

COATING WORLD®

SPECIAL REPORT ON NONSTICK COATINGS AND HOUSEWARES FOR RETAILERS

Whitford's Retail Marketing Program Expands Wide Range Of Retail Services To Key Asian Markets



If you want to source anything from a single fry pan to a large set of cookware or bakeware, the Retail Marketing Program gives you all the information and help you could possibly need to make sure you commit no errors in specifying the right nonstick coating. You can even have your product tested for quality control as you develop it — and as you sell it. And it's all for free!

In 2000, Whitford launched its Retail Marketing Program to provide a unique service to retailers in the USA, Canada and Europe to develop and promote their nonstick-coated products. This service has proved especially useful for those charged with the development of private-label lines of cookware and bakeware.

The program is now being extended into Asia.

Single-minded objective

The Retail Marketing Program is designed to save retailers time and money while their products are in the development stage — from helping select the best coating to meet price

and performance objectives all the way to free testing of finished products through the Quality Cooperative Program.

We provide information on important regulatory issues and correct manufacturing processes as well as timely technical support worldwide. This is all done to meet one objective: to help prevent problems from hitting the sales floor.

Today Asia, tomorrow...

Given the mass transfer of so much production of cookware, bakeware and small appliances to Asia, Whitford has decided to apply what has been learned in other markets to the key Asian coun-

tries of Hong Kong, China and Korea, with plans to expand into many other Pacific Rim markets in the near future.

Our Asian support team is now working with the agents and overseas offices of North American and European retailers, all of whom are interfacing daily with the local manufacturers/vendors, dealing with any and all problems that arise during the design, specification, production and shipping of the products. Here are some (but by no means all) of the services available to retail agents and representatives in your area now:

- Provide a list of reliable, approved sourcing contacts/vendors in many countries.

- Help to identify the ideal non-stick coating on a price/performance basis.
- Provide free testing of the coated products via Whitford's Quality Cooperative Program (QCP).
- Have access to timely technical support in that time zone.
- Supply important information on current regulatory issues and correct manufacturing processes.
- Help achieve lower prices and better margins.

Our man in Asia

Philip Wong has been appointed to manage our retail program in Asia. Philip has a graduate degree in Electrical Engineering, plus an MBA in Strategic Marketing from the University of Hull in the United Kingdom. Philip began working for Whitford in 1989 and made his mark by establishing and running the first



Philip Wong, the new director of Whitford's Retail Marketing Program for the Asian markets.

Whitford Hong Kong office in 1992.

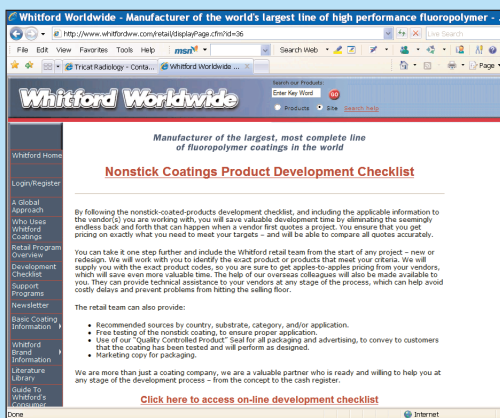
Philip says this about his important new role: "I am here to utilize my more than 17 years of experience, connections and knowledge to help retailers

know their products and programs better, and to provide useful information and assistance to cope with their business-expansion plans that include non-stick coating material, especially those with private labels and/or exclusive products that need to remain competitive in the market."

The retailers with whom Philip has worked since the start of the program have commented that it has helped them significantly, because the information and technical support have enabled them to improve their margins while sourcing the best value-for-money coating system.

To learn more about the Retail Marketing Program, contact Philip Wong at +[852] 2559-3833 or pwong@whitfordww.com.hk; Andy Reynolds in Europe at +[49] (6432) 50-79-0 or areynolds@whitfordww.de; or Fran Attilio in North America and all other locations at +[1] (732) 833-0986 or fattilio@whitfordww.com.

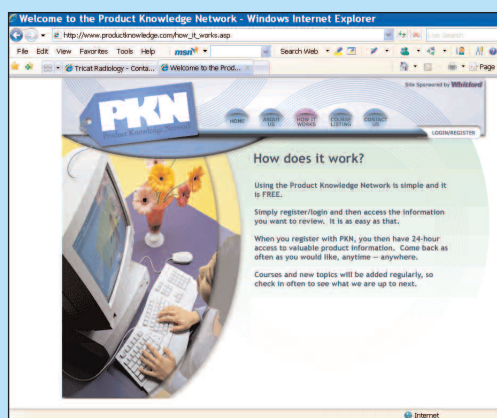
Two of the many services from the Retail Marketing Program (all are free)



Need quick answers on a new project?

Get coating recommendations for any product line quickly and easily using Whitford's on-line Nonstick Coatings Development Checklist. After submitting the form to us, we'll send you coating recommendations, including the exact product codes to ask for (which helps if you are pricing it out with more than one vendor). This can save you valuable time as well as money.

Visit www.whitfordww.com/retail/checklist



Want product knowledge at your fingertips?

Has the wrong information cost you time and money? Now you have access to all you need to know about non-stick coatings at the Product Knowledge Network. Whether you need to find out what application options you have, the latest update on PFOA, or want a new associate to get up to speed on this important topic, just access the product-specific information whenever you need it.

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