DuPont™ TEFLON® Nonstick Coatings

2012 Brand News & Information

TEFLON® is a registered trademark of E. I. du Pont de Nemours and Company.
On April 1 of this year, DuPont launched a national initiative to educate consumers about how cooking with pans coated with TEFLON® nonstick coating systems empowers cooks everywhere to prepare healthy, tasty, creative, convenient and affordable meals. We want to share our information and materials with you, as well as connect on how we can provide you with opportunities to leverage our programming and engage your consumers.

The foundation for our consumer outreach is research chronicling consumers’ evolving cooking, eating and food purchasing behaviors. Over the past year, nutritional guidelines, national demographics and economic conditions have all changed quite dramatically, so we set out to understand the impact last year’s trends had on behaviors in the kitchen. Are people cooking more often, or are they in the kitchen less than a year ago? Are we eating healthier or shopping for food differently? How aware are consumers about what to eat and how to cook it?

Through the Be Cook Aware Omnibus research survey, DuPont learned that consumers are cooking smarter and healthier and actually having more fun in the process. The full results, which you will find on later pages, were revealed at the International Association of Culinary Professionals Culinary Expo in New York City. At the event, DuPont hosted a roundtable discussion featuring six nationally known experts - dietitians, nutritionists, chefs and food scientists - to discuss the survey findings and engage influential culinary professionals, consumers and the media.

Videos, photos and press materials can be found at here. During this event, we also took the opportunity to distribute a fact sheet about the benefits of TEFLON® brand nonstick coatings, as well as debunk common myths surrounding nonstick cookware. This fact sheet also is included in later pages and available for your use.

Please review and share the information developed as a result of our event and other outreach activities. In addition in the coming weeks, we will be contacting you to walk through our upcoming plans and determine how our initiative can be of use in your own marketing programs.

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The DuPont™ TEFLON® Brand Team
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What is DuPont™ TEFLON®?

Think of DuPont™ TEFLON® nonstick coatings as an ingredient in the cookware you purchase. The TEFLON® brand is not a chemical, nor the brand of pan you buy, but rather the brand describes the nonstick coating on the inside – and sometimes the outside – of a manufacturer’s pot, pan or small appliance to ensure the easy release of food.

The TEFLON® brand does not represent all nonstick coatings. The brandmark is owned by DuPont for its brand of fluoropolymers. Many well-known manufacturers employ TEFLON® nonstick coatings on their pots and pans, and may find the TEFLON® brand logo on packaging in retail stores. You can visit www.teflon.com to find a list of manufacturers and retailers who carry cookware with TEFLON® nonstick coatings.

Nonstick cookware is the type of cookware used most frequently in 66 percent of US households. And, since DuPont holds the majority of patents granted in nonstick technology, we’re proud to say we’re the undisputed leader in research and development, quality assurance, durability and nonstick performance.

TEFLON® nonstick coatings are highly durable and long-lasting. DuPont has a broad portfolio of TEFLON® nonstick coatings to meet a variety of cooking needs. All nonstick coating systems are quality tested to live up to the TEFLON® brand promise: easier cooking and cleanup, time after time.

For more information, visit www.teflon.com.
What is the DuPont™ TEFLON® Brand “Be Cook Aware” Program?

Societal and economic shifts such as the fluctuating economy, combined with evolving national demographics and the introduction of new nutritional guidelines, have heightened people’s awareness of the need to evolve their eating and cooking behavior.

As a result, consumers are living smarter and healthier, and having more fun in the process – in short, what it means to “Be Cook Aware.”

DuPont is looking at the factors impacting decision making and using its experience to help empower cooks to bring out the best in themselves and their cooking.
DuPont™ TEFLON® Brand Omnibus Research Key Findings

DuPont is helping to define awareness in the kitchen as more than someone’s prowess in the kitchen. Science and common sense tells us that cooking and healthy eating go hand in hand and can save money, regardless of cooking skills and life demands. It embodies the joys of good food, prepared and consumed with pleasure, in the company of family and friends.

