

# COATING WORLD®

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Special HOMEWORLD Section On Nonstick Coatings

## Whitford Announces Dramatic Improvements In Nonstick Coatings For Roller System

### Several Years Of R&D By Whitford Lead To Significant Advances In Nonstick Coatings For Conventional Roller Systems; No Longer Just For "Lower-End" Products

Roller coating as an application process for nonstick coatings has a long history. The advantages of the system are principally speed and efficiency (virtually none of the nonstick coating is lost, compared to the standard method of application by spray, in which 35% to 50% of the coating is wasted due to overspray).

But roller coating has disadvantages, too. It is difficult to achieve a reasonable coating thickness. The roller-coating process generally leaves highly visible, unattractive striations, or "chicken tracks". Durability of the coatings is limited. And if coated disks are subjected to deep-drawing in postforming, coatings generally fail.

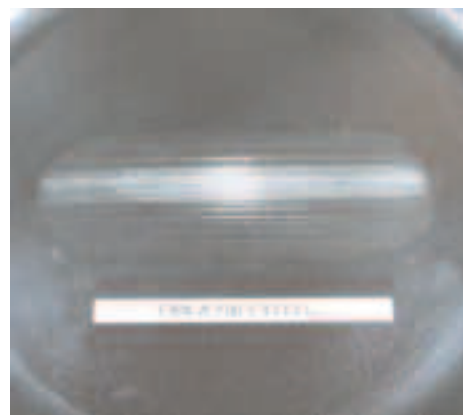
As a result, roller coating has been used primarily for low-end cookware and bakeware. Now developments from Whitford are changing that.

#### Six ways better

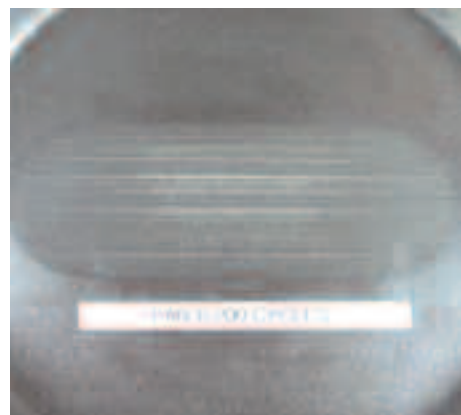
Whitford's new coatings (marketed under the name "QuanTanium®") are superior to other roller coatings on the market today in six ways:

**1. Twice the durability:** This is due to a sophisticated internal reinforcing system that includes titanium.

**2. Smoother, glossier finish:** The new coatings have more eye appeal because improvements in the formula reduce the striations (which also extends service life, since the small "ridges" tend to wear down more quickly).



Coating "A": Coating worn to metal after just 150 cycles on abrasion test.



Coating "B": Coating worn to metal after just 200 cycles on same test.



New QuanTanium®: Coating present and functioning after 2,000 cycles on same test.



Coating "A" earns a "0" rating (total failure) after Whitford's Gyrograph Test.



Coating "B" earns a rating of "1" after the same test and same # of cycles.



New QuanTanium® earns a rating of "5" after same test and same # of cycles.

**3. Better film thickness:** Conventional roller coatings are usually limited to 18 microns, but the new Whitford systems can achieve 25 microns/0.001 inch in the same number of coats (which also helps increase durability).

**4. Improved release:** The higher film build permits inclusion of more release agent in the topcoat.

**5. Deep drawability:** Greater flexibility means the new coatings

can withstand severe draws during postforming, ideal even for deep sauce pans.

**6. Easier application:** The improved formula makes these coatings easier, more trouble-free to apply.

Of course, Whitford's new roller coatings are waterborne and fully compliant with VOC regulations.

#### Already in widespread use

Whitford already manufactures

these new roller coatings in Asia, Europe, North and South America. Many manufacturers are taking advantage of the benefits offered by these new coatings on products that are selling around the world.

For more detailed information on these remarkable coatings (and the Whitford Test Methods employed), please contact your Whitford representative or the Whitford office nearest you (you'll find key addresses at [www.whitfordww.com](http://www.whitfordww.com)).

