

COATING WORLD®

© by Whitford Worldwide Volume XIX/10

Special *HOMEWORLD* Section On Nonstick Coatings

New Eterna™ Wins Worldwide Endorsements As “World’s Longest-Lasting Nonstick”!

Eterna, launched by Whitford just one year ago, has generated a level of interest never before seen in the company’s experience as more and more major cookware manufacturers specify it.

As cookware manufacturers know, the past decade witnessed remarkable advances in the durability of nonstick coatings. Sophisticated reinforcing technology resulted in marked differences in resistance to wear.

The consumer thinks these coatings last longer, since there is still coating visible after use. But the nonstick part of the coating (almost entirely the top layer) does not last longer. Most of the nonstick ingredient (usually PTFE) is in the topcoat, which wears off first, and is the least wear-resistant of all three coats.

So after some use, a nonstick pan may appear to be “nonstick” because there is still dark coating on the pan, but the nonstick quality in the topcoat is always diminished, sometimes significantly.

Since nonstick is the only reason for using a coating, it follows that a coating’s ability to continue releasing over an extended period of time is key. And that has been the single greatest weakness of nonsticks, in spite of the greater durability of the overall coating achieved with improved reinforcing technology.

Eterna has changed that. All test results so far demonstrate that Eterna’s nonstick lasts anywhere from 10 to 26 times longer than some of today’s most popular nonsticks.

Other advantages

1. Impermeability: The breakthrough technology behind Eterna results in an extremely dense topcoat, especially compared to other top-end nonsticks. Since small cracks or fissures in the topcoat provide a footing for foodstuffs to collect, Eterna’s denser, smoother surface keeps such remnants from building up and inter-



Tramontina offers a popular line of three aluminum sauté pans with porcelain enamel exteriors, all coated with Eterna.



Professional chefs in the United States and Europe are already using industrial frypans coated with Eterna and, to date, the comments have all been highly favorable. Along with the long-lasting nonstick, they like being able to cook with little or no oil for more healthful meals.



Cooks (JCPenney) presents a new line of NSF-approved, restaurant-quality fry pans in 8-, 10- and 12-inch diameters.

fering with its nonstick performance.

2. Higher gloss: The density results in a shinier surface, which not only catches the consumer’s eye at point-of-sale, but adds to the better and longer-lasting release.

3. User-friendly: Eterna is a two-coat system and is extremely user-friendly. To the cookware manufacturer this means, compared to the usual high-end three-coat sys-



Westfalia’s six-piece Eterna set stresses healthful, fat-free cooking and will be marketed in Austria, Germany, England and Switzerland.

COATING WORLD

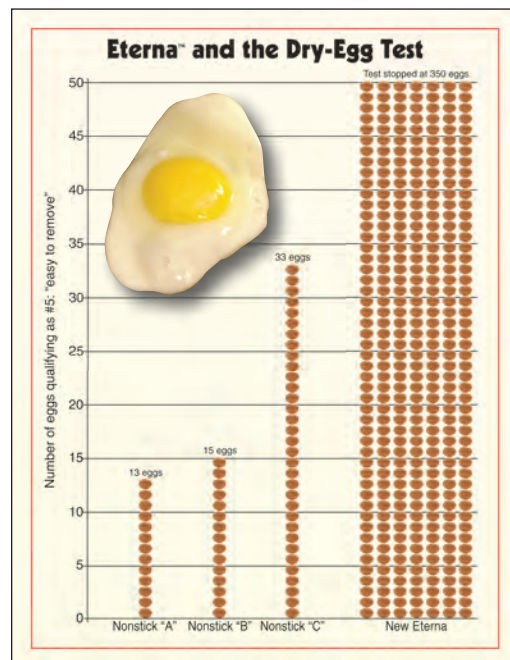
NEWS

tems, simpler application and less inventory to manage.

Testing...testing...testing...

Few coating systems have been subjected to as many different tests as Eterna.

