



*Rebecca (Becky) Tatangelo, Whitford's new Consumer Brands Manager, North America*

## **Whitford adds marketing expert to extend its service to its housewares customers**

1 June 2011, Elverson, PA. Whitford, maker of the world's largest, most complete line of fluoropolymer coatings, has added significant talent to its nonstick coatings division. Joining Whitford is Becky Tatangelo, who comes as Consumer Brands Manager, North America. In this position she will concentrate her efforts on consumer brand owners in the US, focusing primarily on small electrics.

Rebecca Tatangelo has been part of the Housewares Industry for 13 years and has a depth of experience in the development, sourcing and sales of cookware and small electrics. She worked with such companies as Range-Kleen and Innova.

She traveled extensively overseas as well as in the US, meeting with factory representatives and engineers for the development of cookware programs, kitchen electric products, kitchen gadgets and a variety of new products for the home. She has successfully increased sales and profit margins and understands the need for quality, value and proper inventory levels.

Her years spent as a vendor to the Home Shopping Network provided her with an excellent background, including development of products, programs and sales related to television retail, large-quantity production runs, availability of raw materials, detail to production and shipping timelines, quality-control standards, knowledge of regulatory affairs and fast-paced demands related to on-air presentations and sales demonstrations.

Becky is looking forward to bringing the skills and experience she has developed in the Housewares Industry to her position as Consumer Brand Manager with Whitford. Says Becky: "Whitford is the most dynamic company I've encountered so far, and it's a privilege to become part of it as it continues to grow in the industry."

For more information, please contact Whitford at the address below. And visit Whitford at [whitfordww.com](http://whitfordww.com).

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