

## PROJECT PROFILE OF PAPER STICKERS AND TRANSFER LABELS.

### Introduction :

Paper stickers and transfer labels are quite popular both among consumer and Industrial applications. It has got good adhesion and easy to apply properties and ability to impart display characteristics to the surfaces which otherwise cannot be labelled or printed. The demand for paper stickers and transfer labels is quite substantial. They find extensive market in garments industry.

### RAW MATERIALS.

Maplitho paper, release paper, adhesives etc.

**Process of Manufacture: Paper stickers :** The sheets of maplitho paper are fed to a coating unit where a pressure sensitive adhesive is applied. The sheets are then taken through a tunnel drier. From the drying chamber, the sheets are fed to a laminating unit where it is laminated with release paper sheets usually silicon paper sheets and then passed on to rewinding unit. The sheets are then trimmed off from either side and are sent for printing on rotogravure printing or off set printing machine. **Transfer labels :** In this case special type of adhesive is applied on the base paper and the sheets are dried as mentioned above. However in this case no release paper is required and instead a design is printed by screen printing method on the adhesive coated side of the paper. During printing the label or design printed on the adhesive gets transferred from the base paper to the substrate and adheres to the same.

### 1 Name of the Product : Paper Sticker & Transfer Labels

### 2 Project Cost :

#### a Capital Expenditure

Land	:		Rs.	Own
Workshed in sq.ft on rental	:		Rs.	-
Equipment	:		Rs.	780,000.00

Glue preparation tank, Complete coating and winding unit, lamination unit, Complete drying chamber, complete slitting, printing rewinding unit

Total Capital Expenditure	:		Rs.	780,000.00
b Working Capital	:		Rs.	1,160,000.00
<b>TOTAL PROJECT COST :</b>	:		Rs.	<b>1,940,000.00</b>

### 3 Estimated Annual Production Capacity:

(Rs. in 000)

Sr.No.	Particulars	Capacity in No./Q.	Rate	Total Value
1	Sticker & Transfer Paper			6991.20
<b>TOTAL</b>		<b>0.00</b>	<b>0.00</b>	<b>6991.20</b>

4 Raw Material : Rs. 6,240,000.00

5 Labels and Packing Material : Rs. 75,000.00

6 Wages (Skilled & Unskilled) : Rs. 100,000.00

7 Salaries : Rs. 56,000.00

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<b>8</b>	<b>Administrative Expenses</b>	<b>:</b>	<b>Rs.</b>	<b>145,000.00</b>
<b>9</b>	<b>Overheads</b>	<b>:</b>	<b>Rs.</b>	<b>50,000.00</b>
<b>10</b>	<b>Miscellaneous Expenses</b>	<b>:</b>	<b>Rs.</b>	<b>65,000.00</b>
<b>11</b>	<b>Depreciation</b>	<b>:</b>	<b>Rs.</b>	<b>78,000.00</b>
<b>12</b>	<b>Insurance</b>	<b>:</b>	<b>Rs.</b>	<b>7,800.00</b>
<b>13</b>	<b>Interest (As per the PLR)</b>			
	<b>a. C.E.Loan</b>	<b>:</b>	<b>Rs.</b>	<b>101,400.00</b>
	<b>b. W.C.Loan</b>	<b>:</b>	<b>Rs.</b>	<b>150,800.00</b>
	<b>Total Interest</b>		<b>Rs.</b>	<b>252,200.00</b>
<b>14</b>	<b>Working Capital Requirement</b>	<b>:</b>		
	<b>Fixed Cost</b>		<b>Rs.</b>	<b>375,200.00</b>
	<b>Variable Cost</b>		<b>Rs.</b>	<b>6,615,800.00</b>
	<b>Requirement of WC per Cycle</b>		<b>Rs.</b>	<b>1,165,167.00</b>

**15 Cost Analysis**

Sr.No.	Particulars	Capacity Utilization(Rs in '000)			
		100%	60%	70%	80%
<b>1</b>	<b>Fixed Cost</b>	<b>375.20</b>	<b>225.12</b>	<b>262.64</b>	<b>300.16</b>
<b>2</b>	<b>Variable Cost</b>	<b>6616.00</b>	<b>3969.60</b>	<b>4631.20</b>	<b>5292.80</b>
<b>3</b>	<b>Cost of Production</b>	<b>6991.20</b>	<b>4194.72</b>	<b>4893.84</b>	<b>4931.36</b>
<b>4</b>	<b>Projected Sales</b>	<b>8000.00</b>	<b>4800.00</b>	<b>5600.00</b>	<b>6400.00</b>
<b>5</b>	<b>Gross Surplus</b>	<b>1008.80</b>	<b>605.28</b>	<b>706.16</b>	<b>807.04</b>
<b>6</b>	<b>Expected Net Surplus</b>	<b>931.00</b>	<b>527.00</b>	<b>628.00</b>	<b>729.00</b>

- Note :
1. All figures mentioned above are only indicative.
  2. If the investment on Building is replaced by Rental then
    - a. Total Cost of Project will be reduced.
    - b. Profitability will be increased.
    - c. Interest on C.E.will be reduced.