# New Products Choose A Variety Of Whitford Coatings To Achieve Ideal Performance/Value



Vitrinor (Spain) uses two-coat Xylan® Plus for its new line of enameled steel cookware with bakelite handles.



ASDA's sturdy heat-flow pizza tray (England) uses Quantum2®.



Song-Ji's line of colorful tea kettles (China) all use Xylac® high-gloss exterior finishes.



ASDA uses Quantum2 on this heavy-gauge oven tray.



Barbotina (Portugal) uses Xylan for its line of ceramic bakeware.



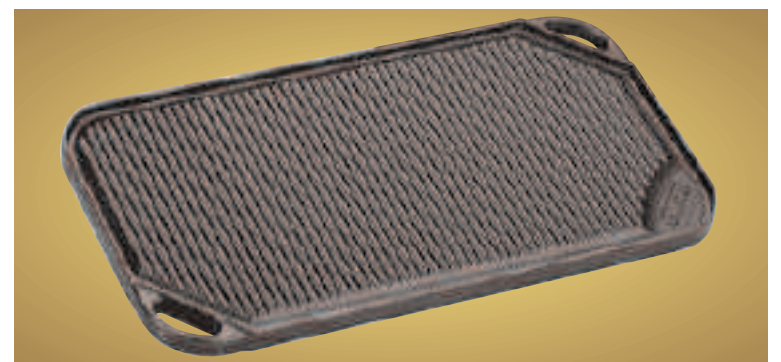
Hallsmart's Deluxe Rice Cookers (China) use Xylan Plus.



Cuisinart's new egg cooker (United States) relies on Xylan.



MD's rice cookers (China) use Xylan.



New griddles from Ibili (Spain) use Xylan over cast aluminum.



The Celar fry pan (Portugal) uses three-coat Xylan Eterna on rolled aluminum.



Oneida (China) uses Xylan Plus for its super-size roasting pan.



Ibili's paella pans (Spain) use Xylan.

### Expansion Program Improves Facility At Whitford Italy

The new, larger facility boosts office space considerably, and has an employees' canteen, a small infirmary and a comfortable changing room for the staff. Total space for workers is approximately 140 square meters.

Given Italy's record of growth, the entire second

floor has been left open for easy conversion to additional offices (or laboratory) at minimum expense.

The strong growth in Italy reflects the expansion Whitford has been experiencing in many other countries such as Brazil, Singapore, China, Mexico and the USA.



Retail Marketing Manager Fran Attilio and new RMM for Europe, Andy Reynolds.

## Whitford Expands Retail Marketing Program To Europe, Appoints Full-Time Manager

The retail marketing program at Whitford Worldwide is dedicated to providing support and information specifically for retailers, marketers and importers of nonstick-coated products.

### The objectives

The program helps retailers create, develop, market and promote their own nonstick programs and drive sales. From providing recommended sources by country and free testing of new or existing products to assisting in coating selection to meet price and performance objectives, Whitford tailors support to meet the needs of individual retailers in private-label programs and direct-import projects. It starts at the development stage and continues through to customer questions.

The program began in North America in 2000, and has seen significant growth and success. Working with all types of retailers — discounters, department stores, warehouse clubs, general

merchandisers, television, catalogs, internet — the retail program has provided information and support on numerous private-label and direct-import projects.

### New markets, new man

Given the increasing importance of direct imports in Europe, the program is expanding to those markets. It will provide the same type and level of support for European retailers, helping prevent problems from reaching the selling floor and saving them valuable time and money.

Andy Reynolds has been appointed European Retail Marketing Manager. Initial focus will be on German, UK and French retailers, with future plans for Italy, Spain, Austria, Switzerland, and others. While not all countries are included at first, Andy will be available to help all retailers in all European countries, which will be incorporated into the plan by 2006.

