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Optical Brighteners & Paper Whiteness London Heathrow, 4th-5th March 2009

Makowhiteness Project is proud to announce that it is sponsoring & organizing the Optical Brighteners & Paper Whiteness Event at the Radisson, Heathrow.

We have assembled a series of highly focused technical papers of current interest, given by industry experts.

The morning session will concern Optical Brighteners and features papers from IGCAR, Ciba SC, Clariant and Makowhiteness Project.

The afternoon session includes an article on shading colours from Kemira and three varied papers on the subject of Paper Whiteness from Axiphos, Voxvil AB and Makowhiteness. For a full list of paper titles please see the information sheet attached.

The venue for the event has been carefully chosen. The Radisson Heathrow is conveniently located for the airport and has a shuttle facility to all of the terminals. This cuts down travel costs and allows for simple direct connections to any country.

We have arranged a special rate at the hotel in order to keep the costs down further.

The total rate for the event is £550 + VAT.

(This includes £425 + VAT for the event and £125 + VAT for accommodation.)

There are several sponsorship opportunities still available, if you are planning to attend please see the sponsorship information provided as free tickets are available with each sponsorship option.

Anyone with a professional interest in Optical Brighteners or Paper Whiteness should attend this event.

The costs have been kept exceptionally low due to the current prevailing market conditions.

Rates include a welcome dinner on the evening before the event (4th March 2009) breakfast, lunch and coffee breaks on 5th March, plus handouts.

To book by e-mail:

[CLICK HERE](#)

or contact us via the information provided (right).



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Special points of interest:

- Please check the currency rates, at the time of publication Sterling was at a low level compared to the Euro and the Dollar
- We would like to wish all of our readers our Best Wishes for the holiday season, however they choose to celebrate!
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World's Highest White Paper & Top 10 List

Makowhiteness is currently measuring papers in order to prepare it's official Top 10 Highest White Papers of 2008-2009 and ultimately to find the world's highest white paper.

If your paper brand could be a contender, please send us a ream for measurement as obviously we do not have access to the full global market and we

rely on the information provided from the market in the preparation of our list.

Our expertise in the field of whiteness for paper and our measurement systems, plus our independence from the market puts us in the ideal position to compare papers from around the world to determine their comparative

whiteness. The criteria that we will use for the ranking will be CIE Whiteness, but we will also check that the shade is acceptable as white, due to the well known fact that blueness affects CIE Whiteness dramatically. A deep dyed blue paper, for example, can have a CIE Whiteness of several hundred !