



# ONTINUUA™

Untiring Innovation for Sustainability

# Our vision for a more circular future

Circularity is now widely recognized as an essential component in building a more sustainable society. Many in the rubber and plastics industries are talking about sustainability in general and product circularity in particular, but are limited in their progress for a variety of reasons. At Birla Carbon, circular thinking is as important as our customers are, and we have aligned with the Ellen MacArthur Foundation to assess the circularity of our business by utilizing their Circulytics tool. Even though a completely closed-loop system may not be possible for our carbon black product, there are areas where we are moving in the right direction.

Through our Continua™ brand, Birla Carbon invites you - our customers - to join us and make circularity a reality.

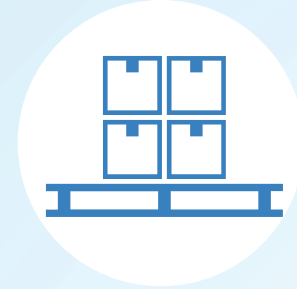
# CONTINUA™

## a vision brought to life

Continua™ by Birla Carbon is a range of sustainable solutions developed at scale, with technical expertise, superior quality and global reach, to enhance product sustainability and circularity. Continua™ products, by their nature, will enable significant and quantifiable reductions in carbon footprint, thus paving the way for greener, cleaner and more sustainable industry value chains.

Continua™ offers not only quality consistency and sustainable attributes, but is backed by technical expertise, a robust supply chain, and Birla Carbon's industry leadership, too.

Through its Continua™ portfolio, Birla Carbon offers:



Large scale supply



Continuity of supply



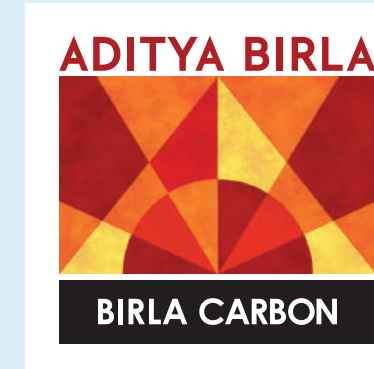
Quantified reduction in carbon footprint



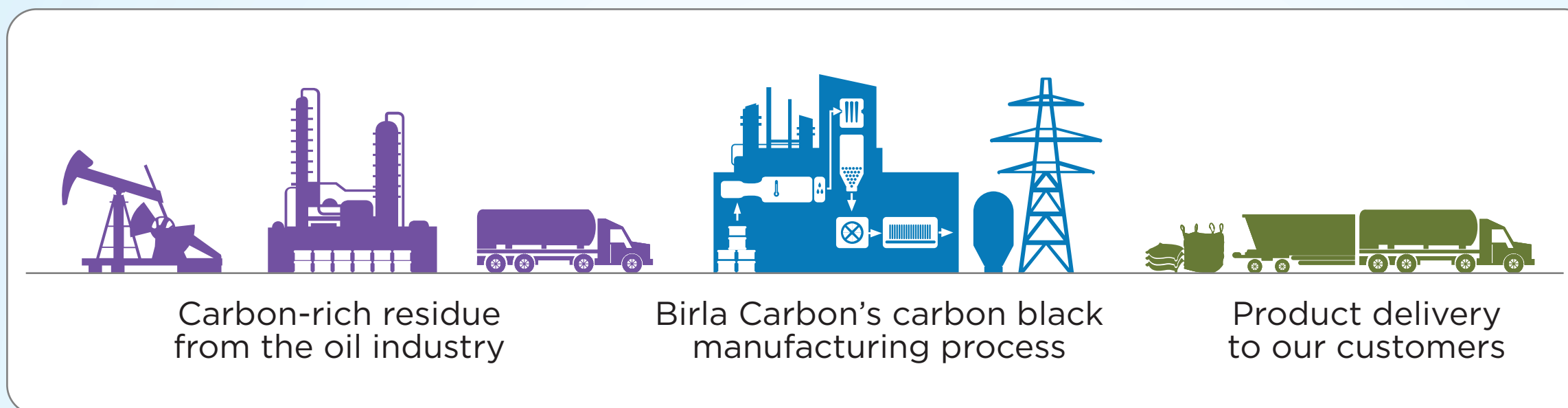
Technical handholding for integration in production lines



