

# HOMEWORLD®

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ICD Publications

## A Break In The Clouds

*Two Years After HomeWorld's  
Recessionary Warning,  
Is The End Of The Storm  
In Sight For Housewares?*

*Exclusive report begins on page 9*



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*According to GMM, the company's research chemists were able to utilize nanotechnology to increase the way the three layers of a coating bond with each other, forming a hard chemical bond. The company said the coating can be used on a variety of cooking products as well as on phenolic handles.*

## GMM Development Limited Releases Duramax Non-Stick Coating

**BY LORI SCHNEIDER**  
SENIOR ASSOCIATE EDITOR

CHICAGO— In 2008, Ravin Gandhi and Kanti Gandhi, former owners of Coatings and Chemicals Corp. (CCC), returned to the non-stick coatings industry with GMM Development Limited, a joint venture coatings company. Now the company has announced the release of Duramax, a non-stick coating that utilizes nanotechnology to create a more durable coated surface.

According to GMM, typical high-end non-stick primers consist of a primer, midcoat and topcoat, and as time goes on, these three individual layers are scraped off by the wear and tear of daily cooking, particularly when metal utensils are used. GMM research chemists reportedly were able to utilize nanotechnology to increase the way the three lay-

ers of a coating bond with each other, forming a hard chemical bond at the atomic level and resulting in what the company calls an "order of magnitude performance increase over other non-stick systems measured on standardized industry tests."



According to Ravin Gandhi, "Non-stick durability has improved [over the last 10 years] mainly by putting harder and harder reinforcing materials into the coating. The problem is that these very hard

materials— titanium, tungsten and even diamond—are suspended in resins that are relatively soft."

Nanotechnology solves this problem by allowing the resins and the reinforcements to bond chemically, resulting in Duramax's ultra-hard sur-

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— Ravin Gandhi,  
GMM Development  
Limited

face and release, he said. It's a breakthrough in coatings technology that comes from a company with a long history in the industry.

"We strive to meet and hopefully even anticipate the needs

of our customers," Gandhi told HOMEWORLD BUSINESS®. "Also, because of our background and relationships, we were able to quickly start supplying most of our former customers from when we owned CCC, some of whom are the biggest in the cookware industry. It's so humbling to know that clients still trust us, and we will never, ever take that for granted."

With many of those cookware manufacturers already offering customers a lifetime guarantee on their cookware, Gandhi said the addition of a Duramax coating ups the ante that much more.

"[Suppliers are] already guaranteeing that they will replace the pan if anything happens to the coating, and here's a coating that's 40% better," Gandhi said. "With current performance levels, sometimes we truly wonder how good is good enough?"

In addition to being on what Gandhi calls the cutting edge of research, GMM offers other value-added services to cookware manufacturers such as soft-touch coatings on handles.

"We can put a coating on any phenolic handle to make it feel like rubbery velvet," Gandhi said. "While customers sometimes get glassy-eyed hearing about increases in non-stick quality, the handle is a great upsell because the 'soft touch' gives great perceived consumer value for very little increase in cost."

This, he said, is the type of value GMM provides to its customers that allows them to be more successful with consumers. "To stay relevant in the cookware field, you have to think like your customer," Gandhi said. "It's in our interest to keep customers growing and these are examples of how we're doing it." 