



11 key facts about new Eterna®

A unique nonstick that breaks the rules: now 1+1=3!

Eterna is unique technology in fluoropolymer composites that creates significant improvements in release properties greater than any individual fluoropolymer. In simple terms, 1 + 1 = 3!

- 1. It's the world's longest-lasting nonstick — ever.** In the Dry-Egg test, Eterna's nonstick/release lasted 26 times longer than a leading brand, and 10 times longer than the premium nonstick tested. Also is a clear winner in the Tiger Paw and LGA Shaker tests.
- 2. Has extremely high gloss** to attract consumer's eye at point-of-sale.
- 3. Offers film thicknesses of 1.2-1.6 mils (30-40 microns)** for extra wear resistance if customer prefers.
- 4. Comes in two-coat system for reduced inventory, easier application.**
- 5. Uses conventional cure equipment** (no change in oven).
- 6. Requires no special equipment** (easy to handle with existing spray line).
- 7. Is user-friendly** throughout entire application process.
- 8. Uses standard surface preparation** (surfaces must be clean; aluminum surfaces can be blasted or etched chemically; stainless steel must be blasted).
- 9. Works perfectly on stainless steel and aluminum** (pressed, cast or hard-anodized).
- 10. Is dishwasher-safe.**
- 11. Safe for use with metal utensils.**

To get the most out of new Eterna, be sure to consult Whitford for optimal processing details.

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Users' reactions to Eterna® so far...

1. "The first coating in the history of the test to receive a perfect score in all categories: cleanability, resistance to blistering, durability, and release."

Appliance manufacturer.

2. "My wife loves it, and it definitely works in the dishwasher."

Retail product manufacturer.

3. "Wanting to make the test more severe, I put the burner on high then cracked four eggs into the Eterna pan you gave me, and all released perfectly. This is the first time I've had a nonstick do that."

Cookware manufacturer.

4. "It's the best two coat I've ever tested."

Cookware manufacturer.

5. "We have been testing the pan here that you supplied and so far it's been great. Same nonstick, same polish, as the first time used."

Housewares manufacturer

6. "With this nonstick, there's no reason to use oil or butter unless you want to add flavor. It's great."

Cookware marketer

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