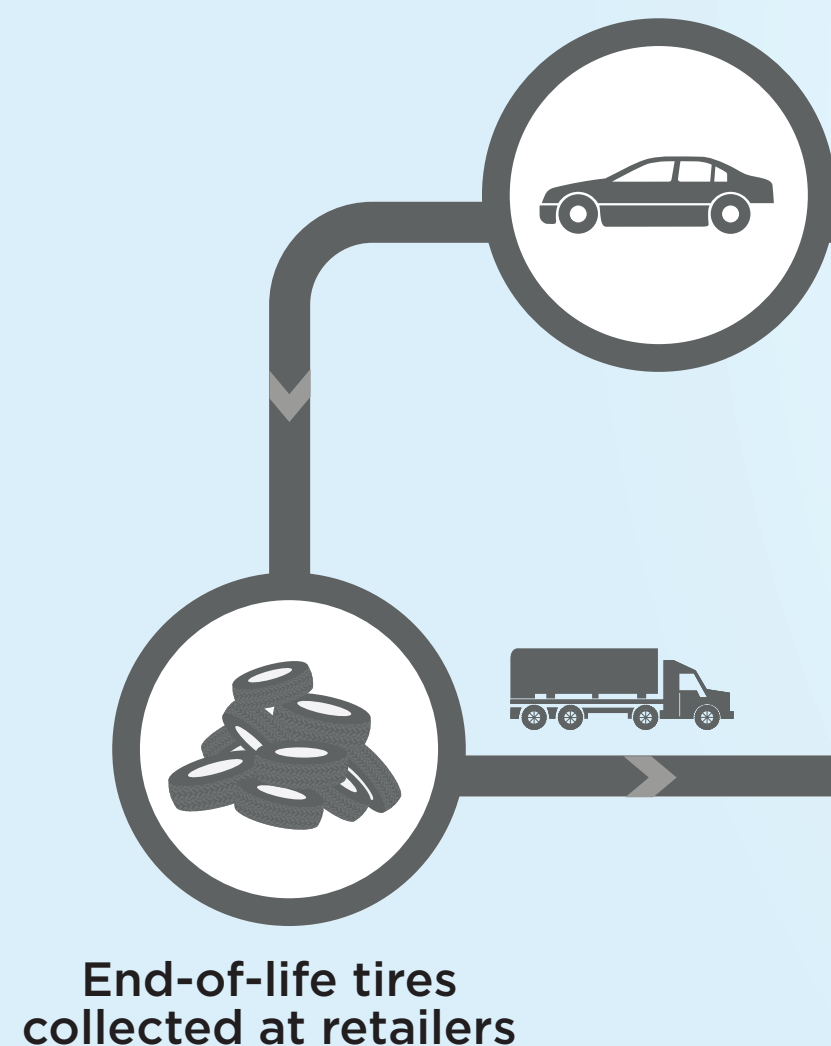
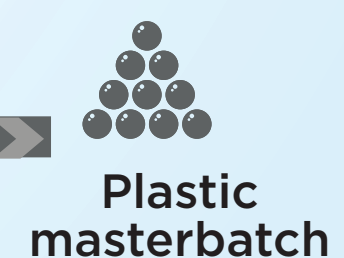
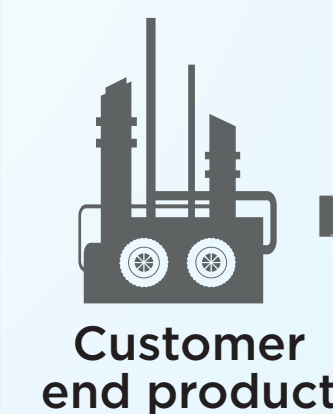
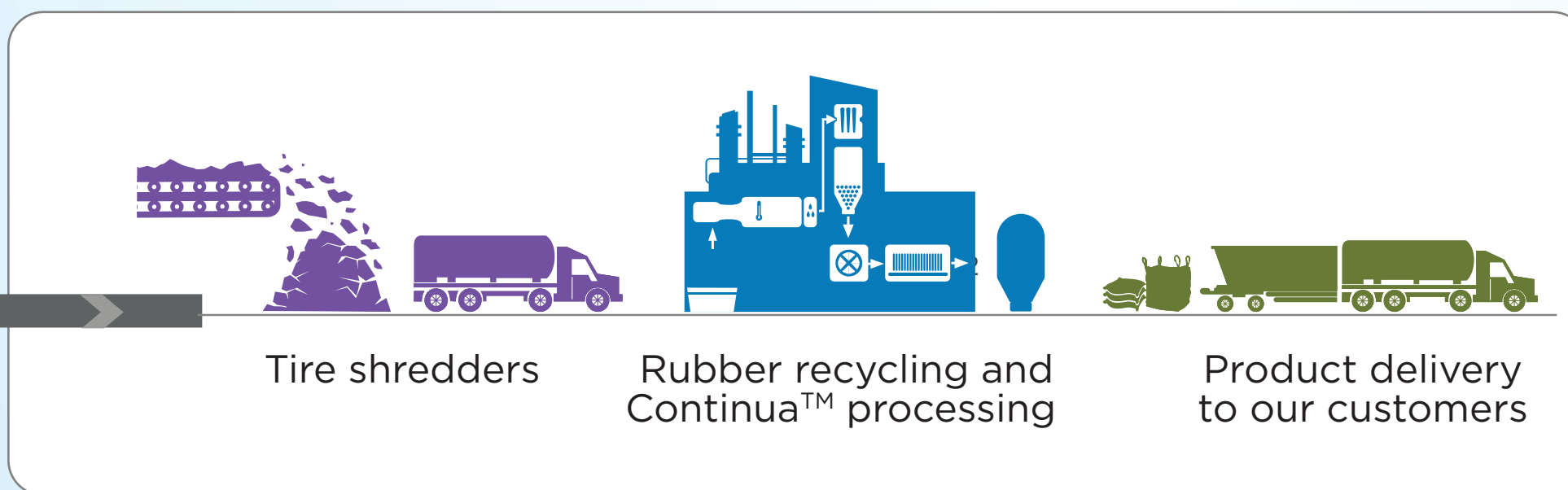
# From creation to CONTINUA™



