



Every day, everywhere.

The social value of carbon black



Every day, we interact  
with a huge range of products  
– from technologically  
advanced machines,

to basic items  
that we take for granted.



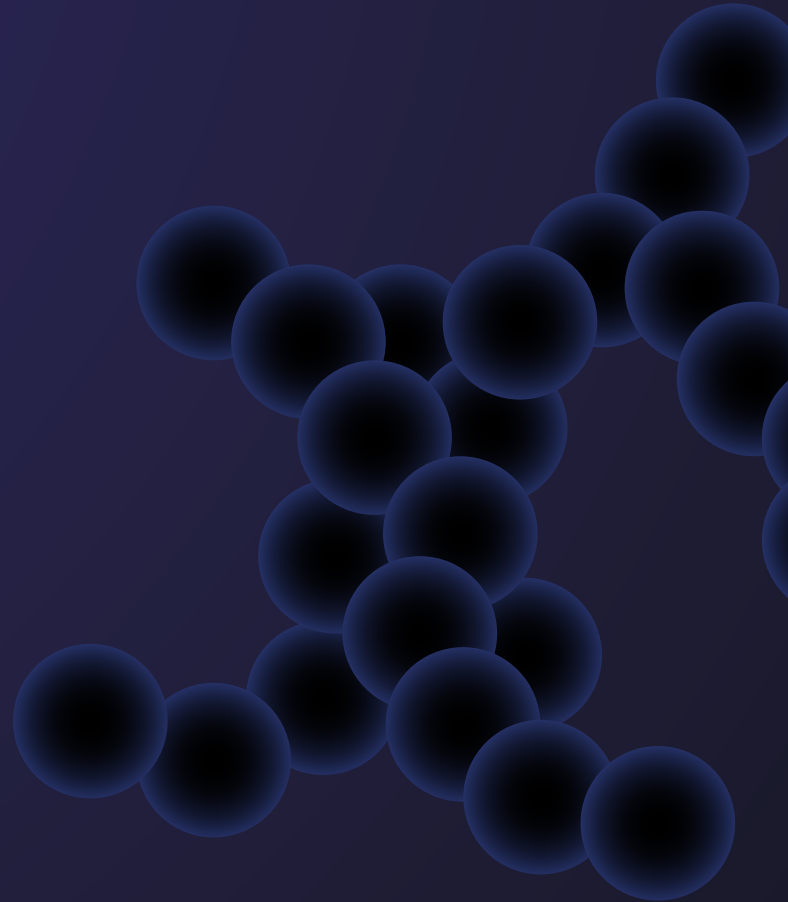
So it might surprise you to know  
that many of these things  
have something in common:  
a unique material that is everywhere  
– but you cannot see it.

That unique material is

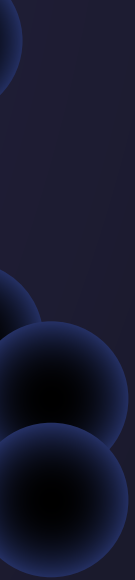
## **carbon black**

– the invisible product  
that you encounter every day.  
It is a highly engineered  
but microscopic product.  
Its core ingredient is carbon.

Carbon black is safe – and it is everywhere.  
Whenever you use something that is black,  
it probably contains carbon black. It is all around us.  
In fact, it is hard to imagine the world without it.  
It plays an important role in key areas of our lives.



It's all around us.



