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## Makowhiteness Ratings: Questions & Answers

Since we developed our Makowhiteness Rating system for describing paper whiteness to consumers at the point of sale, we have spoken to many professional marketing managers & technical marketing managers involved in the large paper making groups.

In general the feedback we have received is:

- It is a very good idea
- There is a need for a simple system that consumers can relate to
- There is a need for an independent system of whiteness evaluation

We have also received the following questions, which are answered here:

Question: Why don't you include the shade of the paper as some papers which are too

blue to be called white will rank very highly on the CIE Whiteness scale?

Answer: We check each paper visually, if it is not "white" it will not get a rating. Also we do have a shade description that can be used (Described at Optical Brighteners & Paper Whiteness 2009, March 2009), however, it is felt that consumers don't yet understand paper whiteness, therefore this would only confuse at this point in time. It could be introduced in a few years time.

Question: There are too many logo's around & it would take a large amount of cost & effort to change our packaging etc. Do we really need to use the logo's?

Answer: No, the logo's are always optional & we make no rules on how you can use them

or where they are to appear etc, other than the basic rule that you cannot use one when you are not correctly licensed.

Question: How can we try out the system without going to all the expense of changing all of our packaging, product information and brochures etc.?

Answer: We are now launching a test marketing phase for the ratings, which will enable use of the system in a simple way requiring little or no cost and effort. See below.



If you would like to receive further information about our Market Reports on the consumers views of paper whiteness please contact us.

## Makowhiteness Ratings: Test Marketing

At Makowhiteness we strongly believe that paper-makers spend a lot of cost and effort in achieving paper of a particular whiteness level. However, our market research also proves that most consumers are not aware of paper whiteness properties. Therefore the added value is not generated.

Makowhiteness Ratings solve this problem in a unique, simple & independently monitored way.

Therefore, in order to demonstrate the effectiveness of the ratings we are now launching test marketing of the system. That means that any paper company can now have all of their papers measured, rated &

licensed for one year completely free of charge\* & without any need for any further actions.

Interested in taking advantage of this offer ?

Please contact us for details.

\*This offer requires only that you are a member of Makowhiteness.

### Contact Information

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### Special points of interest:

- The test marketing includes a free advertising link to your chosen website !
- If you want you can still use the ratings in your own literature & websites
- The simple 1-10 ratings are proven to be popular with consumers
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