

# **DECORATIVE LAMINATED SHEETS (SUNMICA)**

## **Laminates, Laminated Sheets for Furniture, Cupboards**

**Manufacturing Plant, Detailed Project Report, Profile, Business Plan, Industry Trends, Market Research, Survey, Manufacturing Process, Machinery, Raw Materials, Feasibility Study, Investment Opportunities, Cost and Revenue, Plant Economics, Production Schedule, Working Capital Requirement, Plant Layout, Process Flow Sheet, Cost of Project, Projected Balance Sheets, Profitability Ratios, Break Even Analysis**

# Introduction

**Decorative laminates are laminated products primarily used as furniture surface materials or wall paneling. It can be manufactured as either high- or low-pressure laminate, with the two processes not much different from each other except for the pressure applied in the pressing process. Decorative plastic laminate is a durable flat sheeting material used in home and industrial furnishings. Decorative laminate is commonly used to surface kitchen counters, table tops, and cabinetry because of its resistance to stains, scratches, and heat.**

**Sunmica is one of the foremost brands in the Indian Laminate Industry that has become a household name and has the highest brand recall amongst Indian customers. In fact when most Indians say 'Sunmica' what they mean to say is 'Laminates'. The two words have become so synonymous with each other in India.**



**In India three types of decorative and industrial laminated sheets are being manufactured usually being phenol formaldehyde or melamine formaldehyde or other phenolic resins as binding materials for the core and the surface papers. The decorative paper for lamination is imported.**

**Today, laminated sheets are becoming very popular particularly plastics and paper laminated sheets. Glass laminated sheets are used by and large in aircraft and certain scientific plans. Plastic laminates are highly popular.**



**Laminations are used for industrial purposes as well as decorative purposes. Industrial lamination is used mainly for packaging materials. To looking its uses we can say that there is a good scope for any new entrants.**



**Indian market for laminates is mainly driven by increasing demand from housing market. The demand has increased due to growing significance of new construction industry. Laminates have become an indispensable part of big and evolving markets like real-estate market, furniture market, modular kitchen market as well as the flooring market. The increased demand in these markets triggers the demand in the laminates market.**

Apart from this, increasing urban population, rising per capita income and a gradual shift towards non-food industry are other key factors driving the growth of laminates industry in India. The combined worth of the plywood and laminates industry is believed to be to the tune of Rs. 21000 crore per year, with laminates accounting for a share of approximately Rs.3300 crore, and the industry is expected to keep on growing further in the years to come.

**Global demand for decorative laminates is expected to rise 5.6 percent per year to 10.7 billion square meters in 2018, valued at \$40.8 billion. Demand will benefit from expected increases in the manufacture of products such as cabinets, ready-to-assemble (RTA) furniture, and flooring, which are often made from laminated engineered wood. Gains will also be driven by increased market penetration at the expense of other surfacing materials (wood veneer and paint) due to cost and performance benefits. Laminates will benefit from the continued improvement in textures and in printing techniques that create advanced graphics rivaling the aesthetics of alternative materials.**



# Reasons for buying the report:

- **This report helps you to identify a profitable project for investing or diversifying into by throwing light to crucial areas like industry size, market potential of the product and reasons for investing in the product**
- **This report provides vital information on the product like it's characteristics and segmentation**
- **This report helps you market and place the product correctly by identifying the target customer group of the product**

- **This report helps you understand the viability of the project by disclosing details like machinery required, project costs and snapshot of other project financials**
- **The report provides a glimpse of government regulations applicable on the industry**
- **The report provides forecasts of key parameters which helps to anticipate the industry performance and make sound business decisions**

# Our Approach:

- **Our research reports broadly cover Indian markets, present analysis, outlook and forecast for a period of five years.**
- **The market forecasts are developed on the basis of secondary research and are cross-validated through interactions with the industry players**
- **We use reliable sources of information and databases. And information from such sources is processed by us and included in the report**

## **Scope of the Report**

**The report titled “Decorative Laminated Sheets”: Market Survey cum Detailed Techno Economic Feasibility Report provides an insight into the Laminates market in India with focus on uses and applications, Manufacturing Process, Process Flow Sheets, Plant Layout and Project Financials of laminates project. The report assesses the market sizing and growth of the Indian Laminates Industry. While expanding a current business or while venturing into new business, entrepreneurs are often faced with the dilemma of zeroing in on a suitable product/line. And before diversifying/venturing into any product, they wish to study the following aspects of the identified product:**

