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Generating Value from Paper Whiteness

Consumers

From the detailed market reports we have prepared and our experiences of talking to a large volume of consumers we can make the following conclusions:

- 1) Most consumers do not have an awareness of paper whiteness and therefore do not use it in the purchasing decision.
- 2) Once consumers are informed about paper whiteness they become interested and they would then buy paper of a particular whiteness for their purposes or needs.

Opportunity

During the marketing of any product it is important to provide the consumer with extra features and choice in order to

provide more value and generate brand loyalty.

In the field of uncoated wood-free papers, papermakers already target each grade at a particular whiteness level, increasing whiteness requires additional costs in raw materials and optical brighteners.

There is, therefore, an opportunity for the papermaker to derive more value from their product by marketing the whiteness value that they provide and that they are already paying extra costs to achieve.

By marketing the whiteness to the consumer in the correct way, the consumer will be able to purchase the level of whiteness that they want and the papermaker will derive value from the costs incurred in generating the whiteness required.



Educating consumers also generates more interest in the product and moves the purchasing decision process away from the "commodity" approach where only the lowest price paper on the shelf is important.

How we can help

In our market tests, very few consumers use the whiteness or brightness values provided today, but around 70% would use Makowhiteness.

Makowhiteness Ratings are simple to use and are provided at low cost.

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Special points of interest:

- Makowhiteness Ratings are designed primarily for uncoated woodfree papers
- Our Market Surveys are available to our members in the members only area of our website
- Makowhiteness Ratings are available to members only
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Makowhiteness Ratings

Makowhiteness ratings have been designed to provide a simple consumer focussed whiteness system with ease of use a priority.

The system features:

i) The Makowhiteness Scale is 1-10 however the bands of whiteness decrease in scope as the ratings increase. i.e. Rating 1 encompasses a wide range of

papers, Rating 10 is a very narrow band including only the very highest whiteness papers available today.

ii) The papers are measured only once a year, since the bands are much wider than normal quality limits.

iii) All papers are measured on the same instrument making them directly comparable.

iv) Where paper supplies vary throughout the year we can also measure any changes to ensure the rating is correct.

v) The Ratings can be used on the paper pack and in sales literature, catalogues and on the internet.

vi) Each rating is equally important to us, most customers prefer middle numbers.