

March 2008

Volume 1, Issue 2

## Paper Whiteness at The Point of Sale

Makowhiteness Project has prepared a review of the issues concerning Paper Whiteness for consumers.

The reference includes a comparison of the current whiteness communication methods in use along with their advantages and disadvantages.

Distinction is made between the methods required to produce paper under correct quality control conditions and the need to communicate whiteness to persons with no experience of colour physics.

Attention is drawn to the particular costs of producing paper of a specific whiteness and the parameters required for the production of white paper.

A brief consumer view is also

given along with a chart resulting from a recent market survey.

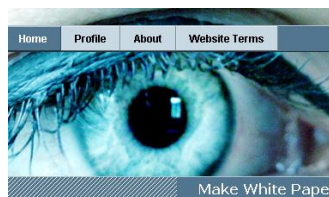
The full article is available only to registered Makowhiteness Members.

Membership is currently free click on the link below to join;

<http://makowhiteness.co.uk>

Membership offers several benefits including;

- 1) Paper Whiteness at The Point of Sale (described above) in PDF form
- 2) Technical e-mail support
- 3) Discounted consultancy rates to Makowhiteness Project



Our Consultancy Website

<http://makowhitenessproject.com>

- 4) Continued updates of the Makowhiteness system

Membership is free until 31st May 2008, why not join now to try it out without obligation?

After May 31st many new features will be included into the Membership package (See below).



## Future Benefits of Membership

Makowhiteness Membership will eventually also include the following benefits;

- 1) Makowhiteness Rating System Measurements & Ratings
- 2) Licensing of Makowhiteness Rating Logo's

- 3) Audit system
- 4) Access to list of member companies
- 5) Access to database of measured paper properties
- 6) Market Research Reports

For more information please visit the new website by clicking on the link below;

<http://makowhiteness.co.uk>

### Contact Information

E-mail  
[alec@makowhitenessproject.com](mailto:alec@makowhitenessproject.com)

Telephone  
00441132818662

Mobile  
00447791316609

Web  
<http://makowhitenessproject.com>  
<http://makowhiteness.co.uk>

### Special points of interest:

- Makowhiteness is dedicated to the communication of the whiteness of paper to consumers.
- We are currently setting up instrumentation and web systems to provide a service that enables all white papers to be compared against each other at the point of sale using a simple rating system.