

Free application advice from Whitford

The questions below will help us recommend the best coating for your product.

Please give a brief description of the part to be coated:

- What kind of part is it? Cookware? Bakeware? Small Electric?
- What is the substrate? Aluminum, cast aluminum, hard anodized, stainless steel, carbon steel, ceramic, aluminized steel, cast iron, plastic?
- What is the thickness or gauge of the substrate?
- Is there a specific color for this project? (Provide Pantone® or other reference number to match.)
- Where will the coating be applied? Interior, exterior, decorative (handles, knobs), etc.
- Does the coating go across bottom of pan? Is there a machined bottom? Is a date stamp used? Etc.
- What kind of finish? Metallic, semi-gloss, high gloss, matte?
- What is the market position? Promotional, opening price point, moderate, upper moderate, gourmet or commercial?
- What is the name of your program/brand?
- What are your projected quantities? Sets? Open stock?
- What is the timing (target ship date) for this project?
- Who is your competition?
- With what regulations must the coatings comply? FDA, ECC, Prop 65, not sure/need help, others?
- What testing standards must the coating meet?
- Are there other performance expectations? Warranty?



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Whitford Nonstick Coatings for Cookware

LOGO	SUBSTRATE	FEATURES	RATING/ MARKET LEVEL
	Aluminum or Stainless steel	The unique fluoropolymer composite makes Eterna's nonstick outlast all others.	10 High End, Gourmet Upper Moderate
	Only Stainless steel	Externally reinforced with a stainless-steel alloy that locks the coating into place.	10 Gourmet, Commercial
	Aluminum or Stainless steel	A unique primer reinforced with materials virtually as hard as diamonds.	10 Gourmet, Upper Moderate, Commercial
	Aluminum or Stainless steel	Transfers heat more rapidly and evenly, reducing cooking time.	10 Gourmet, Upper Moderate, Commercial
	Aluminum or Stainless steel	Includes titanium for outstanding abrasion resistance and long-lasting performance.	8 Upper Moderate Moderate
	Aluminum or Stainless steel	Has twice the durability of ordinary nonsticks. Doubly reinforced.	7 Moderate Opening Price Point
	Aluminum or Carbon steel	Durable nonstick for everyday use. Extra layer adds durability.	6 Promotional Opening Price Point
	Aluminum or Carbon steel	Convenience and easy clean. Good release and durability.	5 Promotional (Price is driving factor)
	Aluminum or Stainless steel	High temperature ceramic, PFOA & PTFE-free. Very hard and durable.	6 - 8 Moderate
	Aluminum	High-release, high-gloss roller-coating system. Other versions available.	6 - 8 Promotional to Moderate



PFOA-Free versions are available for most series.

Other series of most brands are available for bakeware and small appliances.