## Carbon black



## Continua™



Back to the economy



# CONTINUA™ for Tires

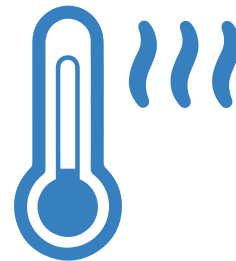
Continua™ by Birla Carbon offers tire manufacturers a truly circular option to meet their sustainability targets. Available at the volume and packaging required, Continua™ offers a genuine, sustainable alternative to furnace carbon black.



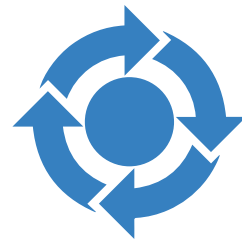
Certified low PAH content



Reduced carbon emissions when blended with furnace carbon black in tire production



Lower hysteresis (heat build-up)



Increased circularity



Reduced carbon footprint

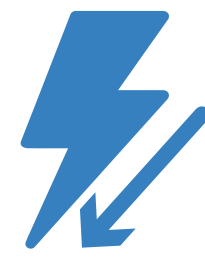


# CONTINUA™ for Manufactured Rubber Goods

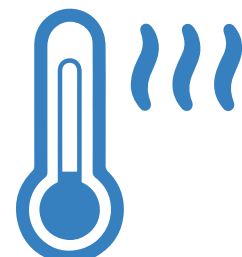
Continua™ by Birla Carbon offers MRG manufacturers a circular option to meet their sustainability targets. Available at the volume and packaging required, Continua™ offers a genuine, sustainable alternative to furnace carbon black.



