



## 11 key facts about new Eterna®

### **A unique nonstick that breaks the rules: now 1+1=3!**

Eterna is unique technology in fluoropolymer composites that creates significant improvements in release properties greater than any individual fluoropolymer. In simple terms, 1 + 1 = 3!

- 1. It gives longer nonstick life than anything we've ever tested.** In the Dry-Egg test, Eterna's nonstick/release lasted 26 times longer than a leading brand, and 10 times longer than the premium nonstick tested. Also is a clear winner in the Tiger Paw and LGA Shaker tests.
- 2. Has extremely high gloss** to attract consumer's eye at point-of-sale.
- 3. Offers film thicknesses of 1.2-1.6 mils (30-40 microns)** for extra wear resistance if customer prefers.
- 4. Comes in two-coat system for reduced inventory, easier application.**
- 5. Uses conventional cure equipment** (no change in oven).
- 6. Requires no special equipment** (easy to handle with existing spray line).
- 7. Is user-friendly** throughout entire application process.
- 8. Uses standard surface preparation** (surfaces must be clean; aluminum surfaces can be blasted or etched chemically; stainless steel must be blasted).
- 9. Works perfectly on stainless steel and aluminum** (pressed, cast or hard-anodized).
- 10. Is dishwasher-safe.**
- 11. Safe for use with metal utensils.**

*To get the most out of new Eterna, be sure to consult Whitford for optimal processing details.*

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Makers of the world's largest, most complete line of fluoropolymer coatings  
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## **Users' reactions to Eterna® so far...**

**1. "The first coating in the history of the test to receive a perfect score in all categories: cleanability, resistance to blistering, durability, and release."**

Appliance manufacturer.

**2. "My wife loves it, and it definitely works in the dishwasher."**

Retail product manufacturer.

**3. "Wanting to make the test more severe, I put the burner on high then cracked four eggs into the Eterna pan you gave me, and all released perfectly. This is the first time I've had a nonstick do that."**

Cookware manufacturer.

**4. "It's the best two coat I've ever tested."**

Cookware manufacturer.

**5. "We have been testing the pan here that you supplied and so far it's been great. Same nonstick, same polish, as the first time used."**

Housewares manufacturer

**6. "With this nonstick, there's no reason to use oil or butter unless you want to add flavor. It's great."**

Cookware marketer

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