

# COATING WORLD<sup>®</sup>

SPECIAL REPORT ON NONSTICK COATINGS AND HOUSEWARES FOR RETAILERS

## Whitford Launches New QuanTanium:<sup>®</sup> The First Nonstick Reinforced With Titanium

New QuanTanium Takes Space-Age  
Metal Reinforcing Technology  
And Brings It Down To Earth For Cookware Marketers

Research and development are moving so quickly at Whitford these days that it is getting hard to keep up with the new coatings the manufacturer has launched.

Only a few years ago, Whitford launched Quantum, a patented process that created a nonstick coating system that was reinforced internally. At the time, CEO and President Dave Willis quipped, “It’s a quantum leap forward in resistance to wear — the single most common complaint of consumers who use nonstick cookware and bakeware”.

That was followed by the launch of Quantum2, a nonstick that is doubly reinforced internally for even greater resistance to the abuse pots and pans suffer in the average kitchen.

Now Whitford has announced new QuanTanium, the first nonstick reinforced internally with titanium.

### **Titanium: the magic metal**

Titanium was named after the mythological and powerful first sons of the earth: the Titans. Its unique combination of high strength and low density (low weight) offers exceptionally favorable strength-to-weight ratios, the principal reason it has found its way so quickly and successfully in the aerospace and other high-tech industries.



*This is the visual employed by Whitford in its advertising and promotional materials to help communicate the dramatic difference between new QuanTanium and other coatings and emphasize the fact that the coating is reinforced with titanium.*

Titanium is also finding thousands of applications in the chemical, industrial, marine, sporting goods and other industries. It is widely used for implants, surgical devices, pacemaker cases and other metal devices because it is the most bio-compatible of all metals — due to its total resistance to attack by body fluids.

Titanium is the lightest, toughest metal known to man — which makes it ideal for unusually demanding applications in many varied fields.

Whitford's new coating moves titanium from aerospace to the common kitchen, where the average pot and pan are subjected to considerable abuse.

## What about metal utensils?

Despite years of advertising messages and stickers on cookware displaying such warnings as, "Please use wooden or plastic utensils to help preserve the life of the nonstick coating", most cooks continue to use metal utensils from time to time.

That's precisely where new QuanTanium fits in. Metal utensils are not a problem with QuanTanium.

## Summary

New QuanTanium is a significant

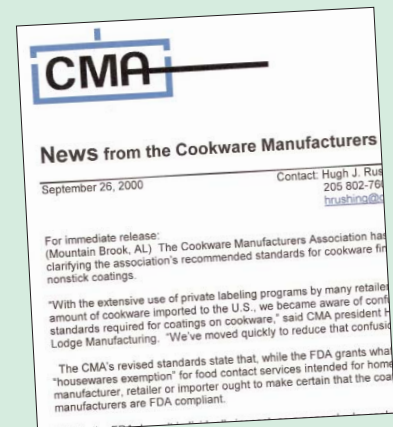
## Cookware Manufacturers Association Warns Retailers About Adulterated Nonstick Coatings

The CMA has adopted language clarifying recommended standards for nonstick coatings (something this publication has discussed in previous issues).

The CMA states, "While the FDA grants what is known as a 'housewares exemption' for food-contact services intended for home use, the prudent manufacturer, retailer or importer ought to make certain that the coatings used by manufacturers are FDA compliant.

"While the FDA doesn't individually inspect, as a general rule, cookware and bakeware finishes, they're vigilant and swift when it comes to adulterated products."

The CMA plans an extensive educational campaign to more than 2,800 retailers and buyers. For more information, check the CMA's website: [www.cookware.org](http://www.cookware.org).



A recent CMA letter warning members about adulterated coatings.

advancement in nonstick coating technology because:

- QuanTanium is the best of its kind: a multi-coat nonstick with a unique mix of titanium particles blended in for unusual resistance to all kinds of wear.
- QuanTanium's multi-layer internal reinforcement creates resistance to scratching, abrasion and wear that exceeds all other internally rein-

forced and conventional nonstick coatings on the market.

- QuanTanium is so resistant to damage because the titanium used is many times harder than the chrome and steel used in cooking utensils.
- QuanTanium's nonstick system has been designed to create maximum synergy with the titanium, resulting in maximum resistance to wear with unparalleled release.

## Frequently Asked Questions

**Question:** "What happens to a nonstick coating if I put a nonstick pan in the dishwasher?"

**Answer:** "If the nonstick is from a reputable manufacturer, nothing will happen. The coating resists most chemicals (or it would not work

well with acidic and alkaline foods). But watch out for wooden handles, which are easily damaged, and beware of anodized aluminum exteriors, which can mar and pit in the presence of dishwashing chemicals."

Send questions with your name, address (or email) to: Fran Attilio, Whitford Corp., Box 2347, West Chester, PA 19380-0110, or email: [fattilio@whitfordww.com](mailto:fattilio@whitfordww.com).

## Coming in future issues:

- How to take advantage of training seminars on cookware and nonstick coatings (they're free).
- Aluminum and Alzheimer's: Debunking a myth that has damaged the cookware industry.

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