These truths were realized by the “Be Cook Aware” Omnibus Survey that asked a national sample of 1,000 American adults about their cooking habits, including their opinions on the nonstick cookware category.

Among the key takeaways:

- Over a third (37%) of consumers reporting that they are cooking more often.

- Price remains a factor for the majority (78%) of consumers when make food purchasing decisions, followed by ingredients (48%) and nutritional information (46%).

- When it comes to food choices, fresh ingredients (52%) are at the top of the list of what’s important to consumers, followed by foods with less fat (49%), less sugar (44%), less salt (44%) and more nutrients (41%).

- Consumers are also using recipes to help with their cooking (including online recipes, cookbooks, recipes from family and friends, and cooking shows).

- The majority of consumers agree that using nonstick cookware is an easier way to cook (90%), and they are aware there are different types of nonstick cookware (80%).

- In fact, two-thirds of consumers (66%) use nonstick pots and pans the most when cooking at home.
However, many consumers do not know which type of cookware is the healthiest way to cook: nearly a third (32%) admit they don’t know which type of cookware is the healthiest way to cook and only one in five (18%) believe nonstick is the healthiest way to cook.

Still, consumers agree that the best quality nonstick coating carries the TEFLON® brand (71%), and they believe TEFLON® brand nonstick coatings are the best available in market (65%).
Frequently Asked Questions

We’re accustomed to receiving questions about the TEFLON® brand. Many of these questions focus on the superiority and performance of TEFLON® nonstick coatings, and we’re more than happy to let consumers know that all of our nonstick coatings products are quality tested to live up to the TEFLON® brand promise: easier cooking and cleanup, time after time.

But not all questions are directed at DuPont. You likely receive many of the same questions – even some that we don’t – and finding the correct answer can be a challenge. To that end, DuPont is sharing our answers to help you respond.

Additionally, many of the answers we’ve included can be found on our website here and here. Feel free to link to those answers on your own sites or use our language below when responding.

Please contact your DuPont representative if you have questions.

- **What is DuPont™ TEFLON®?**
  Think of DuPont™ TEFLON® nonstick coatings as an ingredient in the cookware you purchase. The TEFLON® brand is not a chemical, nor the brand of cookware you buy. Rather, the TEFLON® brand describes the coating on the inside – and sometimes the outside – of a cookware manufacturer’s pot, pan or small electric appliance, to ensure easy release of food.

- **Are all nonstick coatings the same?**
  No. When it comes to long lasting performance, TEFLON® nonstick coatings outperform competitors, including “ceramics” or so-called “green pans”.
Are TEFLON® nonstick coatings safe?
TEFLON® nonstick coatings are safe for their intended use.

Over fifty years of consumer use, along with laboratory testing and published peer-reviewed research, has affirmed that TEFLON® nonstick coatings are safe for both consumer and commercial use at normal cooking temperatures. DuPont™ TEFLON® nonstick coatings meet regulatory safety guidelines of the US Food and Drug Administration.

Are ceramic coatings, or so-called “green pans”, safer or better than TEFLON® brand nonstick?
TEFLON® nonstick coatings outperform “so-called” green or ceramic coatings and are safe for their intended use.

Despite marketing claims, in repeated laboratory and industrial cooking tests, TEFLON® nonstick coatings outperformed ceramic-coated or “green” pans, and TEFLON® nonstick coatings lasted seven times longer than ceramic coated pans, meaning fewer replacement pans and less waste.

Isn’t “Teflon” the same thing as PFOA?
TEFLON® nonstick coatings and PFOA are two very different things.

TEFLON® is a brand. In fact, it is the leading brand of nonstick coatings and a registered trademark of DuPont. What’s more TEFLON® nonstick coatings for cookware and bakeware are made without PFOA.

Do nonstick coatings wear off easily?
DuPont™ TEFLON® brand nonstick coatings do not wear off or flake easily.

