

Whitford nonstick and decorative coatings for cookware, bakeware and small electrics

Whitford manufactures high-performance fluoropolymer and sol-gel “ceramic” nonstick coatings for countless applications, including food contact, high-temperature use, decorative, small electrics, industrial, aerospace, automotive, chemical processing, textiles, etc.



We offer nonstick coatings for virtually every kind of cookware, bakeware and small appliance.

We manufacture and maintain sales offices in many countries, and have agents in more than 25.

A slightly different approach

Whitford makes the largest, most complete line of fluoropolymer coatings in the world. But size is not what distinguishes Whitford from its competitors.

Whitford is a privately held company, so we can spend a higher percentage of sales on research and development than most of our publicly held competitors. We continue to invest significant funds in R&D and have fully operational laboratories in the US, England, Italy, India, Brazil, China and Singapore.

We run formal educational programs worldwide for our people and our custo-



We offer interior and exterior decorative coatings too.

mers to train them in the use and handling of our products.

Most of our consumer coatings are designed for ease of application and, depending upon the formulation, can be applied by conventional spray, roller, coil or curtain-coating techniques. Cure temperatures offer some flexibility.

Often, we formulate special coatings to solve a customer's specific problem rather than reach for an off-the-shelf product that may not work as well. We provide unsurpassed technical support for our products around the world.

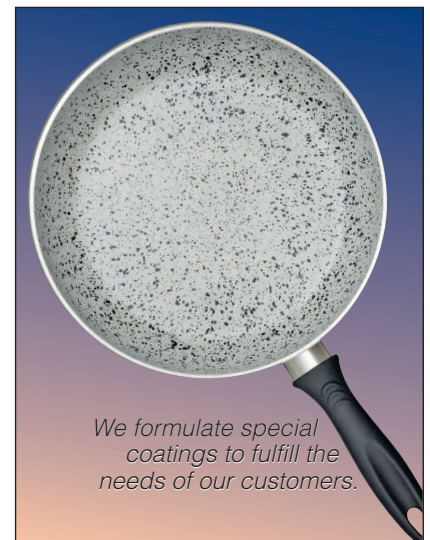
Regulatory compliance

Regulations covering many different products are becoming more and more stringent around the world. It's comforting to know that all



All Whitford coatings comply with worldwide regulations.

Whitford interior coatings, solvent- and waterborne, comply with the regulations of the USDA, FDA, JIS, Commission Regulation (EC) 1935/2004 as amended (for the EU), as well as many others.



We formulate special coatings to fulfill the needs of our customers.

Goodbye black, hello colours...

Historically, coatings for cookware and bakeware have always been black. Now nonsticks and decorative coatings come in a variety of colours from: white to cream; light gray to dark gray; matte to metallic to high-gloss black; spatters to special effects including silk screens to almost any colour in between. Just ask your Whitford representative for more details.



Not just black anymore.

Whitford's Quality Cooperative Program



Free monitoring for manufacturers and marketers, courtesy of Whitford's Quality Cooperative Program.

Years ago, as an important step to expand quality control, Whitford established the Quality Cooperative Program (QCP).

Its primary purpose is to achieve and maintain the highest quality possible by preventing problems

from occurring before any coated products reach point-of-sale.

The QCP establishes certain quality standards that must be met by those who apply Whitford coatings. It also outlines specific test procedures that must be carried out on random samples of all coated products to make sure that these high application standards are maintained. Only members of Whitford's QCP are entitled to use the Whitford trademarks.

Not just consumer coatings

Consumer coatings are only one area of expertise for Whitford. We also offer a line of industrial products that includes a broad range of coatings for diverse



Nuts and bolts resist corrosion with the help of Xylan coatings.

applications. These range from food processing, garden tools, photocopy rollers, molds and fasteners, to stud bolts for chemical, transportation, energy and waterworks industries — the list of applications is endless.

Whitford also has specialty automotive coatings marketed as Xylan® and Resilon®. These coatings offer a complete range of benefits to solve many problems such as abrasion, noise (itch and squeak), corrosion, friction, release, sealing, weathering and decoration.

How "green" is Whitford?

Whitford has been offering and continues to offer a wide and growing variety of "greener" coating options. These products are not only greener, but also provide substantially better extended release and durability than other competitors' so-called "green" products.

We continue to make our coatings more environmentally friendly as we maintain and even improve their performance (which reduces environmental impact as it contributes to the "green" aspect by extending useful life). We strongly support the movement to protect the environment for the generations to come.

