covers an area of

15,000 square meters, offering unlimited opportunity for future growth.

## Whitford Singapore

This, Whitford's largest, most modern facility of all (featured as an artist's rendering in last year's *CoatingWorld* Volume X), has been totally renovated and the local company has moved in.

Twin buildings were taken and joined by adding a roof over the passageway

between the two. Factory space is over 4,600 square meters, with 400 square meters of office space and 300 dedicated to the research and development laboratory.

## Whitford China

Plans are under way to open a laboratory to prepare samples, do color matches, etc., in preparation for a complete production facility to open by the end of 2002.

## 180 Miles By Bike In 3 Days: "Fabulous" Reports Whitford's Joan Eberhardt

This past summer, the American Lung Association sponsored a 180-mile, 3-day bike trek from Maine's Sunday River Ski Resort to the coast at Belfast. The event, reportedly the largest single fund raiser for the organization, attracted 1,700 participants.

Among them were Joan Eberhardt, Whitford Corporation's Chief Administrative Officer, and Debby

Nunan, good friend and former Whitford salesperson. Both trained for approximately three months to ready themselves for the marathon.

All would-be participants had to raise at least \$400 to qualify for the ride. Joan and Debby, more persuasive than most, raised almost \$2,000 (the entire group raised more than \$1 million).

"The scenery was spectacular, and the best way to see it is by bike. One problem we had was the weather, which

got out of hand the first day when the thermometer surged over 100°F. We drank gallons of water just to survive," says Joan.

"But the best thing about the trek was the body massage at the end of each day's ride!"

Would she do the grueling trek again? "You bet," she says, after only a slight hesitation.



Joan Eberhardt and Debby Nunan celebrating the completion of their 180-mile bicycle marathon across the state of Maine.