DuPont™ TEFLON® brand nonstick coatings are engineered to resist chipping, peeling, flaking, and other kinds of abrasions. Advanced technologies are employed to provide superior adhesion and outstanding scratch resistance, without compromising the coating’s nonstick quality. Some cookware manufacturers guarantee the nonstick coating for the life of the pan.
Can I use metal utensils on nonstick coatings?
You can use metal utensils on TEFLON® nonstick coatings.

Advancements in technology make it possible to use metal utensils on many nonstick-coated products. Top-of-the-line coatings like TEFLON® Platinum and TEFLON® Platinum Plus will stand up to almost anything. Yet, even though you can use metal utensils to stir, flip or turn your food while cooking, even the best nonstick coatings are not indestructible. Rough treatment, such as cutting food with a sharp knife in the pan is discouraged.

But if a nonstick surface is scratched, shouldn’t it be thrown away?
You do not need to throw away a nonstick pan just because it has a scratch.

While a scratch may alter its appearance, it will have little impact on a nonstick-coated product’s performance.

Can high heat damage the pan's nonstick finish?
You can heat a nonstick pan up to 500°F!

While low to medium-high heat is recommended for cookware with nonstick surfaces, when you need to cook with temperatures up to 500°F, you can do so safely and without damaging the finish. The temperature of 500°F is well above the temperature required to bake, boil or fry food on your stovetop. For context, butter in your fry pan will burn at 400°F.

But won’t overheating a pan coated with TEFLON® nonstick coatings create toxic fumes?
No matter what you put on the stovetop, be mindful not to let it overheat.

Anyone who’s been in the kitchen knows that when you let something overheat, it can burn or smoke. DuPont nonstick coatings will not begin to break down unless stovetop temperatures exceed 660°F, which far exceeds everyday cooking temperatures. For reference, butter and cooking oils will begin to smoke at 400°F, producing fumes that can irritate eyes, nose, and throat and possibly cause respiratory distress.
- **Will I get sick if I accidentally eat a piece of nonstick coating?**
  You won’t get sick because you accidentally ate a piece of nonstick coating.

  DuPont™ TEFLON® nonstick coatings are inert, non-toxic, and comply with the standards set by regulatory bodies around the world, including the U.S. FDA.

- **Nonstick pans are not for serious cooks or chefs.**
  Nonstick pans have been used by professional chefs around the world for 50 years.

  Major advancements in technology have elevated nonstick to the performance caliber required by serious cooks and professional chefs. For example, you can deglaze, brown and easily sear food in a nonstick pan. And, you’ll find DuPont nonstick on professional-quality pans, including stainless steel and hard-anodized aluminum. Premium nonstick coatings such as TEFLON® Platinum Plus are tailored specifically for the cookware they have been applied to and are durable enough to withstand intense use.

- **Should I use oil and butter when using nonstick coatings to make food taste good?**
  You can limit the use of oil and butter in a nonstick pot or pan. Because food releases so easily when you use cookware with TEFLON® nonstick coatings, you don’t need to use oil or fat unless you want to. When baking, a light greasing of the pan will achieve the best results for more delicate creations.

- **There are too many do's and don'ts with nonstick pans.**
  Nonstick cookware coatings are easy to cook with and save time in the kitchen.

  Millions of cooks around the world use nonstick coated cookware because it is specifically designed to save time and trouble in the kitchen. Cooking and cleanup is much easier with DuPont™ TEFLON® nonstick coatings.
Helpful Links
Your first stop for information about the TEFLON® brand should always be www.teflon.com. But sometimes more specific information is needed and navigating through the main site can take more time than you have. Here, then, are direct links to some helpful and important information.

Brand specific links:
- Why TEFLON® Nonstick Coatings
- How Nonstick Coatings Work
- Myths About Nonstick Coatings
- About the “Be Cook Aware” Program
- Cooking & Care Q&As
- Cooking Glossary

Third-party resources:
- American Heart Association
- Department for Environment, Food and Rural Affairs (UK)
- European Food Safety Authority
- Fine Cooking
- National Stroke Association
- SPI: the Plastics Trade Association of America
- U.S. Environmental Protection Agency
- U.S. Food and Drug Administration
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