PKN and other information

The Product Knowledge Network (PKN) is a free online information portal providing everything you need to know about nonstick coatings and the products that use them.













Product Knowledge Network, our free online portal.

Our mission: to provide a free, fun and flexible website packed with the information needed to educate anyone on the important aspects of nonstick coatings.

If you would like information on any product, product category, specific application or coatings in general, let us know. Most of our literature can be downloaded from our website at whitfordww.com/download-literature.html.

It's also possible that you may have a problem that one of our many coatings could solve. If so, we'd like to hear from you. Please tell us about the problem in sufficient detail so we can determine whether we have a product that could solve it. If we don't, we'll make one that will.









Whitford Nonstick Coatings for Cookware

LOGO	WHITFORD SERIES	CONSUMER POSITIONING	APPLICATION PRODUCT TECHNOLOGY	SURFACE PREP FILM THICKNESS	FEATURES	OVERALL RATING	MARKET LEVEL
	71-050 73-353	The world's long-lasting nonstick.	Multicoat system with reinforced basecoat and special topcoat; spray.	Alkaline wash or grit blast 35+ microns	The unique fluoropolymer composite makes Eterna nonstick last longer.	10	Gourmet, Upper Moderate
	Various (Contact Whitford)	The toughest, most durable nonstick coating in the world.	3-coat; reinforced with arc-sprayed stainless steel (best used on stainless steel).	Grit blast 35+ microns	Externally reinforced with a stainless-steel alloy that locks the coating into place.	10	Gourmet, Commercial
	7151 7252 7353	Engineered to outlast all other reinforced coatings.	Special internally reinforced 3-coat; spray.	Alkaline wash or grit blast 35+ microns	A unique primer reinforced with materials virtually as hard as diamonds.	10	Gourmet, Upper Moderate, Commercial
	7161 7262 7363	Reinforced to distribute heat and eliminate hot spots.	Internally reinforced 3-coat; spray.	Alkaline wash or grit blast 35+ microns	Transfers heat more rapidly and evenly, reducing cooking time and saving energy.	10	Gourmet, Upper Moderate, Commercial
	7141 7242 7343	Reinforced with titanium to stand up to almost anything.	Titanium ceramic internally reinforced 3-coat; spray.	Alkaline wash or grit blast 35+ microns	High load of reinforcements including titanium, for outstanding abrasion resistance and long-lasting performance.	8	Upper Moderate, Moderate
	7131 7232 7333	Doubly reinforced to outlast all conventional nonsticks.	Internally reinforced 2- or 3-coat; spray.	Alkaline wash or grit blast 25 - 35+ microns	Has twice the durability of ordinary nonsticks.	7	Moderate, OPP
	8088 8089 Sol-gel	High-temperature sol-gel "ceramic"; made without PFOA and PTFE.	1- or 2-coat; spray; lower cure temperature.*	Grit blast 30 - 45 microns	High temperature resistance; Very hard and durable.	6-8 10 for Initial Release	Moderate
	Various (Contact Whitford)	Skandia & Skandia Xtreme for roller coating systems.	4- or 5 coats; roller.	Linish 18 - 25 microns	High-release, high-gloss roller coating system. Many options.	6-8	Promotional to Moderate
	8200 Series	Convenience; nonstick; durable everyday use.	2- or 3-coat; spray.	Alkaline wash or grit blast 20 - 35 microns	Extra layer adds durability.	6	Promotional, OPP
	8300 or 8600	Convenience and easy clean.	1-coat; spray.	Alkaline wash, etch or grit blast 15 - 25 microns	Good release and durability.	4-6	Promotional (price is driving factor)



NOTES: PFOA-free versions are available. Other series of most brands are available for bakeware and small appliances; *Ask for Fusion Application Guide.

