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## Makowhiteness Top 10 in 2010

In May 2009 Makowhiteness determined the Top 10 highest white papers in the world, the details of which were published at our conference and on our members only website for Corporate Membership during 2009.

We are now collecting candidates for the 2010 edition of the list which will be published at the end of April 2010. If your company produces a high white paper which you think is in the Top 10, please send a sample of it to our address (see below) so that we can evaluate it using our special measurement system and compare it with other papers submitted.

When we receive the papers we initially evaluate them visually to ensure that they are genuinely white (large amounts of blue colour can

generate artificially high CIE Whiteness values) before measuring all of the samples together at the same time using the same process that we use for the Makowhiteness Ratings.

Makowhiteness Ratings are a system to evaluate paper whiteness in a way which consumers can understand. They rate the papers on a scale of 1-10. Ranking the papers in this way also allows for a simple system of shade measurement to be used as reported at the Optical Brighteners & Paper Whiteness 2009 conference.

There are many advantages to describing paper whiteness in a way which consumers can understand and which is globally comparative, especially with the growing importance of on-line purchasing of paper.

Most customers believe that printed words look better & that colours are brighter, on higher white paper, but only a few use whiteness or brightness values today.



85% of those consumers who would pay more for high white paper would use Makowhiteness Ratings.

Makowhiteness has conducted several surveys into the way that consumers buy white paper, the reports are available to members on the website.

## Request for Papers....

Please send your high white paper samples to :

**Makowhiteness Ltd.**  
**22 Thackray Court**  
**Cornmill View**  
**Horsforth, Leeds**  
**LS18 5NJ**  
**United Kingdom**

"Now, thanks to Makowhiteness, I can easily choose the paper I want to give me great print contrast and fantastic bright colours."



### Contact Information

E-mail  
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### Special points of interest:

- Only the highest white brand is included for each Brand Owner
- If you would like to receive a measurement report with your papers compared to the other samples in the Top 10, please let us know when you send the samples
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