

# COATING WORLD<sup>®</sup>

SPECIAL REPORT ON NONSTICK COATINGS AND HOUSEWARES FOR RETAILERS

## Now: You Can Design A Nonstick Coating System To Fit Your Specific Needs

Thinking Of Private-Label Housewares?  
"Custom-Tailored" Offers Many Advantages Over "Off-The-Shelf"  
— Especially When The Price Is Actually Lower

Two of the difficulties frequently encountered with the development of private-label programs are (1) a lack of control over the elements that go into it and (2) the competition private-label programs face from branded programs, with all the advertising and marketing programs absorbed by the stores and reducing margins.

Now there is a resource that not only offers you support from the initial concept to the final sale, but also maximizes your control when it comes to housewares that use nonstick coatings (interior, exterior or decorative).

That resource is Whitford Worldwide.

### Solving problems, not selling coatings

Whitford Worldwide was founded in 1969 against a formidable competitor (who invented the "Teflon" category in 1938 and developed the first nonstick coatings in the early 1960s).

The only way Whitford could compete was to offer something the competition did not: customized service. From the very beginning, Whitford defined its business as *solving problems for its customers*. Fluoropolymer (nonstick) coatings were simply the means by which the problems were solved.

This led to Whitford's development of tailor-made coatings for many customers, so many different ones that

Whitford soon earned the title, "Makers of the largest, most complete line of fluoropolymer coatings in the world".

Recently, Whitford created the Retail Marketing Division, so that we can customize support as well as the coatings for all retailers. The Division exists to help retailers solve the problems they face in every stage of private-label development.

### What would work best for you?

Whether you already have a private-label program or are thinking of one, Whitford can help.

Whitford products provide the unique combination of unsurpassed quality, performance and value, and our Retail Division provides the equivalent level of support. When you work with Whitford, you have access to us in the USA as well as overseas. Our worldwide network of offices enables us to address your needs from development to delivery, 24 hours a day.

The US office offers technical data, free quality testing (see the "QCP" below), international regulatory information (FDA, NSF, BgVV, JHOSPA, etc). It can offer sourcing suggestions, and even help devise a marketing program to support your lines once they reach the selling floor.

Whitford invites customers to visit any of our offices, including our US headquarters, where you can see everything from how a particular application



*Whitford worked with Cuisinart in 5 areas on this line of cookware for Spiegel: product development, manufacturing, quality control, branding, and sales.*

or test is performed to taking a full-blown training program on nonstick coatings.

Our offices overseas (Europe, Asia, Australia, Latin America) can work with any overseas agent and/or factory to ensure that the correct products are used and are applied correctly. They can fix production problems, address technical questions and assist in setting up new applications — which can save valuable development time.

If you're thinking of launching a private-label set of cookware, for example, and want a nonstick coating that performs a certain way at a certain

price, or has a different color, or eye-catching sparkle, you can specify what you want and we'll do our best to match it precisely (or we'll develop a special formula to do just that).

The level of support and amount of your involvement is up to you. The point is that we are more than just a coating supplier. What we can offer in terms of information and resources is unlimited.

Best of all, it's all *free*.

### **Quality control before your product hits the shelves**

As mentioned, Whitford offers another source of help: the Quality Cooperative Program ("QCP"). This is designed to prevent problems with the nonstick coatings you specify before the products are shipped to you.

Whitford launched the QCP several years ago for manufacturers, who must conform to rigid specifications in the application of our coatings. (Note: Only members may use the Whitford trademarks.) We've recently expanded the program to include retailers.

Retailers who join may send samples of their cookware, bakeware and small appliances to our R&D laboratory, where the nonstick coatings will be subjected to a series of demanding tests to make sure that the quality you

specified is the quality you get.

We supply complete test reports to you, along with suggested steps on how to correct any problems that may be detected. Whitford will even help you work with the manufacturer to resolve any quality issues.

In housewares development, time is of the essence, and the QCP can help prevent quality problems that cause costly delays.

Best of all, the QCP is absolutely free. For more information on this program, see CoatingWorld III or contact us directly (address below).

### **Which is more important: your brand name — or ours?**

Whitford offers customized service in branding, too. Whitford has many trademarks for our various coatings, including Xylan®, Quantum2™, QuanTanium®, and Excalibur®. We offer use of these trademarks to our QCP customers who meet our quality standards free of charge. In fact, we print the labels for these trademarks and even offer them free of charge.

But: we don't insist that our customers use them. We recognize that some marketers would prefer to emphasize the brand name of their housewares without having to com-

pete with someone else's brand name of nonstick. Others prefer to create their own brand of nonstick with a proprietary name.

That, we believe, is your decision, and we leave it up to you. So you are in control, able to make the choices that best fit your marketing objectives.

### **There's nothing to lose**

Even if you're not involved in private labeling, Whitford is still here to help — with answers to customer questions/returns, with training materials for sales associates, information on use and care, etc. To summarize:

1. Do you have a private-label program that could use a margin improvement?
2. Are you developing new products with specific pricing and product objectives?
3. Are you looking for products that give a technological edge or that differentiate your products from your competitors'?
4. Do you need some marketing support for any housewares item that uses a nonstick?

Any one of these is a good reason to contact Whitford and see what we can do to help. Remember: We're in the business of *solving problems for our customers*.

## **Frequently Asked Questions**

**Question:** "Do I have to season nonstick cookware? If so, how often?"

**Answer:** "Yes, and it depends. You should always season new nonstick cookware before you use it.

*"To season it for the first time, lightly rub cooking oil onto the nonstick surface, then heat the cookware over medium heat for two or three minutes. When the pot or pan cools, sponge it gently with a mild deter-*

*gent in warm water and rinse clean. It's ready to go.*

*"How frequently you season it really depends on whether you put your nonstick cookware in the dishwasher, where prolonged exposure to harsh cleaning agents removes any seasoning already done.*

*"If you don't put it into the dishwasher, you don't have to re-season. But, if you do, follow the same instructions given for the first seasoning of the cookware."*

Send questions with your name, address to: Fran Attilio, Whitford Corp., Box 2347, West Chester, PA 19380-0110, call (718) 967-7967 or email: [fattilio@whitfordww.com](mailto:fattilio@whitfordww.com).

### ***Coming in future issues:***

- **What's wrong with saying "the FDA approves nonstick coatings"?**
- **Alzheimers and aluminum: the true story.**

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