

Fabulous new colors from Eterna®



Copper
Bronze

Deep
Purple

Spruce

Golden
Bronze

Think
Pink

ETERNA

From Whitford: the world's long-lasting nonstick

Raspberry
Red

Chocolate
Bronze

Blue
Moon

Copper
Penny

Malbec
Red



11 key facts about Eterna®

The unique nonstick that breaks the rules: now 1+1=3!

Eterna is unique, patented technology in fluoropolymer composites that creates significant improvements in release properties greater than any individual fluoropolymer.

In simple terms, 1 + 1 = 3! Its key features are:

1. The longest-lasting nonstick we've ever tested.
2. Has 10 times the egg release of nearest competitive coating tested.
3. Lasts 3 times longer in the Accelerated Cooking Test.
4. Has extremely high gloss to attract consumer's eye at POP.
5. Strongly repels water and grease for the easiest cleaning ever.
6. Safe for use with metal utensils.
7. Totally dishwasher-safe.
8. Works perfectly on stainless steel and aluminum (pressed, cast and anodized).
9. Applies with conventional application equipment.
10. Uses standard surface preparation.
11. Comes in a wide variety of rich colors.

Whitford

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Fabulous new colors from QuanTanium®





8 key facts about QuanTanium®

QuanTanium is reinforced with titanium, the lightest, toughest metal known to man. Its key features are:

1. Outstanding resistance to scratching, abrasion and wear due to the titanium reinforcement.
2. QuanTanium is cost-efficient.
3. Resists the damaging effects of poultry fat and high sugar-content foods.
4. It has high gloss to attract consumer's eye.
5. Excellent release (nonstick) characteristics.
6. Can adjust film thickness to change performance levels and cost
7. Totally dishwasher-safe.
8. Comes in a wide variety of handsome colors.

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Fabulous new colors from Fusion®



Vanilla



Bubble
Gum



Midnight



Battleship
Grey



True
Blue



Red
Hot



Buttercup



Spring
Green



Ash
Grey



Pewter



Sapphire
Blue



Bright
White



11 key facts about Fusion®

Fusion is Whitford's brand in the popular sol-gel ceramic-like coating category that offers some important advantages for both interiors and exteriors:

1. Fusion (and other "ceramic" sol-gels) are completely free of PFOA (and PTFE).
2. Fusion (and other "ceramic" sol-gels) can be taken to extreme temperatures (850°F/455°C).
3. Fusion is waterborne: handling, mixing, cleaning are all done with water.
4. It cures at a low, energy-saving temperature.
5. Fusion has better release life than many competitive sol-gels.
6. It has better stain resistance and improved gloss.
7. It browns/seres faster and better than conventional nonsticks.
8. With a simplified application process, it is easier to apply than other sol-gels.
9. Fusion is the only sol-gel nonstick with a legal letter verifying that it is compliant with the EU and US FDA for food contact.
10. Comes in a wide variety of rich colors.
11. FusionX for eye-catching decorative exteriors in white, light and dark colors. Hardness approaching porcelain enamel. Dishwasher-safe.

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