Thinking outside the pan...

Whitford’s wide range of decorative exterior coatings allows you to produce cookware, bakeware and small appliances with a variety of colours and effects that help differentiate your products from others on the store shelves.

Whitford
Where good ideas come to the surface
You may know that Whitford manufactures the world’s largest, most complete line of nonstick coatings, but you may not know that we also offer many eye-catching exterior coating options. Our exterior coatings are used on products sold around the world.

Our decorative coatings include Xylac® and Fusion®X sol-gel ceramics. All come in a variety of options, depending on your target price and performance level.

NOTE: Decorative exteriors are differentiated by temperature resistance. So your choice of exterior coating must meet your temperature specifications.

**Exterior coatings for all needs**

Whitford’s wide range offers various options:
- Easy-clean exteriors: Some high-quality decorative coatings have easy-clean characteristics.
- Varying gloss levels: These can range from matte to a very high-gloss finish.
- One- and two-coat options: Depending on price and performance requirements, Whitford’s exterior coatings come in both options.
- Application methods: Coatings available for coil, roller, curtain coating, and conventional spray.
- Flexibility: Deep drawing and postforming options are available.

- Adhesion: Our decorative enamels can be formulated to bond well to most substrates, even plastics.
- Colour options: Just about any colour is achievable (with a few exceptions based on regulatory restrictions).
- Metallics: These effects can be added to both one- and two-coats. A two-coat metallic finish adds more depth and brighter sparkle.

**Exterior spatter coatings can be made to go with any interior colour the customer wants.**

- Spatter coatings: This technique offers unique finishes (including a look similar to granite) and can be done in many colour combinations.
- Printable coatings (silk screen or pad print): A great way to display your brand name.

**Specialty exteriors**

Hard-anodized finishes cannot withstand dishwashing. Whitford’s clear-coat exterior makes them dishwasher-safe.

**Factors to remember when requesting a colour match**

Review this list of factors, all of which impact the coating to be formulated:
- Select a Pantone® or RAL® number to ensure better matching, or provide a part or sample for the match.
- What opacity (hiding power) is desired?
- Will it go across the bottom exterior of the pan and, if not, what is the bottom treatment?
- Is FDA, Prop 65, EU or other regulatory compliance required?

A bright red exterior is hard to miss (and it goes well with Whitford’s red spatter nonstick interior coating).
Light source: A critical component

How colour responds to different light sources is critical to colour evaluation. For instance, the same colour may look considerably different under fluorescent light from what it looks like under sunlight.

Common questions about Whitford exterior coatings

Q: How do Xylac and FusionX compare to porcelain enamel?

A. Xylac and FusionX offer cost savings. Porcelain enamel, in the end, is more expensive. Although it has a higher temperature resistance, it also requires a much higher cure temperature, driving energy costs up significantly.

Xylac coatings also have better dishwasher performance.

Q: Does Whitford have a colour book or chips to show all the colours available?

A. Whitford recently produced a limited-edition colour panel book showing the 24 most popular colours from a new study (shown in five systems: Eterna®, QuanTanium®, Fusion, FusionX and Xylac). Considering the wide array of colours and effects possible, a complete book or set of chips to show all the colours available is not practical.

Q: Does the colour impact the cost?

A. Yes, with exteriors the pigment used to achieve the desired colour can make a large difference in cost.

Q: Is it possible to achieve a high-gloss finish with just one coat?

A. We can get reasonably high gloss in single coats, but with a two-coat it can be higher.

Q. Can colour impact gloss?

A. Yes. Some light colours may require a clear topcoat to achieve high gloss.

Q. Do you offer translucent coatings for exteriors?

A. Translucents are tough to achieve in a production environment. It is virtually impossible to maintain colour uniformity.
The chart below represents the most common Whitford exterior coatings specified, but there are many more eye-catching alternatives as well as some specialty products available.

**Ask us for more information**

For greater detail on Whitford’s many exterior (and interior) options, please contact your Whitford representative, or sales@whitfordww.com.

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**Summary of the most common exteriors**

<table>
<thead>
<tr>
<th>Coating</th>
<th>Oper. temp. (cont./inter.)</th>
<th>Application method</th>
<th>Features</th>
</tr>
</thead>
<tbody>
<tr>
<td>Xylac 3285</td>
<td>175˚/205˚C 345˚/400˚F</td>
<td>Roller</td>
<td>Exterior polyester-based suitable for deep drawing. Available in solid or metallic finishes. Not usable for direct hob contact.</td>
</tr>
<tr>
<td>Xylac 4300 series</td>
<td>180˚/220˚C 355˚/430˚F</td>
<td>Spray</td>
<td>High-temperature acrylic. Waterborne decorative enamel bonds well to metal and plastic substrates. Used only on sidewalls of cookware. No heat-source contact.</td>
</tr>
<tr>
<td>Xylac 4500 series</td>
<td>Various</td>
<td>Spray</td>
<td>High-gloss, solvent-based, one-coat exterior for cookware applications. Trimming the bottom of cookware is recommended.</td>
</tr>
<tr>
<td>Xylac 4700 series</td>
<td>230˚/260˚C 445˚/500˚F</td>
<td>Spray</td>
<td>Premium quality, high-gloss, solvent-based exterior. Bonds well to steel, aluminum — even chrome. Can be used across the bottom or with direct flame contact.</td>
</tr>
</tbody>
</table>

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