The first was the standard Dry-Egg test, against three popular competitors, in which fresh eggs are fried on a clean, dry fry pan with no oil of any kind. The test is stopped when eggs begin to stick.



Eterna won the "Dry-Egg" test by a factor of more than ten over the nearest competitor.

Fry pan "A" went 13 eggs, "B" went 15, "C" went 33. And Eterna went for 350 eggs (at which point we stopped because the point had been made).

Whitford laboratories subjected Eterna to other tests to confirm the longer-lasting release life. In the modified "Tiger Paw" test, for example, Eterna outperformed all other coatings tested. In the Contact Angle test (measuring how high water beads up on top of a coating), Eterna outperformed the competition again.

In the LGA Shaker test (popular in Europe), it outperformed all others tested and still provided excellent release after the test. No other nonstick surviving the LGA test had release approaching that of Eterna.

Users report

To put Eterna to the ultimate test, Whitford sent an Eterna fry pan to hundreds of people from housewares manufacturers to homemakers, asking that they report on its performance compared to whatever they normally used. The results were remark-

ably consistent.

"It's the best two-coat I've ever tested." *Cookware manufacturer #1.*

"I used this pan for a total of 28 times, it has better release and scratch resistance. We plan to use Eterna on all of our new cookware." *Cookware manufacturer #2.*

"The first coating in the history of the test to receive a perfect score in all categories: cleanability, resistance to blistering, durability, and release." *Appliance manufacturer #1.*

"Best of any pan tested; No decline in release, that is better than any ever tested." *Appliance manufacturer #2.*

"The Eterna pan is TOP marks. The frying characteristics are excellent at low but also high temperatures. Flash-fried food, meat, vegetables, even crepes are no problem for this coating." *Professional chef.*

"We have been testing the pan here that you supplied and so far it's been great. Same nonstick, same polish, as the first time used." *Housewares manufacturer.*

"With this nonstick, there's no reason to use oil or butter unless you want to add flavor. It's great." *Cookware marketer.*

Try Eterna — on us

As of this writing, more than 20 major manufacturers have cookware lines with Eterna on the selling



WARIMEX from Germany offers "Eternity", a high-quality, stainless-steel line with a variety of pots and pans using Eterna.



The griddle and stockpot come from Regalware's new 10-piece set of high-end aluminum and stainless-steel cookware, with Eterna on the griddle, stock pot, and fry pan.



Berndes of Germany recently launched a top-end line of heavy-gauge aluminum cookware coated with Eterna for export markets.

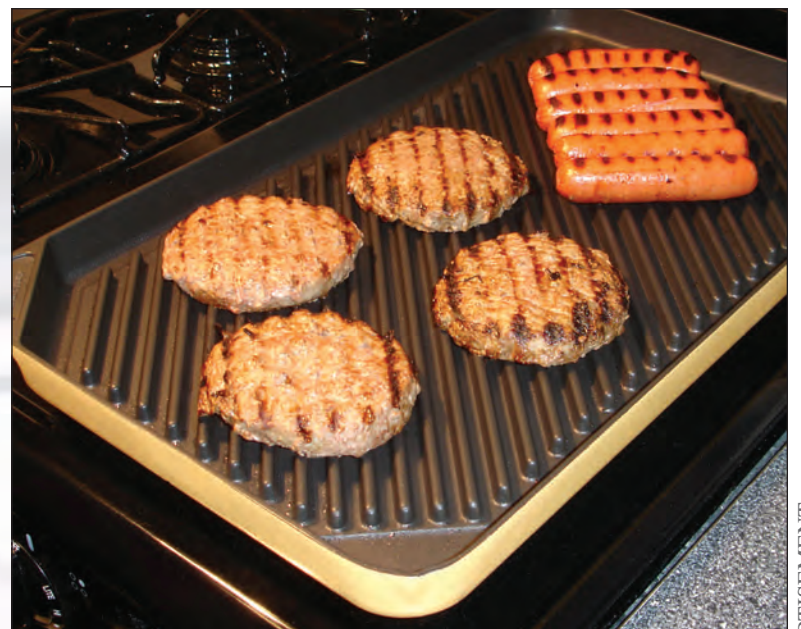
floor, and many more are running trials.

