

COATING WORLD®

SPECIAL REPORT ON NONSTICK COATINGS AND HOUSEWARES FOR RETAILERS

How To Maximize Performance And Minimize Cost On Lower-End Nonstick Cookware And Bakeware

We publish CoatingWorld to offer you non-commercial, useful information about nonstick coatings. In this issue, in the interest of brevity, we use our Xylan family of coatings to illustrate the many options available at the lower end. (Note: Our competitors' products also offer many options.)

In today's market, promotional, opening-price-point and lower-moderate goods drive a considerable part of many retailers' assortments. These categories are the most price-sensitive, often competing against tight margins and promotional vehicles, such as rebates.

Nonstick coatings are applied on many of these products. But paying attention to *which* coating is used is easily overlooked. With price as the driving factor, the nonstick coating is often not even discussed.

Yet the coating options for lower-end products are broader than for upper-end products — and the choice of coating can have significant impact on the final price and performance. So it is even more critical to specify the precise coating you want.

“Promotional” doesn't have to mean “disposable”

With the recent advancements in internally and externally reinforced coatings, the emphasis shifted to focusing on the best coating for upper-end products. But the lower end is where performance and durability count even more.

Wear life is of greater concern with

conventional coatings. While a consumer's expectation of the life of a lower-price pan is not as long, there is still expectation. If the coating only performs for the first few uses, or begins chipping or peeling, the negative impact will be severe.

Whether you are buying branded or developing your own private-label programs, asking about the nonstick used and knowing what you want can be the difference between a good promotional and a cheap disposable product.

Here are a few issues that you should be aware of:

1. Substrate: This impacts the type of coating used. For example, carbon-steel products must use solvent-based coatings because water-based coatings can cause flash rusting. Cast-aluminum products often need a coating with a low cure temperature to prevent blistering of the casting.

2. Gauge: Substrate thickness will affect the performance of the coating. Thinner products do not protect the coating from heat as well. Therefore, you should specify a coating with better heat resistance.

3. Application options: There are several options which can greatly influence price and performance: coil coating, roller coating, curtain coating, and spray. Make sure you know which is being used before proceeding. (For details on each application method, please see “CoatingWorld”, volume IX, or call Whitford.)

Now you are ready to begin evaluating your coating options.



Lower-end nonstick cookware can meet price-point objectives and provide superior performance — if you choose the nonstick carefully.

Enter Xylan®

Xylan was the first brand offered by Whitford Worldwide, and has become the world's most extensive family of coatings. It's designed to suit a wide range of applications, offering one-, two- and three-coat options, with a Xylan coating for virtually every price and performance level. Xylan can be used for cookware, bakeware, kitchen electrics and any other Housewares products that need a nonstick coating.

The main Xylan series are:

Xylan 8200 Series: This offers two- and three-coat options for cookware. The advantage of the two-coat finishes over a single-coat is that the topcoats contain a high percentage of PTFE, the ingredient that makes nonstick “nonstick”. Therefore, initial nonstick and long-term easy-clean properties are superior. Also, because there are two coats, they last longer.

For the three-coat finishes, the topcoats are composed almost entirely of pure PTFE. Therefore, initial nonstick and long-term easy-clean properties

are even better. And because there is a third coat, the overall nonstick coating is thicker and will last even longer.

All are available in metallic or non-metallic colors.

Xylan 8300 Series: These are the world's best one-coats for cookware, used worldwide to coat more Housewares products than any other one-coat. Among one-coats, the economy, durability and release of the Xylan 8300 materials are unparalleled.

Xylan 8500 Series: This one- or two-coat series stands out from the rest for its color flexibility, and a low processing temperature of 525°F. It is remarkably versatile, requiring minimal surface preparation, and bonds well to both steel and aluminum. The cured coating is particularly stain-resistant and unaffected by cooking oils, dishwasher detergents, and many household chemicals.

Xylan 8600 Series: The 8600 series is a family of one- and two-coat, high-temperature coatings with easy-clean additives. It is used to coat a vast array of cookware, bakeware and appliance components, both interiors and exteriors. For exteriors, the color options are virtually unlimited.

Xylan 8800 Series: This series consists of one-coat release finishes for cookware. They are primarily applied via conventional spray or coil coating, and are noteworthy for two unique properties. First, they have the best nonstick properties of any single-coat

nonstick coating. Second, they are extremely flexible, allowing postforming. They also have good chemical resistance and the cured films have a glass-like smoothness.

There's more

The Xylan family includes three brand variations to help you differentiate products within these categories: Xylan, Xylan Plus and Xylan Eterna.

Xylan can be used for all series, but is usually used just for one-coat Xylan products.

Xylan Plus is available for use with all two-coat Xylan products.

Xylan Eterna is available for use with all three-coat Xylan products.

The 8200 and 8300 series are primarily used for cookware and kitchen electrics, while 8500 and 8800 are mostly for bakeware. The 8600 series may be used for cookware, bakeware and kitchen electrics.

Many Xylan coatings are offered in a silicone option (the Series number is followed by an "S"). Silicone replaces the PTFE, providing similar release characteristics.

What's new with Xylan?

While Xylan was introduced over 30 years ago, numerous advancements have been made (and are being made). Some of the most recent include:

8688S: The first internally reinforced Xylan coating. Available in one- and two-coat systems for cook-

ware and bakeware. Due to the reinforcement, its durability and overall performance test beyond many of its conventional two-coat family members.

Curtain Coating: Curtain coatings for consumer products were developed by Whitford to provide a lower-cost option to conventional spray, while offering excellent performance and the same smooth appearance.

Roller Coating: While curtain and spray coating will always provide better performance and appearance, there is still a need for roller-coated products to help achieve lower target prices. Xylan offers the best roller-coating options on the market.

New coatings, new logos

New logos have been developed to recognize the new Xylan products. These logos offer an updated look and are available for use now.

Summary

Knowing the coating options available to you for promotional and opening-price-point products can give you more flexibility and control when trying to hit that right blend of price and performance. Knowing the many coating options within the Xylan family will even further your advantage.

For more information, please contact Fran Attilio, Retail Marketing Manager, Whitford Corp., Box 2347, West Chester, PA 19380-0110. Call (610) 296-3200, fax (610) 647-4849 or email: fattilio@whitfordww.com.

THE NEW XYLAN LOGOS



These new logos are available (free) to any manufacturer or marketer who uses a Xylan coating and is a member of Whitford's QCP (Quality Cooperative Program). Call Fran Attilio for more information.