- **Good Present/Future Demand**
- **Export-Import Market Potential**
- **Raw Material & Manpower Availability**
- **Project Costs and Payback Period**

**We at NPCS, through our reliable expertise in the project consultancy and market research field, have demystified the situation by putting forward the emerging business opportunity in the Decorative Laminated Sheets sector in India along with its business prospects. Through this report we have identified Decorative Laminated Sheets project as a lucrative investment avenue.**

# Few Indian Major Players are as under

- **Airo Lam Ltd.**
- **Ambition Mica Ltd.**
- **Archidply Industries Ltd.**
- **Bloom Dekor Ltd.**
- **Century Plyboards (India) Ltd.**
- **Deco-Mica Ltd.**
- **Greenlam Industries Ltd.**
- **Lamtuf Plastics Ltd.**
- **Merino Industries Ltd.**
- **Milton Industries Ltd.**
- **National Plywood Inds. Ltd.**



- **Premier Laminates Ltd.**
- **R B Polymers Ltd.**
- **Rammaica (India) Ltd.**
- **Rupal Laminates Ltd.**
- **Salasar Laminates Ltd.**
- **Samrat Plywood Ltd.**
- **Shirdi Industries Ltd.**
- **Stylam Industries Ltd.**
- **Sundek India Ltd.**
- **Well Pack Papers & Containers Ltd.**

# Project at a Glance

<b>Capacity</b>	<b>:</b>	<b>50,00,000 Sq. Mt / Annum</b>
<b>Plant &amp; Machinery</b>	<b>:</b>	<b>860 Lakh</b>
<b>Total Capital Investment</b>	<b>:</b>	<b>1484 Lakh</b>
<b>Rate of Return</b>	<b>:</b>	<b>46%</b>
<b>Break Even Point</b>	<b>:</b>	<b>38%</b>

# Major Queries/Questions Answered in the Report?

- 1. What is Decorative Laminated Sheets industry ?**
- 2. How has the Decorative Laminated Sheets industry performed so far and how will it perform in the coming years ?**
- 3. What is the Project Feasibility of a Decorative Laminated Sheets Plant ?**
- 4. What are the requirements of Working Capital for setting up a Decorative Laminated Sheets plant ?**

**5. What is the structure of the Decorative Laminated Sheets Business and who are the key/major players ?**

**6. What is the total project cost for setting up Decorative Laminated Sheets plant ?**

**7. What are the operating costs for setting up a Decorative Laminated Sheets plant ?**

**8. What are the machinery and equipment requirements for setting up a Decorative Laminated Sheets plant ?**

- 9. Who are the Suppliers and Manufacturers of Plant & Machinery for setting up a Decorative Laminated Sheets plant ?**
- 10. What are the requirements of raw material for setting up a Decorative Laminated Sheets plant ?**
- 11. Who are the Suppliers and Manufacturers of Raw materials for setting up a Decorative Laminated Sheets plant ?**
- 12. What is the Manufacturing Process and Formulations of a Decorative Laminated Sheets plant ?**

- 13. What is the total size of land required for setting up a Decorative Laminated Sheets plant ?**
- 14. What will be the income and expenditures for a Decorative Laminated Sheets plant ?**
- 15. What are the Projected Balance Sheets of a Decorative Laminated Sheets plant ?**
- 16. What are the requirement of utilities and overheads for setting up a Decorative Laminated Sheets plant?**
- 17. What is the Built up Area Requirement and cost for setting up a Decorative Laminated Sheets Business?**



**18. What are the Personnel (Manpower) Requirements for setting up a Decorative Laminated Sheets Business?**

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**Niir Project Consultancy Services (NPCS)**  
**can provide Detailed Project Report on**  
**Decorative Laminated Sheets**  
**(Sunmica)**

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# ***Niir PROJECT CONSULTANCY SERVICES***

**An ISO 9001:2008 Company**



# Who are we?

- *One of the leading reliable names in industrial world for providing the most comprehensive technical consulting services*
- *We adopt a systematic approach to provide the strong fundamental support needed for the effective delivery of services to our Clients' in India & abroad*

# What do we offer?

- *Project Identification*
- *Detailed Project Reports/Pre-feasibility Reports*
- *Market Research Reports*
- *Technology Books and Directory*
- *Databases on CD-ROM*
- *Laboratory Testing Services*
- *Turnkey Project Consultancy/Solutions*
- *Entrepreneur India (An Industrial Monthly Journal)*