If you'd like to try Eterna, we'd be happy to send you a free sample of the coating so you can apply it on your products and test for yourself.

We're convinced

you'll see why it has been named "The world's longest-lasting nonstick".

Simply contact your Whitford representative or Whitford directly at sales@whitfordww.com.



Wisconsin Aluminum chooses the Eterna nonstick system for its new top-end line of heavy-duty cast-aluminum grills.

Whitford Moves Into Turkey

2009 saw the opening of a full-fledged Whitford office in the heart of Istanbul.

Turkey is often seen as the center of the Euro-Asian continents. It is bordered by eight countries: Bulgaria to the northwest, Greece to the west, Georgia to the northeast, Armenia, Azerbaijan and Iran to the east, and Iraq and Syria to the southeast. The Mediterranean Sea and Cyprus are to the south, the Aegean Sea to the west, and the Black Sea is to the north.

Separating the country are the Sea of Marmara and the Turkish Straits, commonly viewed as the boundary between Europe and Asia, making Turkey a country of significant geo-strategic importance. The predominant religion is Islam. The official language is Turkish.

Turkey is the successor state to the Ottoman Empire, a democratic, secular, constitutional republic, whose political system was established in 1923 under the leadership of Mustafa Kemal Atatürk, following the fall of the Empire after World War I.

Turkey has become increasingly integrated with the West through membership in organizations such as the Council of Europe, NATO, OECD, WEOG, OSCE and the G-20 major economies. Turkey began full membership negotiations with the European Union in 2005, having been an associate member of the EEC since 1963. Turkey has also fostered close cultural, political, economic and industrial relations with

the Eastern world, particularly with the states of the Middle East and Central Asia, through membership in organizations such as the OIC and ECO.

Turkey is a rapidly modernizing country with one foot in Europe and one in the Middle East.

The Turkish people have an unrivalled reputation for hospitality, the cuisine is world-class, the coastline is a dream, and many Turkish cities are dotted with spectacular mosques, castles, towers and columns.

Whitford is no stranger to the Turkish market. We hired our first Turkish agent more than 20 years ago. Since then, we have served the market through our Italian and English manufacturing facilities.

Given its importance (a market of some 77 million people), Whitford decided to offer a more significant presence, and Whitford Turkey opened its doors in July 2009 in Istanbul. The office includes 130 m²



A classic view of the famous Süleymaniye Mosque from the Bosphorus. The Mosque was built in 1550-1557 on the second hill of Istanbul and is one of the most recognized and visited tourist sites in Turkey.

of space and is located in the modern business center of Levent.

Just the beginning

Having been a regular at the US, European and Asian consumer trade shows for many years, Whitford joined the Zuchex Housewares Fair and Lifestyle Show in Istanbul for the first time, from 15-18 October 2009. Zuchex is held twice a year and is the largest consumer show in Turkey.

Following the acquisition of Akzo Nobel Nonstick coatings, our

customer base virtually doubled overnight. "Being available to meet the new customers and display the combined products of both companies was an enormous advantage," said Dave Willis, President of Whitford. "The business level is good, the people are enthusiastic, the market 'needs' us given that we make many materials that they are not aware of...yet.

"Turkey is the doorway to interesting markets such as Iraq, Syria, Uzbekistan, Turkmenistan, Azerbaijan, etc.

"I think Turkey is a great growth opportunity, and not just for our consumer business. There are plenty of manufacturing and industrial applications we can help with.

"With our new office and expanded professional staff, we can now offer better, faster response, more extensive hands-on technical service as well as the support of our worldwide organization."



