



Fusion[®], Whitford's sol-gel nonstick coating, now improved in three important ways

February 2012, Elverson, PA. Whitford launched Fusion in 2011. Fusion is a coating system based on sol-gel technology, a hybrid of organic and inorganic chemistry common to ceramic engineering.

Fusion has important advantages over other sol-gel so-called ceramic nonsticks, such as a simpler, more user-friendly chemistry that simplifies application (most sol-gels involve complicated chemistry). Plus Fusion is the only sol-gel nonstick with a legal letter verifying that it is compliant with the EU and US FDA for food contact. And, of course, Fusion is made entirely without PFOA and PTFE.

Since then, Whitford research and development chemists have been working to improve the original version, and have now done so in three important ways:

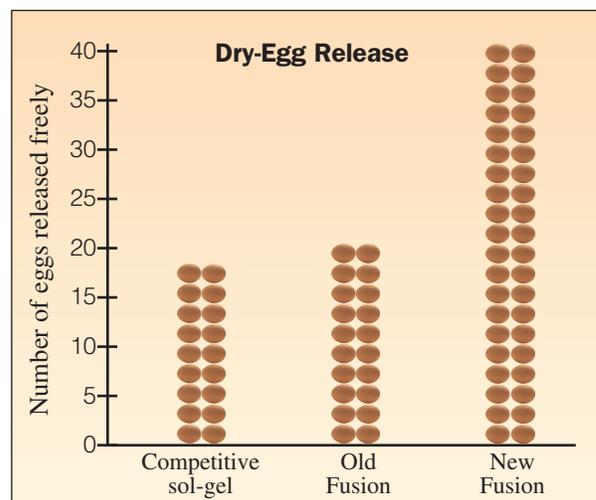
1. Better release: Sol-gel nonsticks by definition of their unique chemistry have never had the release of today's PTFE-based nonsticks (PTFE has the lowest coefficient of friction of any known solid), but Fusion is getting close. The chart to the right shows how new Fusion compares to old Fusion and a typical leading sol-gel nonstick sold at retail.

New Fusion has significantly better release than all other sol-gel nonsticks we've tested.

2. Better stain resistance: Sol-gel coatings as a category tend to have good stain resistance. But new technology has taken Fusion's ability to resist staining of all kinds even further.

Recent tests using tomato sauce, boiled down in a Fusion pan for 15 minutes, show how resistant Fusion is to this substance notorious for its staining. After a simple rinse and a gentle wipe with a sponge, Fusion showed no staining whatsoever.

3. Improved gloss: Fusion's improved technology enables an extra-dense surface that offers



several benefits. One, of course, is the improved stain resistance mentioned. Another is a surface so compact, so devoid of surface irregularities, that it gives a remarkably high gloss — higher than all other sol-gel nonsticks tested. This means that any pots or pans coated with Fusion have much more eye-catching shine at point of sale.

The chart to the right shows how new Fusion compares with three other sol-gel non-stick coatings, including the current leading brand.

For more detailed information on new Fusion, contact Whitford: Telephone: 610-286-3500. Or email: sales@whitfordww.com. Or fax: 610-286-3510. Or visit the website: whitfordww.com.

