



*Vibrant new colours and patterns for nonstick interiors.*



*Eye-catching new colours and patterns for decorative exteriors.*

## **Whitford unveils new colours and patterns at Ambiente, all inspired by nature**

*February 2015, Frankfurt, Germany.* Whitford, makers of the world's largest, most complete line of fluoropolymer coatings, is introducing a series of new colours and spatter patterns across its wide range of nonstick interior and decorative exterior coatings.

Given the increasing emphasis on the decorative aspects of cookware, bakeware and small appliances, Whitford has been at the forefront of such development for the past few years. For 2015, the primary focus of the new collection is the world of nature around us.

Whitford is showing colours and spatter patterns that include "Sun-Washed Sand", "Dark Serpentine", "Marine Blue" and "Cherry Wood". All are on display at the Ambiente Show in Frankfurt at Whitford's booth, #E40A, Hall #3.0, as well as in Whitford's meeting rooms, Effekt and Exposé, Level 3C, Eastern side.

If you miss us at Ambiente, and want more information, contact your Whitford representative or Whitford directly at [salesuk@whitfordww.com](mailto:salesuk@whitfordww.com) or visit the website: [whitfordww.com](http://whitfordww.com).