



Mike Pinter, Whitford's new Business Manager for Flexible Finishes in North America.

Whitford adds expert in flexible finishes to its automotive coatings division

20 July 2011, Elverson, PA. Whitford, makers of the world's largest, most complete line of fluoropolymer coatings, has added significant depth to its flexible finishes division with the hiring of Mike Pinter.

Mike comes to Whitford with more than ten years experience in the development, formulation, validation testing, production and sales of coatings specifically designed for use on such flexible substrates as weatherstripping.

He has been granted one patent in the technology and has three more pending.

Mike graduated with a Bachelor of Science in Polymers and Coatings Technology from Eastern Michigan University, following which he added a Master of Business Administration from Wayne State University.

He spent many years at Cooper Standard, managing engineers, chemists and technicians on a wide variety of projects, all dedicated to issues related to flexible finishes: weatherstrip "itch and squeak", weathering, freeze-release, abrasion resistance and others.

Whitford coatings are already used on over 100 car models in 20 countries. Says Mike Pinter: "Whitford's size, scope and penetration of this important market offer me a unique opportunity to apply my technical and business knowledge to the most ambitious and fastest-growing player in the industry".

For more information, please contact Whitford at the address below. And visit Whitford at whitfordww.com.