For example:  
**Movement...**



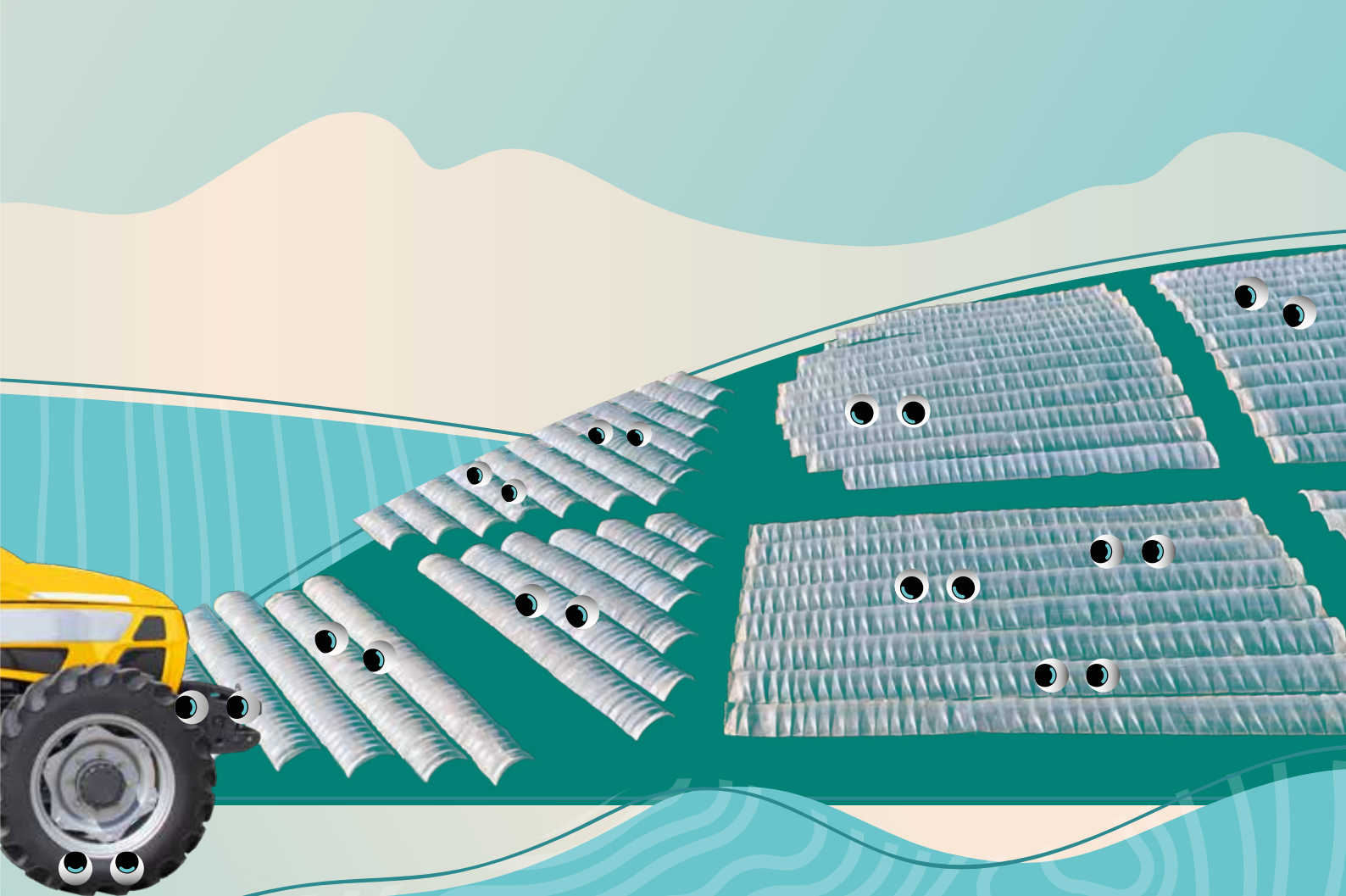


...because it makes tires safer  
and stronger for longer and makes  
cars more comfortable.

Food...







...as it enables more efficient and better farming through water management for irrigation, retention and UV protection.

# Health...

...because it provides access to water for many, thanks to plastic pipes and seals that prevent leaks.



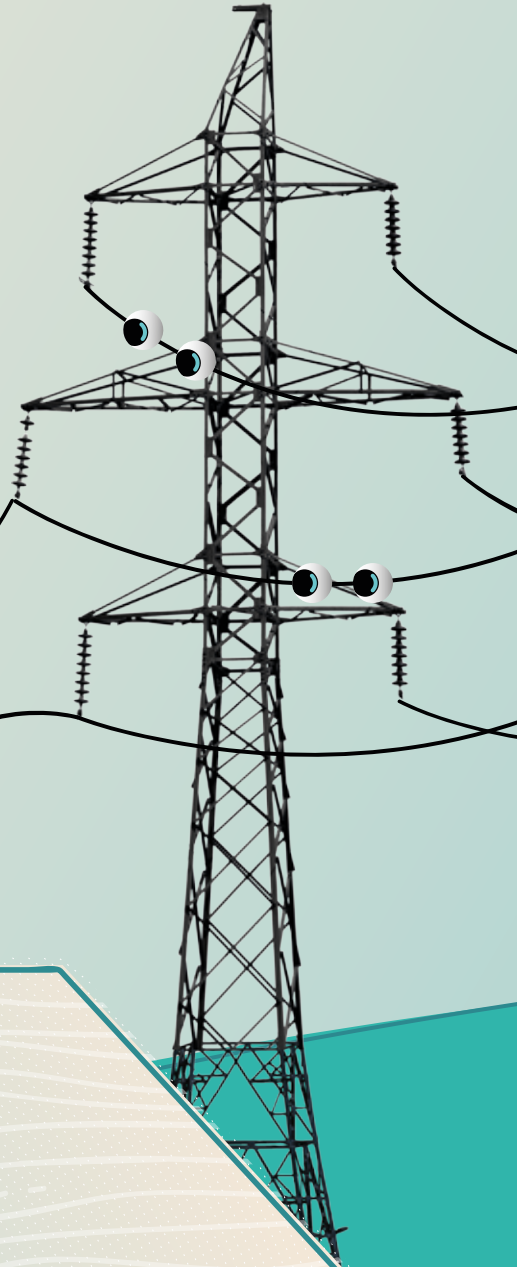
# In everyday society...