Andy brings a wealth of

experience, having worked with major European key accounts as well as the smaller independent retail sector in the housewares industry for eleven years. He is no stranger in dealing with such diverse retailers as Tesco, ASDA-Wal-Mart in Europe, Migros & Co-op Switzerland, El Corte Inglés, Blokker, as well as the discount and mail-order sectors with Aldi and Lidl International and QVC, Home Shopping Europe and Lakeland Plastics among others.

With a comprehensive background in Whitford coatings and coating technology, plus an excellent knowledge and understanding of European retail and European retailers, he has the ability to do what it takes to get the job done.

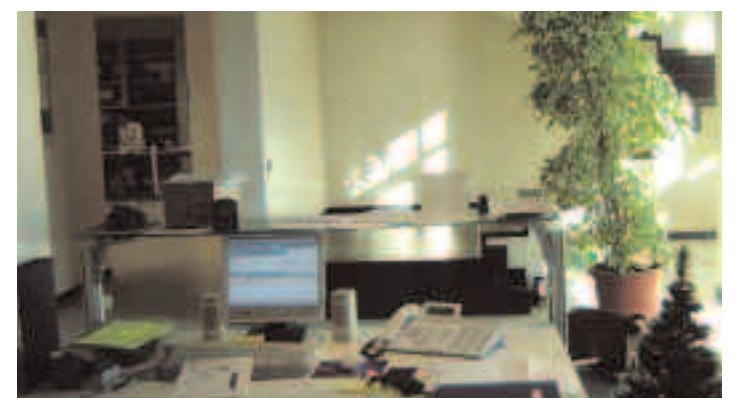
Contact Andy for any coating questions or help you may need. Call him at Whitford Germany: +49 (6432) 50-79-0. Or email him: areynolds@whitfordww.de.



The new building (under construction) has two floors, each with 300 square meters of space, ten times the previous office area.



Key to the expansion is the addition of a conference/presentation/training facility capable of seating 24 people comfortably.



The two-story, bright reception area has seating room for visitors, plus space for three administrative assistants.

## Whitford Purchases Leading Manufacturer Of Adhesives And Sealants



Corporate headquarters of Polymeric Systems, Inc., are in Phoenixville, PA, only ten miles from Whitford Worldwide's headquarters in Frazer, PA.

**W**hitford Worldwide recently purchased an interesting company called Polymeric Systems, Inc. (PSI). Polymeric Systems develops and manufactures an extensive line of epoxy adhesives, sealants and caulks.

The company is located in Phoenixville, Pennsylvania, a short distance from Whitford Worldwide's headquarters in Frazer, PA. PSI's U.S. manufacturing operations are located in a 60,000 square-foot, multi-story building on seven acres of property (see above).

Since its founding in 1969, Polymeric Systems, Inc. has been application-oriented, focusing on supplying custom products for special projects, and is well known for its development

of environmentally friendly answers to customer requirements. PSI formulations are found in a wide range of industrial, commercial and do-it-yourself applications and are available with special performance properties for unique applications.

Polymeric Systems originated hand-kneadable epoxy repair putty, which was specially formulated for maintenance and restoration, as well as industrial, hobby, furniture, marine and the do-it-yourself markets. The company developed the award-winning SUM PAK® Single-Use Mixer Pack for delivering two-component liquids, gels, or pastes. PSI also manufac-

tures urethanes, silicones, polysulfides and modified silicone elastomeric sealants. These are reactive products comprised of single, two-part, and multi-part components. Most products are free of solvents and free of volatile organic compounds (VOCs).

The addition of PSI to the Whitford family provides an interesting new dimen-

sion to the future growth of both. It also provides each with additional technology, since the markets served by both companies overlap in many aspects.

Says Dave Willis, president of Whitford Worldwide: "This situation works well for Polymeric Systems and for Whitford. We're delighted to

join forces with our new colleagues."

To find out more about Polymeric Systems and their products, visit their website: [www.polymericystems.com](http://www.polymericystems.com).



Kneadatite® "Blue/Yellow" was one of Polymeric's very first products and today remains one of its best sellers.



Kneadatite "Blue/Yellow" is ideal for miniature sculptures (this 50-mm angel was created by Sandy Garrity).