“Teflon™ Reimagined”: experience meets start-up

The Chemours Company presents a fresh and upgraded Teflon™ portfolio at Ambiente 2018

Geneva, Switzerland, 09 February, 2018 – The Chemours Company (Chemours) (NYSE: CC), a global chemistry company with leading market positions in titanium technologies, fluoroproducts and chemical solutions, celebrates the 80th anniversary of the discovery of PTFE with the launch of a renewed range of Teflon™ branded nonstick coatings for cookware and bakeware. At Ambiente 2018, Chemours showcases what happens when you combine 80 years of experience with the buzzing spirit of a start-up. Chemours presents solutions that are designed to meet people’s relentless desire for new and exciting innovations. Chemours’ philosophy is based on three pillars: Evolution, Selection, and Innovation.

The evolution of Teflon™ Classic

Teflon™ Classic is a proven 2-layer spray coating designed for occasional cooks who value convenience. The Classic range has now undergone an evolutionary makeover to offer significantly better abrasion resistance and ease of use. Two different film thicknesses allow the coating to be fine-tuned to the needs of different entry-level user groups. As of March 2018, the new Teflon™ Classic will be delivered from the Chemours factories.

Only the best makes the cut for Teflon™ bakeware coatings

In line with the upgrading trend for bakeware, Chemours’ technical experts have selected three premium coating types to complement a range that offers home and professional bakers more choices than ever.

- Teflon™ Select as a multi-layer roller coat
- Teflon™ Platinum as reinforced 2-layer spray-on system
- Teflon™ Platinum Plus as the first 3-layer bakeware spray coating with ceramic multi-layer re-enforcements

The cost-efficient and popular coil application will continue to be available for all three quality levels: good-better-best.

Successful commercialization of the Teflon™ Profile innovation

Introduced a year ago, Teflon™ Profile was successfully tried and tested at various manufacturers. Its superior quality convinced renowned cookware brands to specify the technology for the 2017 Christmas season. First turnover figures show that customers just love the unique look and scratch resistance of Teflon™ Profile. The coating stands out for its unique Skin Technology (patent pending), which uses silicon carbide (SiC) formations to achieve a diamond-like hardness.

Commenting the Teflon™ offering at Ambiente 2018, Wilbert Broeksmit, Global Marketing Manager Teflon™ Branded Coatings proudly said: “Our customers have noticed that Chemours is looking at nonstick coatings in a new and refreshing way. Our renewed range meets the desire for innovative solutions, it satisfies the appetite for “value for money” cookware, and it responds to the upgrading trend in the bakeware markets. We are delighted that our customers recognize that ‘Teflon™ Reimagined’ contributes to the success of their businesses.”
About The Chemours Company

The Chemours Company (NYSE: CC) helps create a colorful, capable and cleaner world through the power of chemistry. Chemours is a global leader in titanium technologies, fluoroproducts and chemical solutions, providing its customers with solutions in a wide range of industries with market-defining products, application expertise and chemistry-based innovations. Chemours ingredients are found in plastics and coatings, refrigeration and air conditioning, mining and oil refining operations and general industrial manufacturing. Our flagship products include prominent brands such as Teflon™, Ti-Pure™, Krytox™, Viton™, Opteon™, Freon™, and Nafion™. Chemours has approximately 8,000 employees across 35 manufacturing sites serving more than 5,000 customers in North America, Latin America, Asia-Pacific and Europe. Chemours is headquartered in Wilmington, Delaware and is listed on the NYSE under the symbol CC. For more information please visit chemours.com or follow Chemours on Twitter at @chemours.

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The **Teflon™ Classic** range has undergone an evolutionary makeover to offer significantly better abrasion resistance and ease of use. © Chemours Teflon™

**Teflon™ Classic** is a proven nonstick coating system designed for occasional cooks. The relaunched Classic range comes with a choice of two application methods: roller and spray coating – the new ceramic reinforced for spray offers two performance levels. © Chemours Teflon™

Three premium **Teflon™** coating types complement the range for the bakeware segment. They offer home and professional bakers more choices than ever. © Chemours Teflon™

The trend towards upgrading has reached the bakeware segment. Always in sync with emerging trends, **Teflon™** now offers premium nonstick coatings for all popular bakeware substrates. © Chemours Teflon™

**Teflon™ Profile** is a class of its own: diamond-like Silicon carbide (SiC) particles give the new nonstick coating its unique look and extreme scratch resistance. © Chemours Teflon™

**Teflon™ Profile – feel the difference.** The innovative nonstick coating with its textured surface allow the use of metal utensils. Looks good longer! © Chemours Teflon™