Whitford’s special nonstick reinforced with titanium to stand up to almost anything
Titanium was named after the mythological, powerful first sons of the Earth: the Titans. Its remarkable combination of high strength and low density offers exceptionally favorable strength-to-weight ratios, which is the principal reason it found its way so quickly and successfully into high-tech industries such as aerospace.

Titanium is the lightest, toughest metal known to man — which makes it ideal for unusually demanding applications in many varied fields. So Whitford moved titanium from aerospace to the common kitchen under the expanding range of coatings from Whitford. Key points about this unique QuanTanium nonstick and titanium:

- QuanTanium is the best of its kind: a multicoat nonstick with a unique mix of titanium particles blended in for unusual durability.
- QuanTanium’s multi-layer internal reinforcement of titanium creates resistance to scratching, abrasion and wear that exceeds many internally reinforced and all conventional nonstick coatings on the market.

- QuanTanium is so resistant to damage because the titanium used is many times harder than the chrome and steel used in cooking utensils.
- Titanium is used in a variety of the most demanding applications, ranging from professional golf club shafts to critical components of the Space Shuttle.
- QuanTanium’s nonstick system has been designed to create maximum synergy with the titanium, resulting in maximum resistance to wear with unparalleled release.
- With QuanTanium, consumers can now enjoy the benefits of a first-class nonstick knowing it will stand up to almost anything.

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