

# COATING WORLD

See the latest on PFOA (next page)

Volume XV/06

Special HOMEWORLD Section On *Nonstick Coatings*

## Whitford's "Most Successful Coating Ever Launched" Keeps Attracting New Users

### Internally Reinforced Eclipse® Now Specified On Better Cookware And Bakeware In Every Major Market (And Now Offers 75% More Resistance To Wear)

Four years ago, Whitford made nonstick news with Eclipse, a special internally reinforced coating system that set a new standard for resistance to abrasion and wear among nonstick coatings (including those reinforced internally).

Here is a brief list of some of the marketers around the world who have specified Eclipse. For information on the new, improved version of this remarkable range of coatings, please see the article on the following page.



AL-CO uses Eclipse on the interior of its "Hi-Performance" series (Turkey).



Asda specifies Eclipse for these heavy-duty baking pans (UK).



JCPenny's Cooks line uses Eclipse on hard-anodized (USA).



KitchenAid's line of "Hard Base" cookware specifies Eclipse (USA).



Lakeland Limited applies Eclipse to its heavy-gauge bakeware (UK).



Shop At Home's twotwelve features Eclipse on its tri-ply collection (USA).



Member's Mark: Sam's Club private label line uses Eclipse (USA).



Wonderbake guarantees this Eclipse-coated vegetable roaster for ten years (UK).



Oztiryakiler's professional stainless steel relies on Eclipse (Turkey).



Better cookware all over the world is turning to Eclipse (Italy).



Tramontina's hard-anodized aluminum line features Eclipse (USA).

ADVERTISEMENT

# Whitford R&D Takes "Toughest" Eclipse And Engineers It To Be 75% Tougher

Since the introduction of Eclipse, R&D at Whitford has been working on improving the product and extending it into other application methods (originally it was just a three-coat spray system).

The result: some dramatic changes in Eclipse — principally an increase of 75 percent in resistance to abrasion and wear.

### The advances

Whitford has taken each of the three coats that make up the Eclipse system (primer, midcoat and topcoat) and re-engineered them, one by one. The objectives:

1. Strengthen the primer and improve its adhesion to the surface of the pot or pan to which it is applied.

2. Increase the abrasion/wear resistance of the midcoat while adding to its intercoat adhesion (providing a better, stronger grip on both

the primer below and the topcoat above).

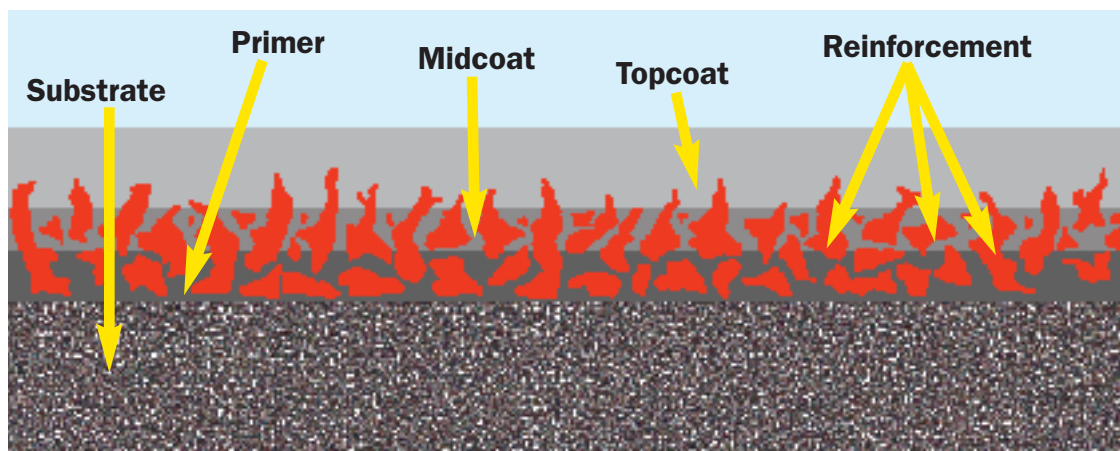
3. Increase the density of the topcoat to improve its resistance to abrasion and wear, while maintaining its superb release.

