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Whitford's new app for its mobile website

Whitford launches new app that brings you detailed information on nonstick coatings any time, anywhere

April 2012, Elverson, PA. Whitford, makers of the world's largest, most complete line of fluoropolymer coatings, is now offering an app for those who design, develop, source and buy products that use nonstick coatings. The App is available in iTunes, Google Play and the Android market, and can be downloaded to any smart phone or tablet.

The App takes you directly to Whitford's new mobile site which features its Housewares Coating Guide. Coaters, retailers and consumers alike can access information by category, by brand, and by application, as well as view useful material such as application checklists, regulatory guidelines, and the opportunity to explore Whitford's Test Methods and Quality Cooperative Program (or QCP).

Also available on the app is access to Whitford's Product Knowledge Network (PKN). The PKN is dedicated to easy-to-read, straightforward product information; everything anyone needs to know about nonstick-coated housewares products, as well as how to avoid common and often costly mistakes. Through the PKN section of the app you can view details on substrates, handles and fittings, heat sources, application methods, and much more.

For more information, please contact Whitford at the address below, visit whitfordww.com, or download the app today by using the QR codes.

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