



## **Whitford's Eterna<sup>®</sup>, the world's long-lasting nonstick, now comes in exciting new colors**

*February 2012, Elverson, PA.* Eterna, recently launched with revolutionary (and patented) technology that provides better release and, more important, longer-lasting release than any other nonstick coating Whitford has tested, has taken another step forward.

Now Eterna comes in a wide range of colors, eight of which are shown above. These add a new dimension to the possibilities of offering cookware with a dramatic difference at point-of-sale, as well as cookware that comes with better release and longer-lasting release than competitive products.

The colors shown (from upper left on a clockwise basis) are: Clover Green, Golden Bronze, Starry Night, Chocolate Bronze, Blue Moon, Copper Bronze, Malbec Red and (center) Raspberry Red. Not shown: Fool's Gold.

The Eterna technology also provides increased resistance to staining, as well as an extra-smooth surface, which means greater shine.

In addition, Whitford's attractive new colors for Eterna can be made without PFOA.

The patented technology discovered in the development of the Eterna nonstick system led to what has been one of the most successful product launches in Whitford's history. Launched just two years ago, Eterna has been specified by almost 100 of the world's leading cookware manufacturers and marketers, and continues to be one of the top choices for high-end cookware.

New formulations have led to the development of the Eterna technology in nonstick coatings for use on bakeware products.

For more information, please contact Whitford at the address below. And visit Whitford at [whitfordww.com](http://whitfordww.com).

© Whitford 2011