

Following are typical examples of Acrylic Distemper or Spray Plaster or O.B.D. shows cost savings, if they replace CMC & Acrylic Thickener with BENTEC PL-C.

<u>Product</u>	<u>Dosage</u>	<u>Cost per Kg.</u>	<u>Cost in formulation</u>
BENTEC PL-C	0.45%	Rs. 200	Rs. 0.90

Assumption: End user is using both, CMC and Acrylic Thickeners in the formulations.

Example One

<u>Product</u>	<u>Dosage</u>	<u>Cost Per Kg.</u>	<u>Cost in Formulation (Rs.)</u>
CMC	0.50%	Rs. 150.00	0.75
Acrylic Thickener	1.00%	Rs. 60.00	<u>0.60</u>
		Total	<u>1.35</u>

Example Two

<u>Product</u>	<u>Dosage</u>	<u>Cost Per Kg.</u>	<u>Cost in Formulation (Rs.)</u>
CMC	0.40%	Rs. 150.00	0.60
Acrylic Thickener	1.00%	Rs. 60.00	<u>0.60</u>
		Total	<u>1.20</u>

Example Three

<u>Product</u>	<u>Dosage</u>	<u>Cost Per Kg.</u>	<u>Cost in Formulation (Rs.)</u>
CMC	0.40%	Rs. 150.00	0.60
Acrylic Thickener	1.50%	Rs. 60.00	<u>0.90</u>
		Total	<u>1.50</u>

Net **savings** to the customer

	<u>Other Cost</u>	<u>PL – C</u>	<u>Total saving</u>
Example One	Rs. 1.35	- Rs. 0.90	= Rs. 0.45
Example Two	Rs. 1.20	- Rs. 0.90	= Rs. 0.30
Example Three	Rs. 1.50	- Rs. 0.90	= Rs. 0.60

IT IS A WIN WIN SITUATION. If you need any clarification, please contact us.