



New colors, textures, and more for cookware, bakeware, and small electrics

January, 2014, Elverson, PA. Whitford, makers of the world's largest, most complete line of fluoropolymer coatings, has developed literally hundreds of new colors, effects, and combinations of decorative ideas to distinguish your product from the competition.

In addition to Whitford's already existing lines of decorative coatings, including Xylac[®] and Fusion[®]X, special decorative exteriors such as spatter, silk-screen, and pad-print are available for cookware, bakeware and small appliances. These effects and textures are available in almost any line of coatings, including Eterna[®], Eclipse[®], Excalibur[®], Fusion, QuanTanium[®] and Xylan[®].

These effects create a unique finish that can help distinguish a product line and offer a unique selling point without compromising the overall performance of the coating system. Additionally, all Whitford interior coatings, solvent- and waterborne, comply with the regulations of the USDA, FDA, JIS, Commission Regulation (EC) 1935/2004 as amended (for the EU), as well as many others.

For more information about Whitford and their interior and exterior coatings, please contact your Whitford representative, or Whitford directly at sales@whitfordww.com. Or you can visit whitfordww.com.