



New website provides all one needs to know about nonstick coatings for housewares

May 2012, Elverson, PA. Whitford, makers of the world's largest, most complete line of nonstick coatings, recently revised their Product Knowledge Network (PKN) website, which was originally launched in 2006.

The PKN was — and is — dedicated to easy-to-read, straightforward product information, everything anyone needs to know about nonstick coatings for housewares products such as cookware, bakeware and small appliances. This makes it easier to develop, buy and source the right coating at the right price.

Whitford's new site maintains the same standards as before — no advertisements, no gimmicks, no hidden pop ups — just pure information. The new home page makes it easier to find everything. With information grouped into three simple categories: Coating Information, Product Knowledge, and Everything Else, searching is faster and easier.

Topics covered on the Product Knowledge Network include:

- What is a fluoropolymer?
- What is a nonstick coating?
- What is PFOA and what should you know about it?
- Application methods
- Food-contact regulatory guidelines.

And now, the PKN includes information on important product development topics such as:

- Substrates
- Handles and fittings
- Heat sources
- And much more.

To learn more, visit productknowledge.com. To learn more about Whitford, visit whitfordww.com. Or scan the QR code to go directly to the Product Knowledge Network.