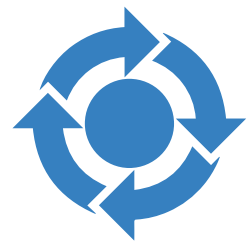
Certified low PAH content



Low conductivity and ECD resistance in relevant formulations



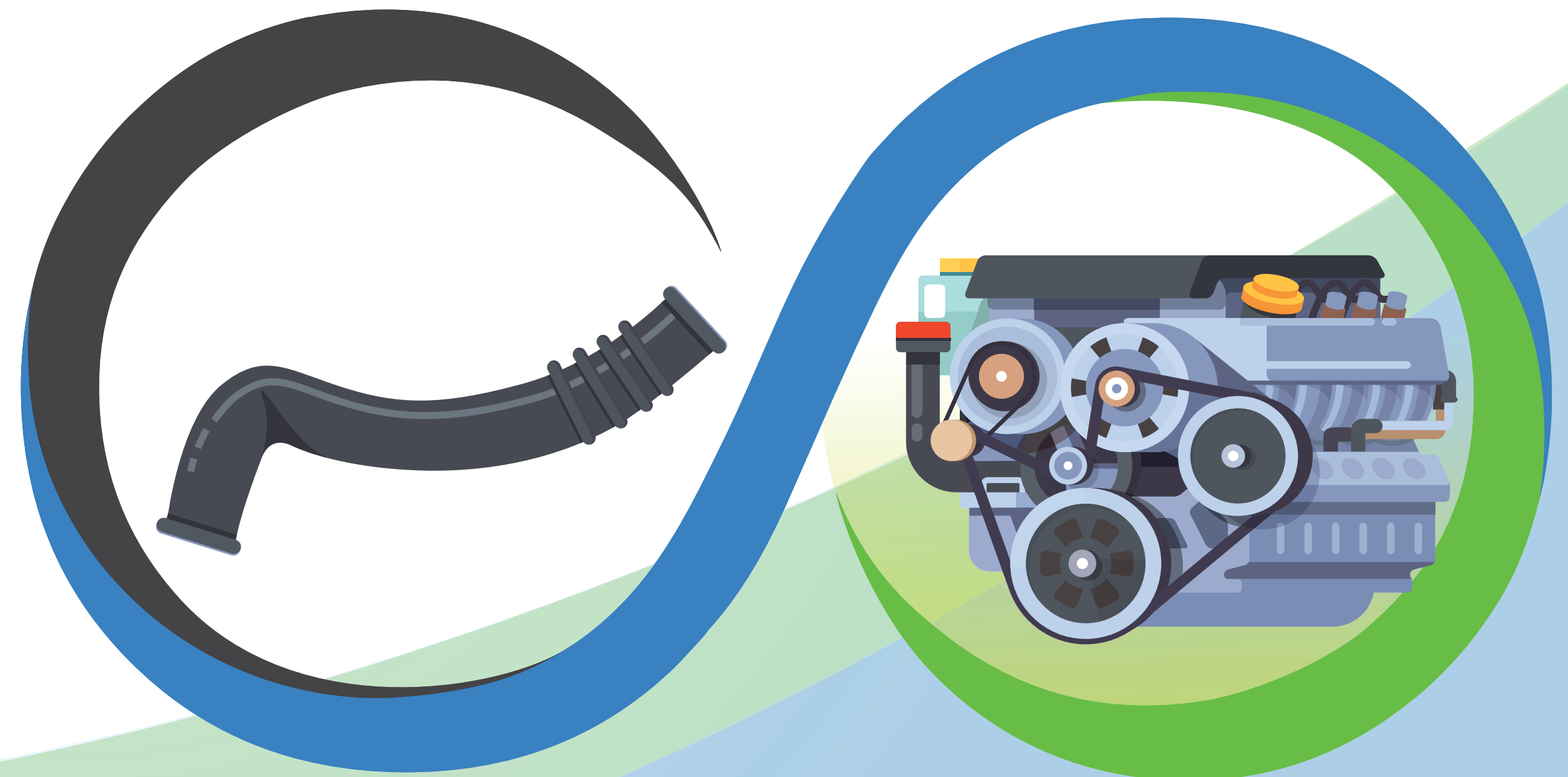
Lower hysteresis (heat build-up)



Increased circularity



Reduced carbon footprint

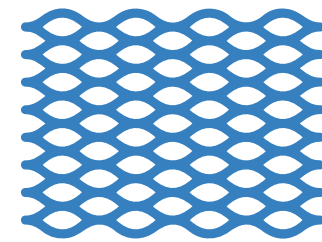


# CONTINUA<sup>TM</sup> for Plastics

Continua<sup>TM</sup> by Birla Carbon offers plastics manufacturers a circular option to meet their sustainability targets. Available at the volume and packaging required, Continua<sup>TM</sup> offers a genuine, sustainable alternative to furnace carbon black.



