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Press Release

Technidyne Presents "Brightness Confusion for Paper Consumers"

Presentation to Focus on UV Levels C and D65

New Albany, IN, September 16, 2009: Todd Popson, CEO & President of Technidyne Corporation, New Albany, IN, USA, will be presenting at the upcoming TAPPI 2009 Engineering, Pulping & Environmental Conference scheduled for October 11-14, 2009, in Memphis, TN.

His presentation is entitled, "**Brightness Confusion for Paper Consumers.**" It describes the challenges faced by consumers in comparing different retail paper. Reasons for the differences are described particularly the evaluation of fluorescence with UV Level C and D65. The paper will be presented during the **8:30 AM session on Tuesday, October 13th**.

To register for the conference and attend this particular presentation, please visit the conference website and register no later than September 18 to receive the early-bird registration price.

To further enhance learning, the conference features workshops covering Bleach Plant Operations, Wastewater Treatment, Stickies Measurement Methods, and Process Simulation. EPE also features a Tabletop Trade Fair. Finally, the conference is rounded out with an informative mill tour of the Buckman Laboratories.

To make the conference affordable, TAPPI has extended a special offer to pulp and paper mills only. Each mill can send an unlimited number of attendees for one fixed price.

For complete program information, please visit the website where all presentations and details are listed.

Technidyne Corporation, New Albany, Indiana, USA (www.technidyne.com) is a world leader in providing quality control equipment to the Paper Industry. Founded in 1974, the company specializes in laboratory test equipment including the automated paper test system, PROFILE/Plus™, and color spectrophotometer, Color Touch™. Since its first international shipment to Spain in 1979, Technidyne has shipped products into 55 countries outside of the United States. A sister company, Technidyne Inc. in Canada and a network of independent sales and service agents and distributors in over 30 other countries assist Technidyne in providing equipment to the worldwide Paper Industry.