

Newsletter



May 2008

Volume 1, Issue 3

Makowhiteness Membership Growing

The Makowhiteness Community was launched at the start of April 2008. Since then the list of members has increased rapidly. Current Membership now stands at over 60.

If you haven't seen it yet the web-site can be found by clicking on the link below.

<http://makowhiteness.co.uk>

Note that while we are still distributing this Newsletter, Factsheets and Members Newsletters are only distributed to members of the community.

The article : Paper Whiteness at The Point of Sale is sent in PDF form to all members.

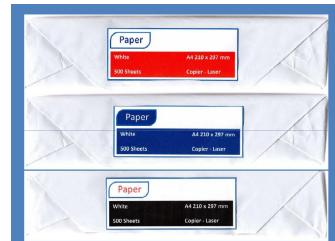
Feedback on the site is always welcome.

After the initial brief market survey we did in late 2007, we have now completed a major market survey of Home, Small Office and Large Office white paper consumers.

The consumers were questioned about paper whiteness, how they buy paper today and about the Makowhiteness Rating System.

Initial data indicates that only a few of these consumers use any values when purchasing paper today, however, most would use Makowhiteness when it is available.

A large number of customers believe that printed words look better and that colours look brighter on high white paper.



Makowhiteness—Making Whiteness Open

Preliminary analysis of the data indicates that the Makowhiteness rating system will allow paper brand owners to position their products whiteness levels more accurately than they do today through the ease of use of the system for customers, either in retail outlets, internet shops or catalogues.



Makowhiteness News Articles

Since the latest Newsletter, Makowhiteness has been reported on in various articles in the paper industry press as follows:

1) TAPPI News article online

Paper Whiteness Not a Key Consideration for most POS

Customers
(14/4/2008)

2) Paperchem Report

Makowhiteness Aims to gain Appreciation of whiteness in paper

(Issue 133 : April 2008)

3) The Paper Index Times

Do Consumers Understand Paper Whiteness ?

(29/04/2008)

If you are aware of further articles that are not published here please let us know.

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Special points of interest:

- Back issues of Newsletters and the first two Factsheets can now be found on-line at <http://makowhitenessproject.com>
- Membership remains free and without obligation until 31st May 2008
- Please contact us if you have questions regarding our Terms & Conditions