



## Whitford offers new range of cookware and bakeware colors for 2017

Chicago, Illinois, March 2017. New colors and textures continue their popularity in the cookware/bakeware industry as smart marketers look for ways to differentiate their products.

Now Whitford, manufacturer of the world's largest, most complete line of nonstick and decorative coatings, offers a new and expanded range of selections for the competitive 2017 season.

There are twelve new colors, ranging from "Moon Rock" to "Etruscan Red". They come in three types of coatings: PTFE nonstick interiors, sol-gel ceramic interiors, and decorative exteriors.

In addition, Whitford has developed four colours inspired by the wildly popular iPhone® range: Champagne Gold, Silver, Earl Grey and Rose Gold.

If you'd like to see Whitford's new offerings, please contact Whitford at [sales@whitfordww.com](mailto:sales@whitfordww.com). Or you can see these new colors at Whitford's booth at the IHA, 18 - 21 March, South Hall, Booth #S3125; also in the S403A and B meeting rooms.



Whitford's iPhone colors bring a new, refreshing modernity to bakeware.

**Whitford**

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