# How are we different ?

- *We have two decades long experience in project consultancy and market research field*
- *We empower our customers with the prerequisite know-how to take sound business decisions*
- *We help catalyze business growth by providing distinctive and profound market analysis*
- *We serve a wide array of customers , from individual entrepreneurs to Corporations and Foreign Investors*
- *We use authentic & reliable sources to ensure business precision*

# Our Approach

**Requirement collection**

**Thorough analysis of the project**

**Economic feasibility study of the Project**

**Market potential survey/research**

**Report Compilation**



# Who do we serve?

- *Public-sector Companies*
- *Corporates*
- *Government Undertakings*
- *Individual Entrepreneurs*
- *NRI's*
- *Foreign Investors*
- *Non-profit Organizations, NBFC's*
- *Educational Institutions*
- *Embassies & Consulates*
- *Consultancies*
- *Industry / trade associations*

# Sectors We Cover

- *Ayurvedic And Herbal Medicines, Herbal Cosmetics*
- *Alcoholic And Non Alcoholic Beverages, Drinks*
- *Adhesives, Industrial Adhesive, Sealants, Glues, Gum & Resin*
- *Activated Carbon & Activated Charcoal*
- *Aluminium And Aluminium Extrusion Profiles & Sections,*
- *Bio-fertilizers And Biotechnology*
- *Breakfast Snacks And Cereal Food*
- *Bicycle Tyres & Tubes, Bicycle Parts, Bicycle Assembling*

- *Bamboo And Cane Based Projects*
- *Building Materials And Construction Projects*
- *Biodegradable & Bioplastic Based Projects*
- *Chemicals (Organic And Inorganic)*
- *Confectionery, Bakery/Baking And Other Food*
- *Cereal Processing*
- *Coconut And Coconut Based Products*
- *Cold Storage For Fruits & Vegetables*
- *Coal & Coal Byproduct*

- *Copper & Copper Based Projects*
- *Dairy/Milk Processing*
- *Disinfectants, Pesticides, Insecticides, Mosquito Repellents,*
- *Electrical, Electronic And Computer based Projects*
- *Essential Oils, Oils & Fats And Allied*
- *Engineering Goods*
- *Fibre Glass & Float Glass*
- *Fast Moving Consumer Goods*
- *Food, Bakery, Agro Processing*

- *Fruits & Vegetables Processing*
- *Ferro Alloys Based Projects*
- *Fertilizers & Biofertilizers*
- *Ginger & Ginger Based Projects*
- *Herbs And Medicinal Cultivation And Jatropha (Biofuel)*
- *Hotel & Hospitality Projects*
- *Hospital Based Projects*
- *Herbal Based Projects*
- *Inks, Stationery And Export Industries*

- *Infrastructure Projects*
- *Jute & Jute Based Products*
- *Leather And Leather Based Projects*
- *Leisure & Entertainment Based Projects*
- *Livestock Farming Of Birds & Animals*
- *Minerals And Minerals*
- *Maize Processing(Wet Milling) & Maize Based Projects*
- *Medical Plastics, Disposables Plastic Syringe, Blood Bags*
- *Organic Farming, Neem Products Etc.*

- *Paints, Pigments, Varnish & Lacquer*
- *Paper And Paper Board, Paper Recycling Projects*
- *Printing Inks*
- *Packaging Based Projects*
- *Perfumes, Cosmetics And Flavours*
- *Power Generation Based Projects & Renewable Energy Based Projects*
- *Pharmaceuticals And Drugs*
- *Plantations, Farming And Cultivations*
- *Plastic Film, Plastic Waste And Plastic Compounds*
- *Plastic, PVC, PET, HDPE, LDPE Etc.*



- *Potato And Potato Based Projects*
- *Printing And Packaging*
- *Real Estate, Leisure And Hospitality*
- *Rubber And Rubber Products*
- *Soaps And Detergents*
- *Stationary Products*
- *Spices And Snacks Food*
- *Steel & Steel Products*
- *Textile Auxiliary And Chemicals*

# Sectors We Cover Cont...

- *Township & Residential Complex*
- *Textiles And Readymade Garments*
- *Waste Management & Recycling*
- *Wood & Wood Products*
- *Water Industry(Packaged Drinking Water & Mineral Water)*
- *Wire & Cable*

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