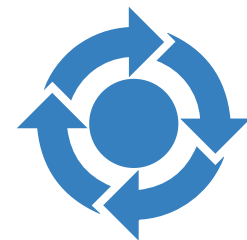
Certified low  
PAH content



Long screen life



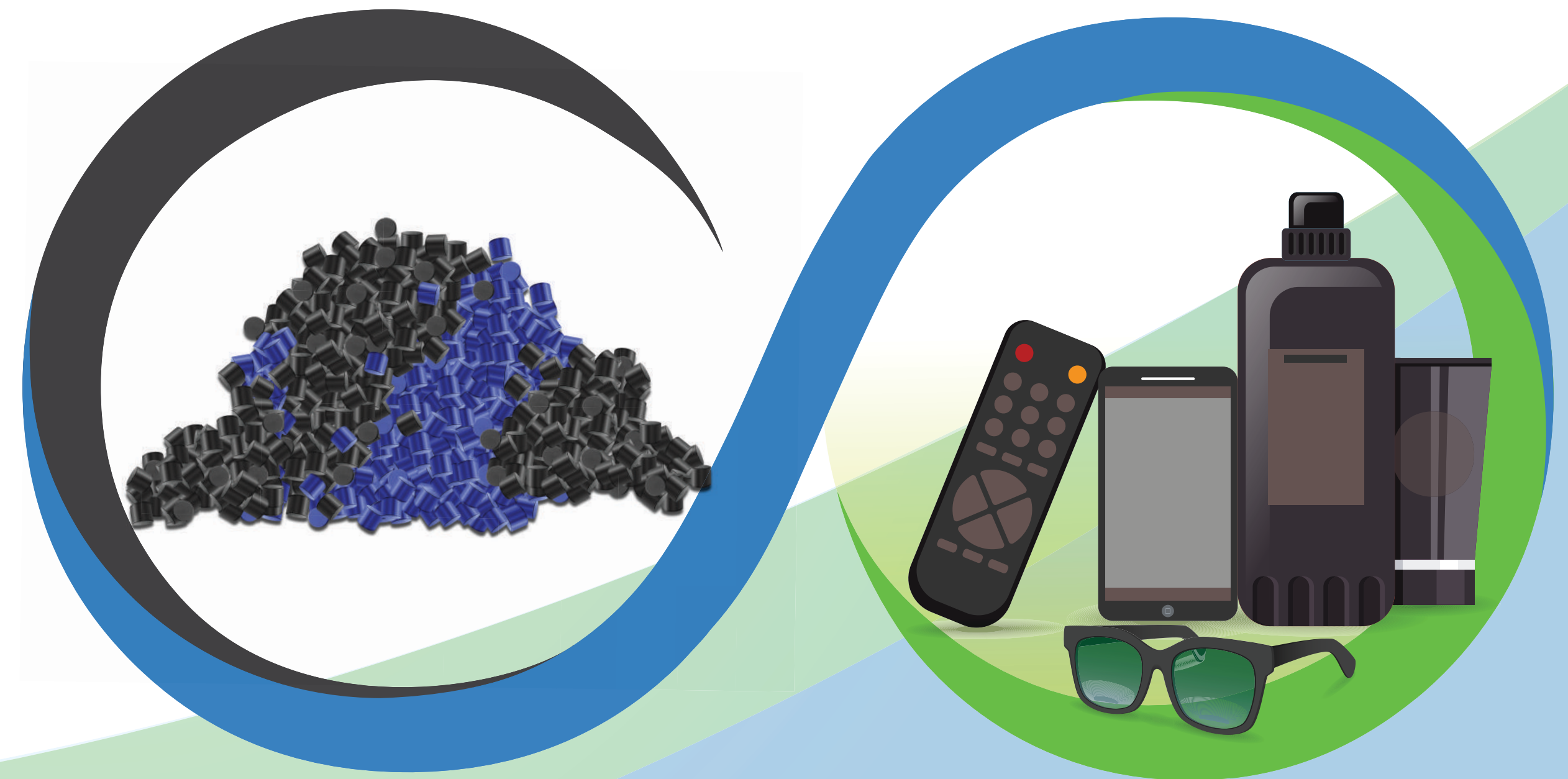
Easy processing



Increased circularity



Reduced carbon  
footprint







# CONTINUA™ 8000

## A pioneer in circular materials

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.

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 CO<sub>2</sub> 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 also has the traditional attributes of a Birla Carbon product.

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

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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](http://birlacarbon.com), or follow us @BirlaCarbon on Twitter, LinkedIn, Facebook, or Instagram.

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