

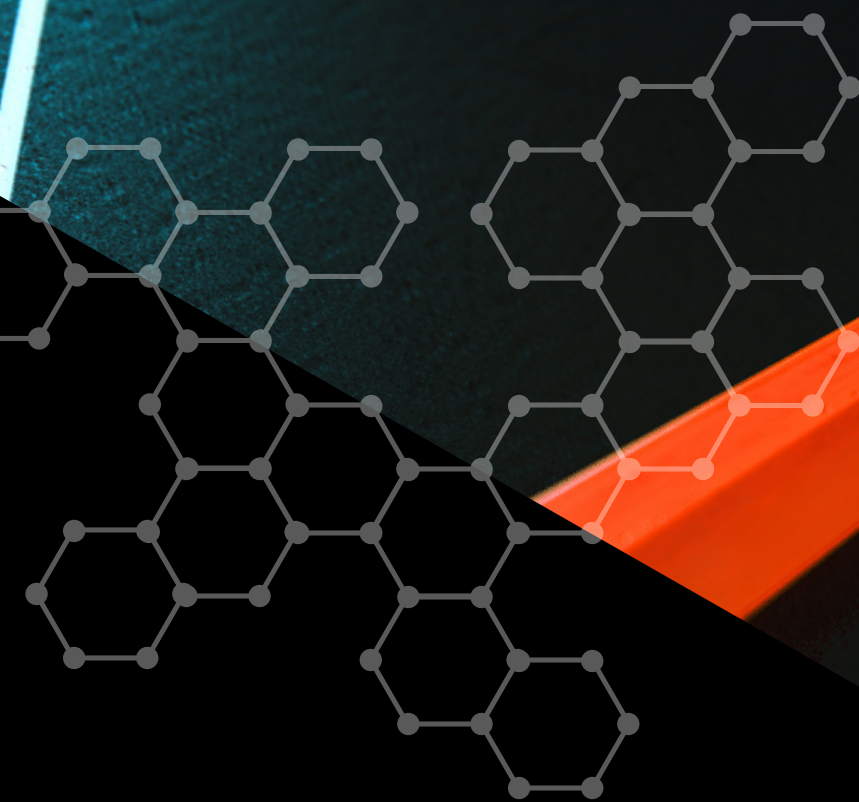


BC2123  
BC1029

# **BIRLA CARBON**

CARBON BLACKS FOR  
LOW HYSTERESIS  
SIDEWALL COMPOUNDS

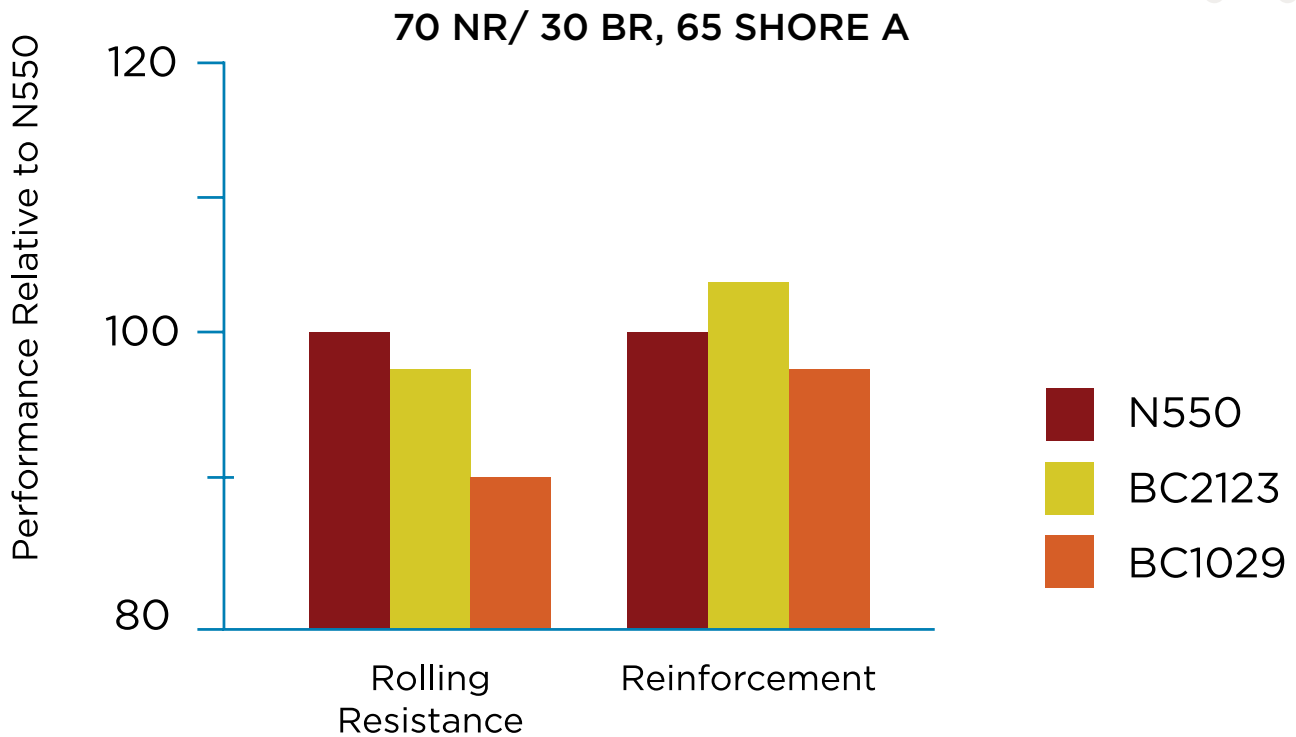




Carbon black as a reinforcing filler is used in rubber compounds to increase stiffness and durability. In the case of a tire sidewall, this means ride comfort and scuff resistance can be heavily influenced by the carbon black employed in the compound. In addition to stiffness and durability, increased focus on the environmental impact of cars has challenged tire makers to continuously find solutions to lower rolling resistance of not only the tread compound, but body compounds as well, including the sidewall. Birla Carbon offers our customers a range of products to tailor the performance of sidewall compounds to meet the requirements of modern vehicles.

# CARBON BLACKS FOR LOW HYSTERESIS SIDEWALL COMPOUNDS

With the increased focus on vehicle efficiency, the rolling resistance of tires has never been more important. The increasing weight of vehicles, especially BEV, has resulted in requirements for tires with higher load carrying capacity and stiffer sidewall compounds. To help tire designers meet these new challenges, Birla Carbon has developed products that offer compounders the opportunity to balance the requirement for lower hysteresis or stiffer sidewalls at equivalent hysteresis.



*BC2123 and BC1029 show improvements in rolling resistance while maintaining reinforcement levels. The morphology of these products allow compounders to fine tune load carrying ability and tire responsiveness without detriments to fuel economy.*

## TARGET APPLICATIONS: PCR, TBR, OTR

GRADE	FEATURE	PRODUCT BENEFIT
BC2123	Tailored morphology	Good balance of low hysteresis and higher stiffness, ideal for high stiffness sidewall applications (eg XL and Run-Flat).
BC1029	Tailored morphology, balance of surface area and structure	Shorter mixing times, lower rolling resistance and improved extrusion performance in automated TBM.



## ABOUT BIRLA CARBON

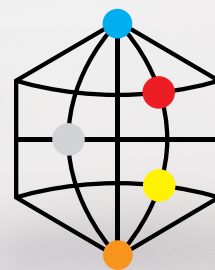
**Birla Carbon** is a leading global supplier of carbon black. As one of the flagship businesses of the leading Indian multinational conglomerate, the **Aditya Birla Group**, Birla Carbon provides innovative sustainable carbon black solutions that enhance the performance of paints and coatings, inks 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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