



BC1083, BC1004,
BC1003, BC1029,
BC1007, BC2123,
BC2340, BC2342

ADITYA BIRLA



BIRLA CARBON

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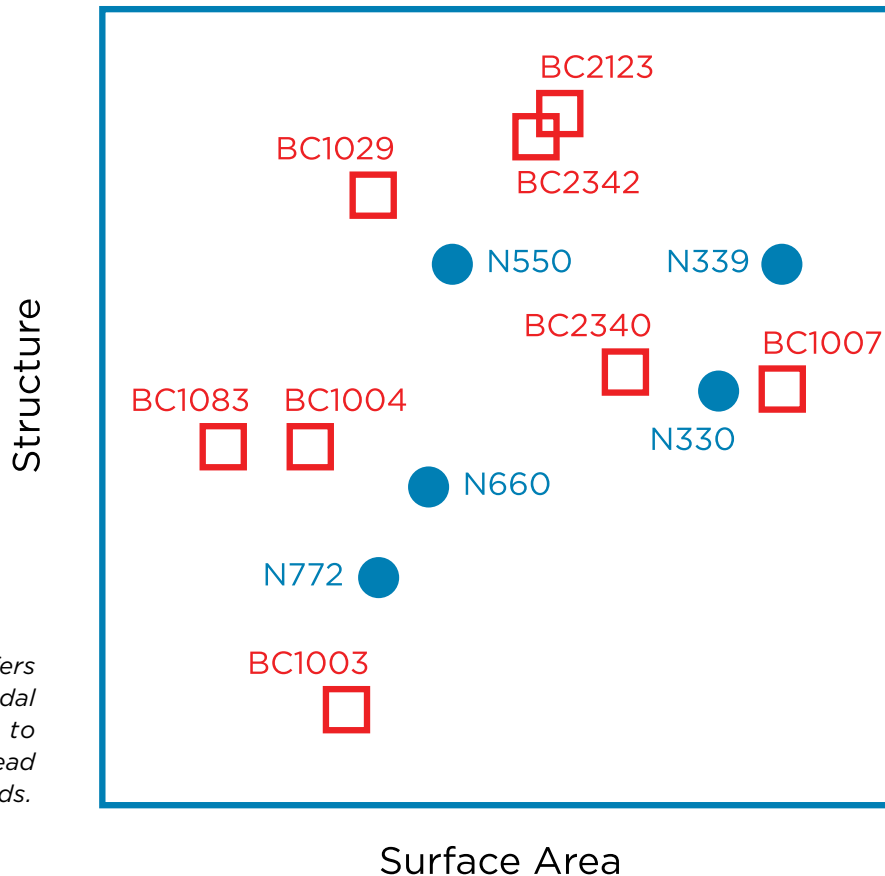
CARBON BLACKS FOR NON-
TREAD TIRE APPLICATIONS



Carbon black plays a key role in improving properties important to tire manufacturing and tire performance. Selecting the right carbon black for each component of the tire is important in providing the optimal balance of properties. Rely on Birla Carbon to work with you to match the right product to your precise application.

CARBON BLACKS FOR NON-TREAD APPLICATIONS

A well-engineered tire body is fundamental to the performance and lifetime of the tire. Whether it be lower rolling resistance, higher mechanical durability, or better fatigue lifetime, Birla Carbon offers a variety of carbon blacks to realize the full potential of your non-tread compounds.



Birla Carbon offers a range of colloidal morphologies to fit your non-tread application needs.

TARGET APPLICATIONS: PCR, TBR, OTR

PRODUCT	FEATURE	BENEFITS
BC1083 BC1004 BC1003	Lowest surface area furnace blacks, medium-low structure	These products allow compounders to reduce rolling resistance of tire body compounds as well as to increase loadings to reduce compound cost.
BC1029	Tailored morphology, balance of low surface area and medium structure	Shorter mixing times, lower rolling resistance and improved extrusion performance in automated TBM.
BC1007	Unique surface activity, medium structure	This product's unique surface activity affords it the tear strength of N326, while maintaining an N400-series level hysteresis.
BC2123 BC2340 BC2342	N330-level reinforcement, medium surface area, medium to high structure	The high reinforcing levels of these products allow compounders to replace higher surface area, traditional ASTM grades at same/lower loadings to further decrease the overall rolling resistance of the tire.

ABOUT BIRLA CARBON

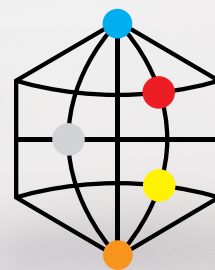
Birla Carbon is a leading global supplier of carbon black. As one of the flagship businesses of the leading Indian multinational conglomerate, the **Aditya Birla Group**, Birla Carbon provides innovative sustainable carbon black solutions that enhance the performance of paints and coatings, inks and 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](https://twitter.com/BirlaCarbon) on [Twitter](https://www.facebook.com/BirlaCarbon), [LinkedIn](https://www.linkedin.com/company/birlacarbon), [Facebook](https://www.facebook.com/BirlaCarbon), or [Instagram](https://www.instagram.com/BirlaCarbon).



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