

To All Distributors

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</u>
CMC	0.5%	Rs. 150	Rs. 0.75
Acrylic Thickener	1.0%	Rs. 60	Rs. 0.60
		Total.....	Rs. 1.35

Example Two

<u>Product</u>	<u>Dosage</u>	<u>Cost per Kg.</u>	<u>Cost in formulation</u>
CMC	0.4%	Rs. 150	Rs. 0.60
Acrylic Thickener	1.0%	Rs. 60	Rs. 0.60
		Total.....	Rs. 1.20

Example Three

<u>Product</u>	<u>Dosage</u>	<u>Cost per Kg.</u>	<u>Cost in formulation</u>
CMC	0.4%	Rs. 150	Rs. 0.60
Acrylic Thickener	1.5%	Rs. 60	Rs. 0.90
		Total.....	Rs. 1.50

Net **savings** to the customer – Exp One : Rs. 1.35 – Rs. 0.90 = **Rs. 0.45**

Exp Two : Rs. 1.20 – Rs. 0.90 = **Rs. 0.30**

Exp Three:Rs. 1.50 – Rs. 0.90 = **Rs. 0.60**

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

Regards

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