### The test results

Whitford's tough abrasion tests duplicate the harshest condition to which a pan can be subjected in the kitchen: scouring with a Scotch-Brite® pad (Whitford Test Method 135C).

Eclipse's durability, of course, is not meaningful unless the coating maintains its release. So, during the abrasion test, Whitford subjects each pan to the dry-egg test (Whitford Test Method 199B) to assure continued release.

Eclipse, in its original form, was able to achieve 400,000 cycles in the test — a record-breaking achievement. Now, new, improved Eclipse achieves 700,000 cycles in the same test, for 75% greater resistance to abrasion and wear.



Cross-section of Whitford's new, improved Eclipse, showing (in red) the reinforcing materials used to achieve even greater resistance to abrasion and wear, with no sacrifice in release.

This extra durability built into new Eclipse in no way affects the superb release that customers have come to expect of Eclipse over the past four years.

### Line extensions

New, improved Eclipse has been extended to include a two-coat conventional spray system for bakeware to complement the Eclipse coil-coating system for bakeware.

For more information on this latest advancement with new Eclipse, please contact your Whitford representative or contact Whitford directly (office addresses are on the website: whitfordww.com.) Or simply contact Whitford at this email address: sales@whitfordww.com.



Original Eclipse: 400,000 cycles

In Whitford's Reciprocating Abrasion Test, original Eclipse achieved 400,000 cycles of wear before the substrate showed through.



New, improved Eclipse: 700,000 cycles

In the same test, new Eclipse achieved 700,000 cycles before showing the substrate as seen above. New Eclipse lasts 75% longer.



## Where Does Whitford Stand On PFOA?

Whitford supports the efforts to reduce and virtually eliminate PFOA emissions as called for by the EPA. And Whitford applauds the fluoropolymer industry for its vigorous efforts to achieve the goals set by the EPA.

The goal is to reduce emissions by 2010 by 95 percent (compared to 2000) and virtually eliminate them by 2015. In fact, one of the major manufacturers had managed to reduce emissions of PFOA by 94 percent by the end of 2005.

In research conducted under normal cooking conditions, cookware with non-stick coating shows no detectable PFOA. Nevertheless, for the past two years, Whitford has been working with major manufacturers of fluoropolymers (who use PFOA in their processes), evaluating their new, PFOA-reduced materials. Several of these have been identified

as valid replacements, and Whitford has reformulated several of its products.

One of Whitford's facilities has been using low-PFOA products exclusively for almost a year with no problems whatsoever.

### How low is "low"?

The new, low-PFOA materials are in the range of 20-25 parts per million

(PPM), compared with the old "standard" for PFOA which was 1,500 PPM. That is a reduction of 60 times, or 98 percent.

By the end of 2006, Whitford expects that all of its fluoropolymer coatings will be using the low-PFOA materials. The changeover will be seamless, since there will be no difference in performance.

## Whitford's Unique Retail Marketing Program Enters Sixth Year

*Designed To Support Retailers From Product Concept To Cash Register, This Program Of Free Information, Advice, Sourcing And Testing Has Grown Exponentially*

In 2000, Whitford created a marketing division to support the retail community. This is now actively working with hundreds of retailers across North America and Europe.

The program offers the information and support needed to create, develop and promote nonstick products and ultimately help drive sales. It includes:

- Identify the correct coating, on a price/performance basis, for any project, or create a new coating to meet a particular specification (interior, exterior, and/or decorative coatings).
- Provide reliable sourcing contacts by country and category.
- Provide free testing via Whitford's Quality Cooperative Program (QCP). This helps identify problems or issues before the goods ship and/or hit the selling floor.
- Share important information on nonstick coatings from regulatory issues to manufacturing processes.

- Provide timely technical support to vendors around the world.

- Provide a wide range of products that have superior quality and performance at a cost saving.

- Circulate a quarterly retail newsletter, "CoatingWorld", that provides relevant news as well as the important facts on basic nonstick issues.

- Provide POS material and information for sales associates to support products using Whitford coatings.

- Offer the Quality Controlled Product Seal for products with a Whitford coating. This seal can be used on packaging, or any other advertising vehicle, to help assure the customer of the high quality of the product and the strict testing the product endured.

- Assist in addressing consumer inquiries, from use-and-care instructions to safety information on nonstick-coated products.

