



Introducing Fusion® Titanium: The new sol-gel ceramic nonstick that outlasts all competitors tested!

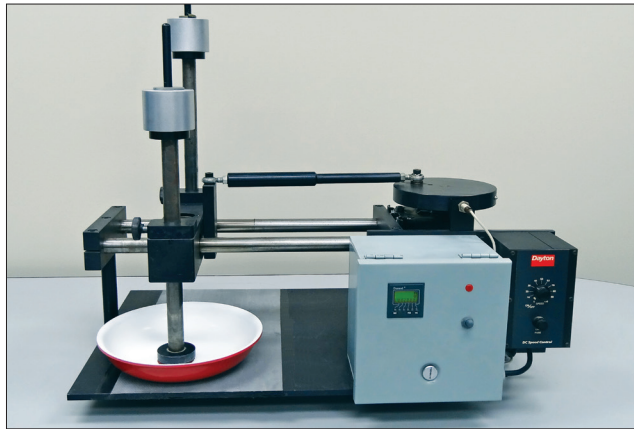
Whitford's Fusion Titanium is the latest breakthrough in sol-gel ceramic technology.

Fusion, launched four years ago, had been the technical leader in the sol-gel market, due to its superiority in release and durability.

New Fusion Titanium takes a giant step forward in durability and resistance to abrasion, far beyond any other sol-gel ceramic coating tested (we tested ten). That's due in part to reinforcing the coating with titanium-based particles.

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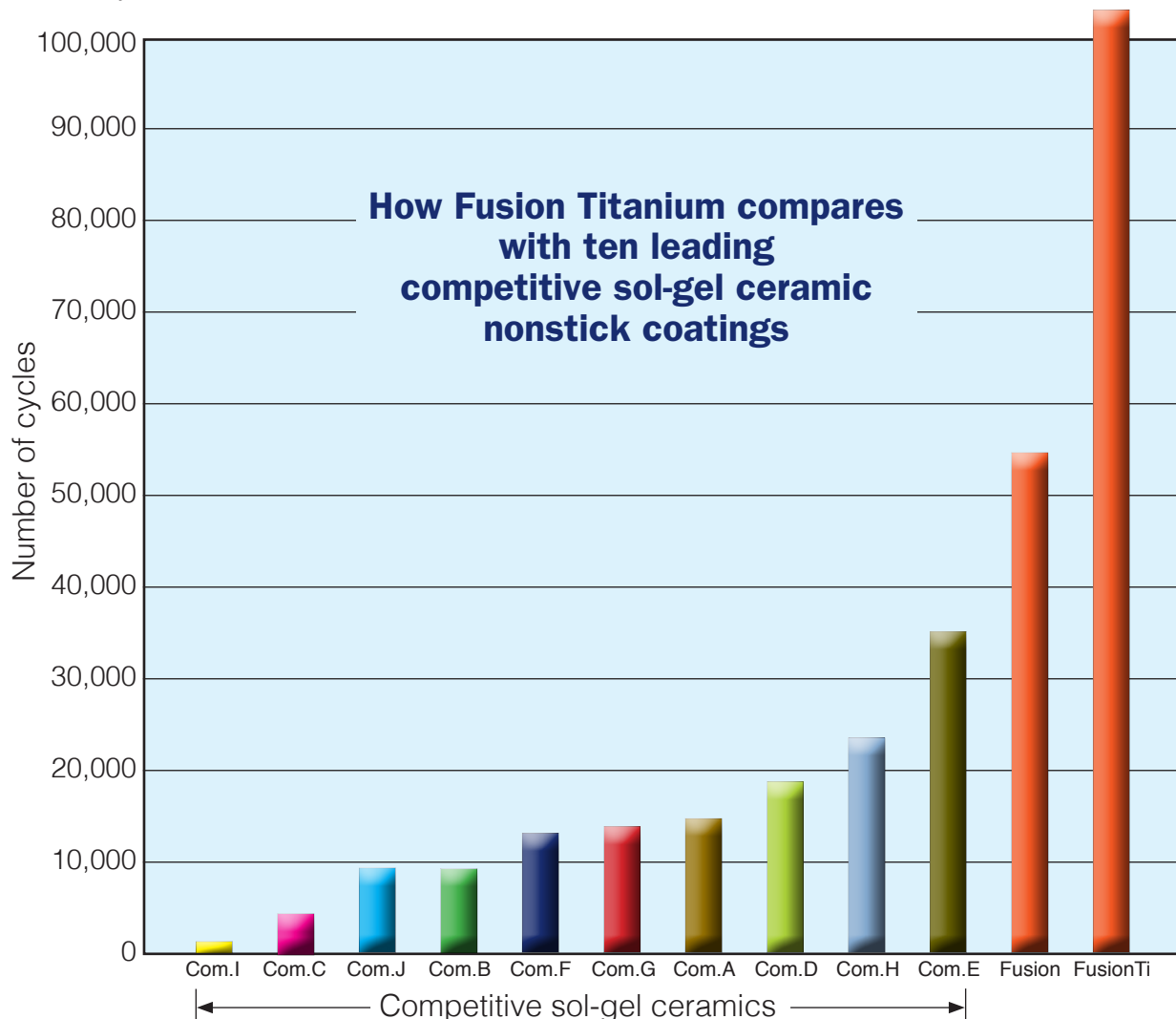
How Fusion Titanium performs against the competition

Whitford Test Method 135C uses the Reciprocating Abrasion Tester to measure a coating's ability to withstand rough, abrasive treatment.

A Scotch-Brite® #7447B abrasive pad is placed under 3 kilos of weight which is cycled back and forth over the surface of

the pan. The pad is changed every 1,000 cycles. The test continues until 10% of the substrate is exposed. Here's how Fusion and Fusion Titanium compare.

For more information, please contact your Whitford representative or contact us at sales@whitfordww.com.



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