

Khadi and Village Industries Commission Mumbai

PROJECT PROFILE OF PAPER STICKERS AND TRANSFER LABELS.

Introduction :

Paper stickers and transfer lables are quite popular both among consumer and Industrial applications. It has got good abhesion ad easy to apply properties and ability to impart display characteristics to the surfaces which other wise 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 abhesive 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 abhesive 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 abhesive coated side of the paper . During printing the label or design printed on the abhesive gets transferred from the base paper to the substrate and abheres to the same.

1 Name of the Product : Paper Sticker & Transfer Lables

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 draying chamber,complete slitting,printing rewinding unit

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

3 Estimated Annual Production Capacity:

(Rs. in 000)

Sr.No.	Particulars	Capacity in No./Q.	Rate	Total Value
1	Sticker & Transfar Paper			6991.20
TOTAL		0.00	0.00	6991.20

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

15 Cost Analysis

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

- 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.