### Customized program

Whitford has worked with retailers, importers (and even a few manufacturers) in every facet of the industry, from specific development projects for private label and direct import programs, to helping to address customer questions. So whether you are a retailer with 1,000 stores, or just one specialty shop — we are here to help.

We realize that every retail format is different, and each retailer is unique, so we tailor the program to whatever your needs may be.

### Information, too

The retail marketing team keeps its finger on the pulse of what's happening in the industry. Want more details on what is being seen as the next growth category for nonstick? Trying to find out the best coating for a new project or if there is anything new and exciting in the world of nonstick to differentiate a product? Just give us a call.

Through our program, we have created partnerships with retailers by offering support and providing them with the information and tools they need. This can save you valuable time and prevent problems from reaching the selling floor.

If you work with Whitford's retail marketing team, we will help take the guesswork out of any project. With 30 years of experience



Whitford's Retail Marketing Manager, Fran Attilio.

and industry experts, we can help you address any question, any issue, any time.

### Retailers tell us...

**General Merchandiser:** "Whitford was a great partner during our private brand cookware development process."

**Department Store:** "The Whitford retail marketing program is a true asset!"

**Canadian Cookware Manufacturer:** "The people at Whitford...have the tools to make a child's game out of the complexity of today's coating choices."

**Cookware Importer:** "When looking for coatings as we expand our line, Whitford has been and will continue to be our partner."

**TV Retailer:** "Whitford has been a great partner for us, keeping us apprised of new developments, working with our manufacturers to



Whitford's Retail Marketing Manager for Europe, Andy Reynolds.

ensure we have the latest and greatest coatings."

To learn more, contact Andy Reynolds in Europe (areynolds@whitfordww.de) or contact Fran Attilio for North America and all other locations at (fattilio@whitfordww.com).

Learn more about the retail program and access important information on our website whitfordww.com/retail. Make sure to register, as we have a new email news-flash program, used to send out updates on the latest stories regarding nonstick.



Fact-filled "CoatingWorld" is now in its twentieth edition.



Whitford's newly inaugurated facility (and its eighth manufacturing site) in Jiangmen Industrial Park in the Pearl River Delta, China.

## Whitford Opens Its Largest Facility Ever In China's Fast-Growing Pearl River Delta

Whitford has just celebrated the opening of its eighth manufacturing facility — by far its largest — in Jiangmen, China.

Whitford made its first export sale to Asia in 1970. Whitford formally entered Asia more than 20 years ago with a sales office in Hong Kong, followed by a sales

office and several factories in Singapore.

The new China facility encompasses more than 65,000 square feet, with 39,000 dedicated to production and warehousing and the remainder divided up into office space, kitchen and dining, maintenance, and the like. The property has a significant amount of space for

future development.

Manufacturing, which will begin in several weeks, will have a capacity at the outset of 300 tons per month, with a first-year forecast of 7,500 tons. By the end of this year there will be 25-30 people employed, with more to be hired as the facility ramps up production.

The facility is ideally

located (there are four international airports within 60 miles) and the roads are excellent. The closest port is less than three miles away. Those coming by way of Hong Kong can take the ferry and be in Jiangmen in two and one-half hours.

Jiangmen Industrial Park already houses more than 100 of the world's top 500

corporations, including such names as Hercules Chemicals, Tayo Motorcycles, Baojue Motors and Chao-yang Precision Engineering.

Equally important (for reasons of long-standing local customs) are the presence of a large mountain to the north and water to the east and south, which makes the "Feng Shui" ideal.

## Henckels Chooses Excalibur® For New "Classic Clad" Stainless

J.A. Henckels International, makers of superior cutlery, flatware and gadgets, enters the cookware market with "Classic Clad".

Each pan features a unique riveted handle for perfect ergonomics, comfort, optimal control, ease of handling. With a thicker aluminum layer clad in a sandwich of 18/10 stainless steel,

the cookware provides even heat distribution and maximum heat conductivity for perfect cooking. It's suitable for all cooktop surfaces.

It has side and lid handles that avoid contact with hot surfaces, flared rims for easy pouring, markings for measuring ingredients, lid code marking on pans and lids, and a lifetime warranty.



"Classic Clad" offers full stainless, a 10-piece nonstick set and five open stock items.