Kamil Ozun is an old friend as well as a long-serving associate, having been Whitford's agent in Turkey for 15 years.



Bahar Akinci is our customer service manager, and has expressed her pleasure at becoming part of the Whitford worldwide family.



Fatih Do ru (sales manager) has attended and graduated from "Whitford University" held at the United Kingdom facility in Cheshire.



Whitford's test procedures include testing the release of Eterna-coated bakeware used to bake high-sugar-content products such as apple crisp. The release is superb.

Eterna Technology Spreads Its Wings To Bakeware

The Eterna technology has proved its mettle on many cookware applications as a spray-applied system. Now Whitford's R&D lab is extending the technology into other areas and so far, the results are encouraging.

One example: Moving Eterna technology into coil coating, an application method use to coat bakeware.

Torture tests

Oddly enough, the most demanding tests for bakeware products are roasting tests, so these were the first we conducted (a surprising number of people actually use bakeware for roasting).

In testing done in two Whitford laboratories (the United States and United Kingdom), the Eterna bakeware coatings have shown remarkably similar characteristics to those witnessed in Eterna cookware coatings:

- **Significantly superior release:** In releasing roasted chicken legs and steak (two standard release tests for bakeware), Eterna exceeded conventional coatings by a factor of 25. Eterna for coil has also been tested on

notoriously difficult high-sugar cakes, and its release is equally superb.

- **Outstanding stain resistance:** In another standard test (roasting beef in bakeware), Eterna coil coatings achieved 20 times the number of roasting cycles without staining compared to conventional coatings.

- **Improved abrasion resistance:** In this test, Eterna coil coatings outlasted all coatings, beating even the most advanced (and expensive) by a factor of two.

- **Proven in line trials:** Eterna has been run on line by third-party coil coaters. The coil has been stamped and pressed into finished bakeware with no problems whatsoever. So samples of formed bakeware are available for inspection and testing.

The good news

What's important is that all the testing (and line trials) done to date indicate that what makes Eterna so superior on cookware when applied by spray is likely to be able to be transferred to other methods, not the least of which is coil for bakeware.

Whitford's Retail Marketing Program Moves Into Its Second Decade

Find fertile soil in which to plant a unique seed. Slowly add nutrients to ensure strong roots that promote steady growth. Over time, a healthy tree is likely to grow with far-reaching branches.

That's how the Retail Marketing Program (RMP) came to be.

Ten years ago, Fran Attilio combined her practical retail and product-development expertise with Whitford's 30 years of experience in the nonstick housewares coating industry.

The idea was to create a unique program to help retailers drive their nonstick housewares business and improve their margins by offering education, technical support and promotional ideas that would help prevent problems from reaching the selling floor — all for free.

Global reach

Having proved the value of the concept in North America, the Retail Marketing Program gradually expanded the team into other markets in order to reach retailers, importers and manufacturers of nonstick housewares worldwide.

From identifying the correct coating for individual retailer's projects and providing technical expertise, to providing vendor support and reliable sourcing contacts — even assisting with customer inquiries — the RMP has established roots around the world over the past decade.

Our experts in Europe, Asia and America, combined with useful tools such as Retail CoatingWorld, the Quality Cooperative Program, and our exclusive retail website (whitfordww.com/retail) to name a few, provide access to the information and answers retailers need whenever they need them.

For more information, or to find out how to take advantage of everything Whitford's Retail Marketing Program has to offer, visit us at whitfordww.com, or contact any of our retail offices:

North America: Fran Attilio, Phone +1 (646) 372-4660 or email her at fattilio@whitfordww.com.

Europe: Andrew Reynolds, Phone +49 (6432) 50790 or email him at areynolds@whitfordww.com.

Asia: Philip Wong, Phone +852 2559-3833 or email him at pwong@whitfordww.com.



Fran Attilio and Amy Marshall manage the RMP in the USA.



Andy Reynolds manages the RMP in Europe.



Philip Wong manages the RMP in Asia.