Whitford Nonstick Spray Coatings for Bakeware

LOGO	WHITFORD SERIES	NONSTICK RATING	ABRASION RATING	TOTAL DFT # OF COATS	USE TEMPERATURE Continuous/Intermittent	FEATURES	MARKET LEVEL
	8688/ 8688S	10	10	20 - 30 microns 2 coats	230°/260°C 445°/500°F	Most heavily reinforced.	Gourmet, High End
	8687/ 8687S	9	7	20 - 30 microns 2 coats	230°/260°C 445°/500°F	Reinforced with titanium.	High End, Moderate
	8686/ 8686S	9	6	20 - 30 microns 2 coats	230°/260°C 445°/500°F	Medium reinforcement.	High End, Moderate
	8678S or 8668R	6	4	15 - 25 microns 1 coat	230°/260°C 445°/500°F	Reinforced.	Moderate
	8666S or 8668S	6	2	15 - 25 microns 1 coat	230°/260°C 445°/500°F	Operating temperature advantage over other one coats.	Moderate
	8620S	4	4	14 - 22 microns 1 coat	210°/240°C 410°/464°F	Light reinforcement.	OPP
	8610S	4	2	14 - 22 microns 1 coat	210°/240°C 410°/464°F	Price/Performance option.	Promotional (Price is driving factor)
	8542S	3	2	14 - 22 microns 1 coat	176°/200°C 349°/392°F	Price/Performance option.	Promotional (Price is driving factor)






NOTES: All versions of nonstick spray coatings for bakeware are PFOA-free.

Colours: Bakeware coatings are available in many metallic and nonmetallic colours.

1 = low; 10 = high; OPP = Opening Price Point.



Whitford Nonstick Coil Coatings for Bakeware

LOGO	WHITFORD SERIES	NONSTICK RATING	ABRASION RATING	TOTAL DFT	# OF COATS	MARKET LEVEL/ COMMENTS
	78-188 BC 78-380 TC	10	9	12 - 15 microns	2 coats	High-end, high-gauge bakeware with exceptional nonstick and durability. For bakeware and roasting/baking trays.
	78-145 BC 78-355 TC	9	10	12 - 14 microns	2 coats	Upper-moderate to moderate bakeware and roasting/baking trays; reinforced with titanium for outstanding abrasion resistance.
	78-880	8	7	6 - 8 microns	1 coat	Moderate level bakeware with exceptional nonstick at minimum coating thickness.
	88-120 BC 88-320 TC (can also use 2 coats of the topcoat)	7	5	10 - 14 microns	2 coats	Moderate 2-coat version of Skandia with extra film thickness for increased gloss, nonstick and abrasion resistance.
	88-320	6	5	6 - 10 microns	1 coat	Moderate to lower-moderate level bakeware, roasting and baking trays. Good nonstick, with glossy, smooth finish.

NOTES:

Dry film thickness (DFT) required to achieve correct performance and use of brand name.

Nonstick rating based on BS-EN#13834 steak test. Minimum pass requirement of 5.

Abrasion rating based on ENCBSI RAT test.

Use temperatures: All coatings have use temperature of 230°C/445°F continuous and 260°C/500°F intermittent.









1= low; 10 = high; BC = Basecoat; TC = Topcoat.

Colours: Wide range of colours including metallics.

All versions of nonstick coatings for coil are PFOA-free.













Whitford Nonstick Coatings for Small Electrics

LOGO	CONSUMER POSITIONING	APPLICATION PRODUCT TECHNOLOGY	# OF COATS USE TEMPERATURE Continuous/Intermittent	FEATURES	OVERALL RATING	MARKET LEVEL
	The world's long-lasting nonstick.	Virtually all electrics where high release is desired.	Multicoat system. 260°/315°C (500°/600°F)	The unique fluoropolymer composite makes Eterna release longer and better.	10	Gourmet, Upper Moderate
	Engineered to outlast all other reinforced coatings.	Electric skillets, grills, griddles, raclettes, roasters, sandwich and waffle makers.	Internally reinforced 3-coat; spray. 260°/315°C (500°/600°F)	A unique primer reinforced with an unusually high % of materials that are virtually as hard as diamonds.	10	Gourmet, Upper Moderate
	Reinforced with titanium to stand up to almost anything.	Electric skillets, griddles, grills, raclettes, roasters, slow cookers, rice cookers, waffle makers.	Internally reinforced with titanium ceramic 3-coat; spray. 260°/315°C (500°/600°F)	Higher loads of reinforcements, including titanium, for outstanding abrasion resistance and long-lasting performance.	8	Upper Moderate, Moderate
	Reinforced internally for extra durability.	Bread makers, electric skillets, grills, griddles, raclettes, roasters, slow and rice cookers, sandwich and waffle makers.	Internally reinforced 2- or 3-coat; spray. 260°/315°C (500°/600°F)	Multicoat nonstick internally reinforced with a diverse blend of ceramic materials for enhanced abrasion resistance.	7	Moderate, OPP
	Sol-gel "ceramic" nonstick, free of PFOA & PTFE.	High-temperature applications like deep fat fryers, griddles, sandwich makers.	1- and 2-coat; 2-pack system. 300°-350°/400°C (575°-660°/750°F)*	Good release and durability. High temperature. Variety of colours.	7	Moderate
	Convenience, easy clean and improved durability.	All small electrics where an inexpensive nonstick is desired.	2-coat; spray. 260°/315°C (500°/600°F)	Economical multicoat for good release.	6	Promotional, OPP
	Convenience and easy clean.	Coffee makers, rice cookers, sandwich makers, deep fat fryers, waffle makers & irons.	1-coat; curtain or spray. 230°/260°C (445°/500°F)	Good release and economical.	4	Promotional (price is driving factor)
	Decorative finish for plastic and metal housings.	Virtually all small electrics where a decorative coating is desired.	1- or 2-coat system; spray. 230°/260°C (445°/500°F)	Easy-clean, decorative enamel for temperature-sensitive substrates. Variety of colours.	N/A	All

