

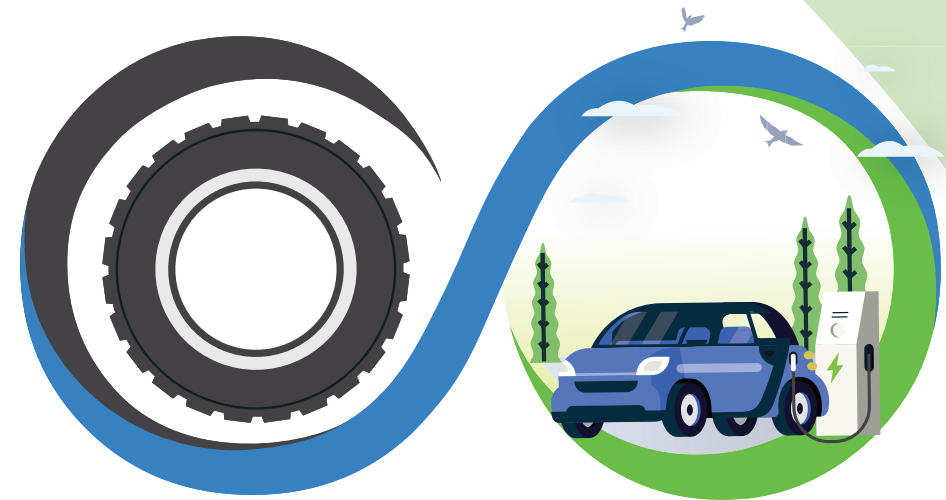
CONTINUA™ 8000

Paving the way towards sustainable business solutions

Continua™ 8000 is the genesis of a range of Sustainable Carbonaceous Materials (SCM), that offer our customers a sustainable alternative to traditional furnace carbon black as per benchmark in tire industry.

A Life Cycle Assessment conducted according to ISO 14040 and ISO 14044, demonstrates that when Birla Carbon supply is at full capacity, over 220,000 tonnes of direct and indirect CO₂ emissions will be eliminated on an annual basis when compared to our conventional carbon black process.

Continua™ embodies Birla Carbon's untiring determination to innovate and create sustainable business solutions.



Continua™ 8000 Offers Sustainability, Circularity, and a Host of Other Advantages

- Consistent quality at large volumes
- Certified low PAH content
- A robust global Birla Carbon supply chain
- In-depth technical know-how to guide and support the qualification process
- Supply options and Carbon Black-SCM blends to minimise cost of introduction
- The reputation and trust of Birla Carbon





How Continua™ 8000 aids Tire industry

Features

-  Reduction in Hysteresis
-  Possibility for blending solutions
-  Equivalent Performance*
-  Full Life Cycle Assessment

* Only applies for certain blend ratios

Benefits

-  No requirement to invest in extra silo capacity
-  Reduced vehicle fuel consumption and CO₂ emissions
-  No requirement for costly reformulations
-  Quantifiable CO₂ saving to meet customer targets

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About Birla Carbon: Birla Carbon is a leading global supplier of carbon black. As one of the flagship businesses of the 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, and tires. The company's footprint extends across 12 countries with 16 manufacturing facilities and two state-of-the-art technology centers in Marietta (USA) and Taloja (India), providing industry-leading innovation. Its Sustainable Operational Excellence (SOE) strategy focuses on employee safety, environmental stewardship, efficient use of carbon sources, and operating in a socially and ethically responsible manner. In 2020, Birla Carbon was awarded a Gold level rating for sustainable practices for the fifth 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. For more information, visit birlacarbon.com, or follow us @BirlaCarbon on Twitter, LinkedIn, Facebook, or Instagram.

Know more about Continua™
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