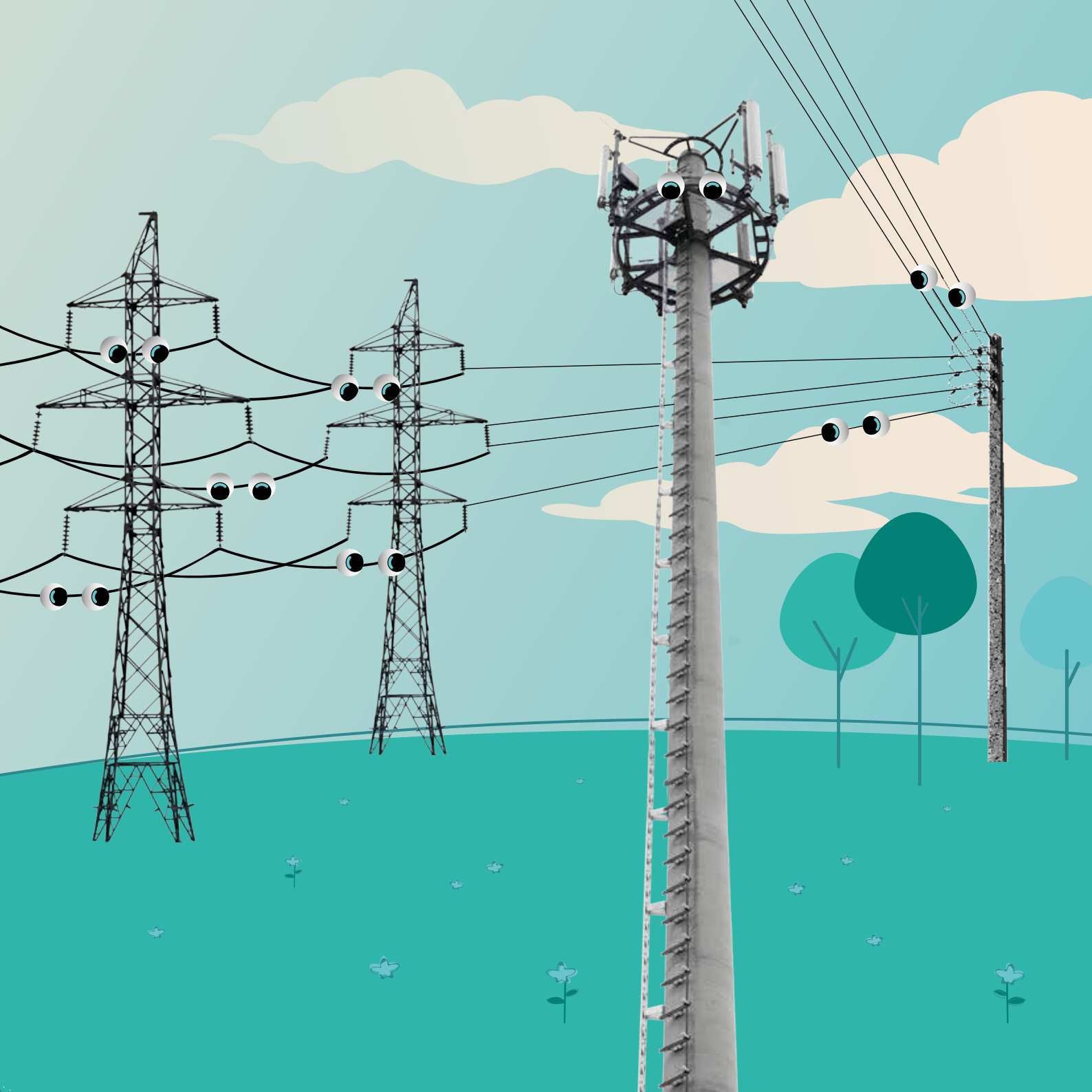
...where you can find it in your clothes, shoes, toys, banknotes and printing inks, providing a deeper black that lasts for longer.



# And Power...

...because it is a key component of the wires, computers and technology that make our lives easier.





So even though  
you cannot see it,  
carbon black is  
everywhere around us.



It makes our world  
more accessible  
and connected.

It makes life more comfortable  
and more convenient, ensuring  
that products that contain it  
are safer and last longer.



**Birla Carbon**  
Every day, everywhere.

**To learn more about Birla Carbon's carbon black, visit our websites:**

[www.birlacarbon.com](http://www.birlacarbon.com)  
[www.sustainability.birlacarbon.com](http://www.sustainability.birlacarbon.com)