NOTES: PFOA-free versions are available; 1 = low; 10 = high; OPP = Opening Price Point; *Ask for Fusion Application Guide.



Whitford Exterior Decorative Coatings for Housewares

LOGO	WHITFORD SERIES	OPERATING TEMPERATURE Continuous/Intermittent	SUBSTRATE	APPLICATION METHOD	SURFACE PREP FILM THICKNESS	FEATURES
	3285	175°/204°C 345°/400°F	Aluminium	Roller	Etch or linish _____ 10 - 20 microns	Exterior polyester-based rollercoat product suitable for deep-drawing. Not designed for direct hob contact.
	40-720	205°/220°C 400°/430°F	Aluminium or Tin-free Steel (TFS)	Coil	Standard coil pretreat _____ 7 - 15 microns	A solvent-borne easy-clean exterior. Can be postformed.
	4360	180°/220°C 355°/430°F	Aluminium or Stainless steel	Spray	Alkaline wash or etch _____ 15 - 20 microns	A waterborne decorative enamel that bonds well to metal substrates.
	4500	Various ¹	Aluminium or Stainless steel	Spray	Alkaline wash or etch _____ 15 - 20 microns	High-gloss, solvent-based, one-coat exterior for cookware applications.
	4600WB	230°/260°C 445°/500°F	Aluminium	Spray	Alkaline wash or etch _____ 15 - 20 microns	Waterborne, high-temperature decorative enamel with matte finish with excellent dishwasher resistance.
	46-420	260°/290°C 500°/555°C	Aluminium or Tin-free Steel (TFS)	Coil	Standard coil pretreat _____ 7 - 15 microns	A solvent-borne easy-clean exterior. Can be postformed. Available in a variety of colours.
	4700	230°/260°C 445°/500°F	Aluminium or Stainless steel	Spray	Alkaline wash or etch _____ 15 - 20 microns	Premium quality, high-gloss, solvent-based, 1-coat exterior. Bonds well to steel, aluminium, plastics — even chrome.
	4985	175°/204°C 345°/400°F	Aluminium	Curtain	N/A _____ 42 - 50 microns	Exterior polyester-based curtain coating suitable for deep drawing. Not designed for direct hob contact.
	48-881 Sol-gel "ceramic"	350°/400°C 660°/750°F	Aluminium or Stainless steel	Spray ²	Etch or grit blast _____ 30 - 70 microns	A waterborne, low-cure sol-gel "ceramic" exterior coating. PFOA- & PTFE-free. Two-pack product.
	88-320	230°/260°C 445°/500°F	Aluminium or Tin-free Steel (TFS)	Coil	Standard coil pretreat _____ 6 - 10 microns	Typically used as a nonstick on interiors, but also used on exteriors.

NOTES: All exterior decorative coatings are PFOA-free; ¹Within the 4500 Series, there are several different types of products. Refer to your PDS (Product Data Sheet) for accurate "Use Temperatures" OR call your Whitford representative.

²Ask for Fusion Application Guide.





How to contact Whitford

Whitford manufactures in eight countries with sales offices and agents worldwide. For more information, please contact your Whitford representative or the nearest Whitford office (see our website: whitfordww.com) or email us at: sales@whitfordww.com.



Scan this code to access
Whitford's Mobile Housewares Coatings site.

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Whitford

Where good ideas come to the surface

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