



BC2109
BC2056
BC2123



BIRLA CARBON
ENHANCED PERFORMANCE
CARBON BLACKS FOR
TIRE APPLICATIONS

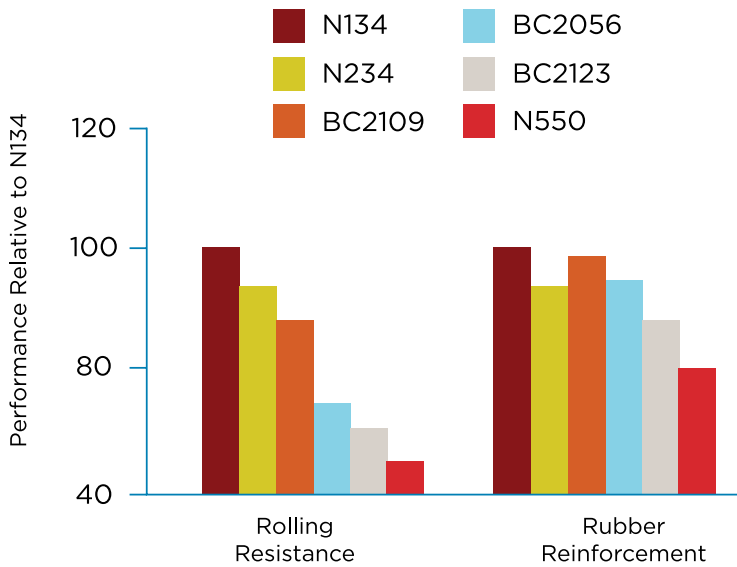


Overcoming the magic triangle of rubber performance is a challenge ubiquitous to the tire industry. Advancing reactor technology has allowed Birla Carbon to develop a line of Enhanced Performance carbon blacks which expand the performance triangle and allow tire makers to fine tune the balance between rolling resistance and durability.

CARBON BLACKS FOR TIRE APPLICATIONS

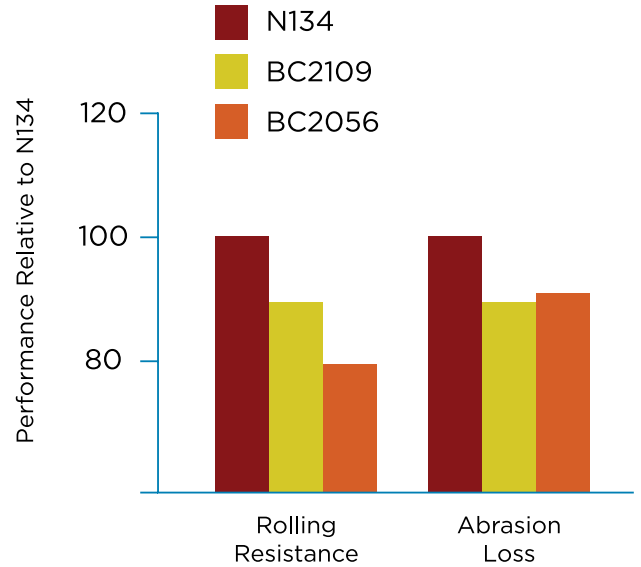
With the increased focus on vehicle efficiency, the rolling resistance of tires has never been more important. Birla Carbon, through its advanced reactor technology, has created a series of grades with tailored morphology to give the reduction in rolling resistance required without the traditional trade off of lower treadwear and longer mixing times.

All-NR, 55 phr CB



Overview of EP Tread products' balanced reinforcement and rolling resistance which enables compounding flexibility to optimize tire performance.

SBR/BR, 50 phr CB



In a retread formulation, BC2109 and BC2056 give significantly improved treadwear and rolling resistance versus N134.

TARGET APPLICATIONS - TBR, OTR, RETREAD

GRADE	FEATURE	PRODUCT BENEFIT
BC2109	High surface area, permanent structure and tailored aggregate size distribution	High chip-chunk and abrasion resistance for applications needing high durability, while maintaining or lowering rolling resistance. Easier to process compared to other high reinforcement products.
BC2056	Medium surface area and tailored morphology	Good abrasion resistance and low rolling resistance making it ideal for long haul and retread applications.
BC2123	Low surface area and tailored aggregate size distribution	Very low rolling resistance product with high levels of reinforcement, ideal for non-tread applications.

ABOUT BIRLA CARBON

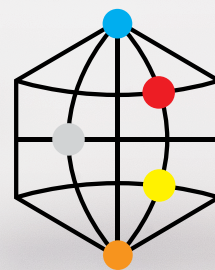
Birla Carbon is a leading global supplier of carbon black. As one of the flagship businesses of the leading Indian multinational conglomerate, the **Aditya Birla Group**, Birla Carbon provides innovative sustainable carbon black solutions that enhance the performance of paints and coatings, inks and toners, plastics, adhesives, sealants, textile fibers, mechanical rubber goods, tires, Energy Systems, and Sustainable Carbonaceous Materials.

As an ardent practitioner of sustainable development, Birla Carbon's Sustainable Operational Excellence (SOE) strategy focuses on employee safety, environmental stewardship, efficient use of carbon sources, product circularity and sustainability, and

a key focus on conducting operations in a socially and ethically responsible manner. Birla Carbon has been recognized by EcoVadis since 2016 as an advanced practitioner of sustainability. Our current rating is available on the **Birla Carbon Sustainability webpage**.

Birla Carbon's Purpose, 'Share the Strength', is about balanced and shared leadership, working at the product level to innovate cutting edge solutions through collaboration with its people, customers, and communities and backed by knowledge built over a century.

For more information, visit [birlacarbon.com](https://www.birlacarbon.com), or follow us [@BirlaCarbon](#) on [Twitter](#), [LinkedIn](#), [Facebook](#), or [Instagram](#).



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