

July 2008

Volume 1, Issue 4

Makowhiteness Reference Articles

Makowhiteness has now launched a new on-line e-shop accepting credit card payments through Worldpay. Makowhiteness Membership can also be purchased using company invoicing if required. The e-shop contains various items for purchase including:

Makowhiteness Corporate Membership, Pigment Compatibility Testing Requests and Reference Articles.

The first 3 Reference Articles are:

1 Effect of Paper Whiteness on Ink Jet prints

The first Makowhiteness Market Survey indicated that consumers strongly associate paper whiteness with print quality. The effect of whiteness on

prints has been reported in various publications. A study was performed on various papers to determine the effect of whiteness on Ink Jet print quality of uncoated woodfree papers. (3 pages, 3 Tables 816 Words).

2 Review of Whiteness description of Office Paper Brands

The top 20 Office Paper Brands of 2007 (According to Opticom) were investigated in the way that a consumer may look for paper using quick internet searches and catalogues. Readily available information was determined for each grade where possible and the whiteness/brightness data available was collated into whiteness values, brightness values and descriptive words. (3 pages, 4 Figs., 362 Words)



Ink Jet Print Studies Now Available

3 Effect of Ink Jet prints on OBA Fluorescence Show Through

A study was performed on a typical uncoated woodfree paper to determine how much of the fluorescence from the OBA shows through the printed ink colours (Yellow, Cyan, Magenta & Black). (2 pages, 1 Table, 2 Figs., 399 Words)



Reference Articles

These Reference Articles are designed to provide technical or marketing information on a subject of general interest in the area of white papers in a concise format.

Reference articles are available to non-members at low cost and are already available to Members in the Members Website free of charge.

The articles are supplied as PDF documents by e-mail within 3 working days of purchase, all articles are © Makowhiteness and cannot be distributed in any format to any other individual or company without permission from Makowhiteness Ltd. (except member companies).

If there is a subject you would like us to report on or investi-

gate in a future Reference Article, either technical or marketing, please contact us directly by e-mail.

More articles will appear on a regular basis, please click on the link below to visit the e-shop:

[Makowhiteness e-shop](#)

Contact Information

E-mail
alec@makowhitenessproject.com

Telephone
00441132818662

Mobile
Web
<http://makowhiteness.co.uk>

Special points of interest:

- Important: Members already have access to the Reference Articles. Please ensure that your company is not a corporate member before ordering. If in doubt please contact us.
- Prices of Reference Articles are subject to regular review and can change without notice.
- © Makowhiteness Ltd, 2008