



Whitford Introduces New 2018 "Urban Colours" for cookware, bakeware, small electrics

January, 2018, Frankfurt, Germany. Smart marketers know that colour is one of the most eye-catching ways to set your products apart from the competition. Whitford agrees, and dedicates time and energy to researching the latest trends in colours.

Now Whitford, manufacturer of the world's largest, most complete line of nonstick and decorative coatings, offers a unique collection for 2018: Urban Colours.

Whitford's new palette captures the fast pulse of city life. The collection offers bright options for nonstick interiors and decorative exteriors.

Whitford also continues to offer an array of existing blacks and varying shades of gray for PTFE and exterior coatings, plus basic whites and creams for its ceramic "sol-gel" nonstick and decorative coatings.

For more information on Whitford's new collection, please contact Whitford at sales@whitfordww.com. Or, come see our new colours at Whitford's booth at Ambiente, 9 – 13 February, Hall 3.0, Stand E40; also in the Hall 3, Level C, Eastern side meeting rooms Effekt and Exposé.

Whitford

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