



Whitford offers "Vintage Kitchen", new cookware and bakeware colours for 2016

Frankfurt, Germany, 12 February 2016. Colours and textures have become increasingly popular in the cookware industry as smart marketers look for eye-catching ways to stand out at point-of-sale.

Now Whitford, manufacturer of the world's largest, most complete line of nonstick and decorative coatings, offers a new guide (for the third consecutive year running) showcasing the special colors it has developed for 2016, which it calls "Vintage Kitchen" after the homey place where Grandmother crafted the "made with love" meals we remember fondly.

There are twelve colours, ranging from "Dusty Rose" to "Hearthstone". They come in three types of coatings: PTFE nonstick interiors, sol-gel ceramic interiors, and decorative exteriors.

In addition, Whitford has developed 12 nonstick interior spatter colours, from Milky Sapphire" to "Midnight Sky".

The Guide also provides useful information about colour in general, explaining why, for example, the same colour appears slightly differently when produced in the three different coating systems.

It provides additional useful information on the factors that affect colour, from the pigments selected and the temperature in the oven in which the coating is cured to the type of light in which the final colour is viewed.

If you'd like a copy of Whitford's 2016 Guide to Colour, contact Whitford at sales@whitfordww.com. Or you can see these new colours — and get a copy of the Guide — at Whitford's booth at Ambiente, 12 to 16 February, Hall 3.0, Stand E40. You can also visit Whitford in its private meeting rooms, Effect and Exposé, Hall 3, Level C, Eastern side.

Whitford

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