



ADITYA BIRLA



BIRLA CARBON



Breakthrough Innovation in Sustainable Development: THE NDC™ MASTERBATCH

The NDC™ (Nanocellulose Dispersion Composite) masterbatch is a unique joint development by Birla Carbon and GranBio Technologies, combining carbon black and nanocellulose to improve the performance and sustainability profile of tires.

Benefits

- Improvements in hysteresis and therefore lowering tire rolling resistance and improved fuel economy of your tires
- Easy dispersing, convenient, dust-free handling and integration into your formulations
- Increased share of renewable, bio-derived raw materials used in your tires

Explore how the NDC™ masterbatch can bring value to you!

Charles Herd, PhD, Director New Product Development at Birla Carbon, Lewis B. Tunncliffe, MRes Ph.D., Lead Scientist Rubber Product Development at Birla Carbon, and Kim Nelson, PhD, CTO Nanocellulose at GranBio Technologies, are happy to discuss this breakthrough innovation with you at our booth C505 in Hall 20 at Tire Technology Expo 2020.

For further information, please also contact us via birlacarbon.com/contact-us/ or by phone at **+1 770 792 9400**.

Do you know the Birla Carbon App yet?

Download it and find out which grade of carbon black suits your specific requirements.



tire
technology
EXPO 2020

See us at:
Booth C505
Hall 20

About Birla Carbon

Birla Carbon is one of the world's largest manufacturers and suppliers of high quality carbon black and a flagship business of the Aditya Birla Group. Our contemporary research infrastructure and state-of-the-art technology centers provide carbon black solutions to leading companies in the rubber and specialty applications sectors worldwide.



**SHARE THE
STRENGTH**



www.birlacarbon.com

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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 and a key focus on conducting operations in a socially and ethically responsible manner. In 2019, Birla Carbon was awarded a Gold level rating for sustainable practices for the fourth consecutive year by EcoVadis.

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.



GranBio Technologies

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