



*The new QuanTanium "Diamond Sparkle" nonstick coatings come in four eye-catching colours.*

## **Whitford announces new QuanTanium® "Diamond Sparkle" coatings, calls them "the most glittering, eye-catching nonsticks ever created"**

*August 2015, Elverson, PA.* Whitford Corporation, manufacturer of the world's largest, most complete line of nonstick coatings, has just launched four bright colours in the new "Diamond Sparkle" series.

The company explains that a special formula of highly reflective, mirror-like ingredients makes possible the brighter, more lively look for cookware at point-of-sale. The colours are Fancy Blue Diamond, Fancy Gold Diamond, Fancy Red Diamond, and Fancy Silver Diamond.

The new sparkle coatings offer all the release of QuanTanium, which, Whitford points out, has been one of its most successful and popular products. The new coatings also have QuanTanium's special titanium reinforcement that increases the service life.

For more information, please contact Whitford directly at [sales@whitfordww.com](mailto:sales@whitfordww.com).

*Whitford manufactures the largest, most complete line of fluoropolymer coatings in the world. The company has manufacturing sites in major markets around the world, as well as offices and long-standing agents in many other markets. Whitford maintains fully staffed laboratories in eight of its facilities.*