



Every day, everywhere.

The social value of carbon black



Every day, we interact
with a huge range of products
– from technologically
advanced machines,

to basic items
that we take for granted.

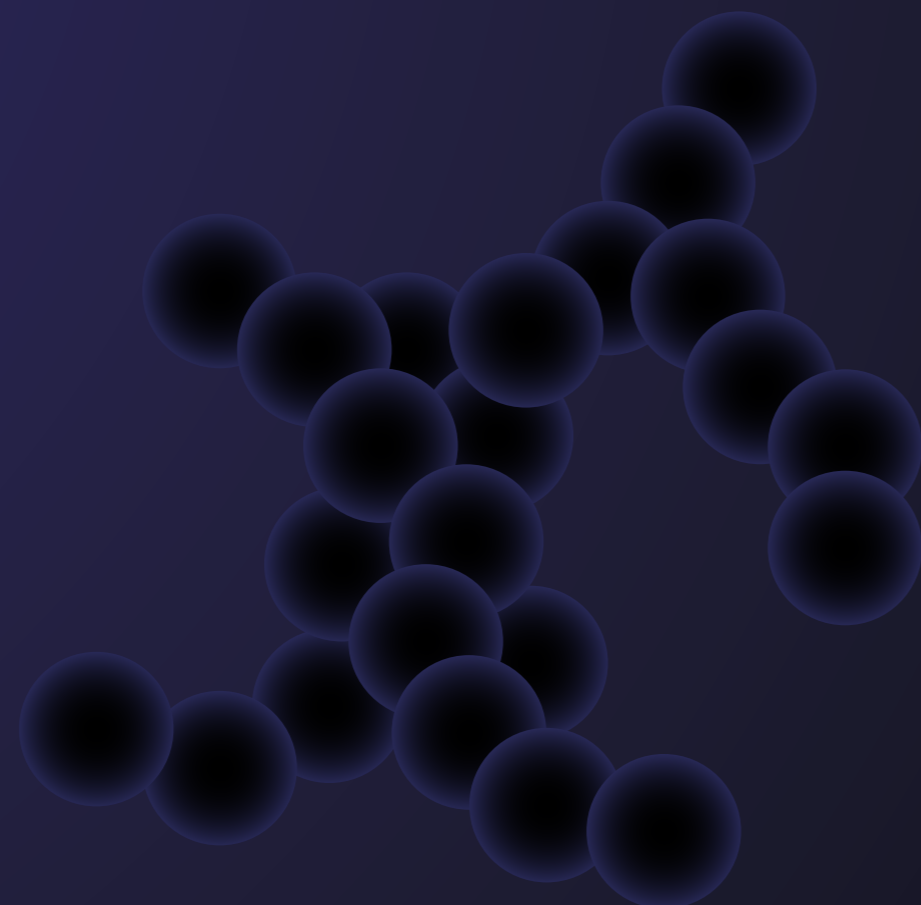


So it might surprise you to know
that many of these things
have something in common:
a unique material that is everywhere
– but you cannot see it.

That unique material is
carbon black

– the invisible product
that you encounter every day.
It is a highly engineered
but microscopic product.
Its core ingredient is carbon.

Carbon black is safe – and it is everywhere.
Whenever you use something that is black,
it probably contains carbon black. It is all around us.
In fact, it is hard to imagine the world without it.
It plays an important role in key areas of our lives.



It's all around us.



For example:
Movement...



...because it makes tires safer
and stronger for longer and makes
cars more comfortable.

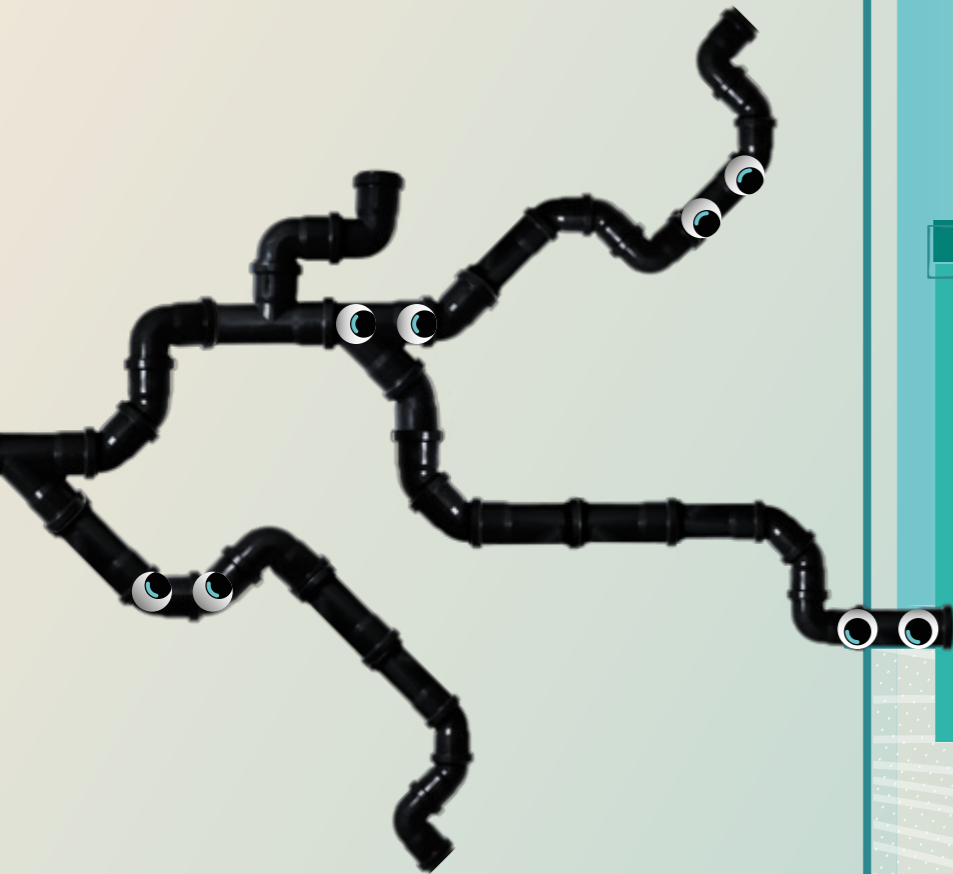
Food...



...as it enables more efficient and better farming through water management for irrigation, retention and UV protection.

Health...

...because it provides access to water for many, thanks to plastic pipes and seals that prevent leaks.



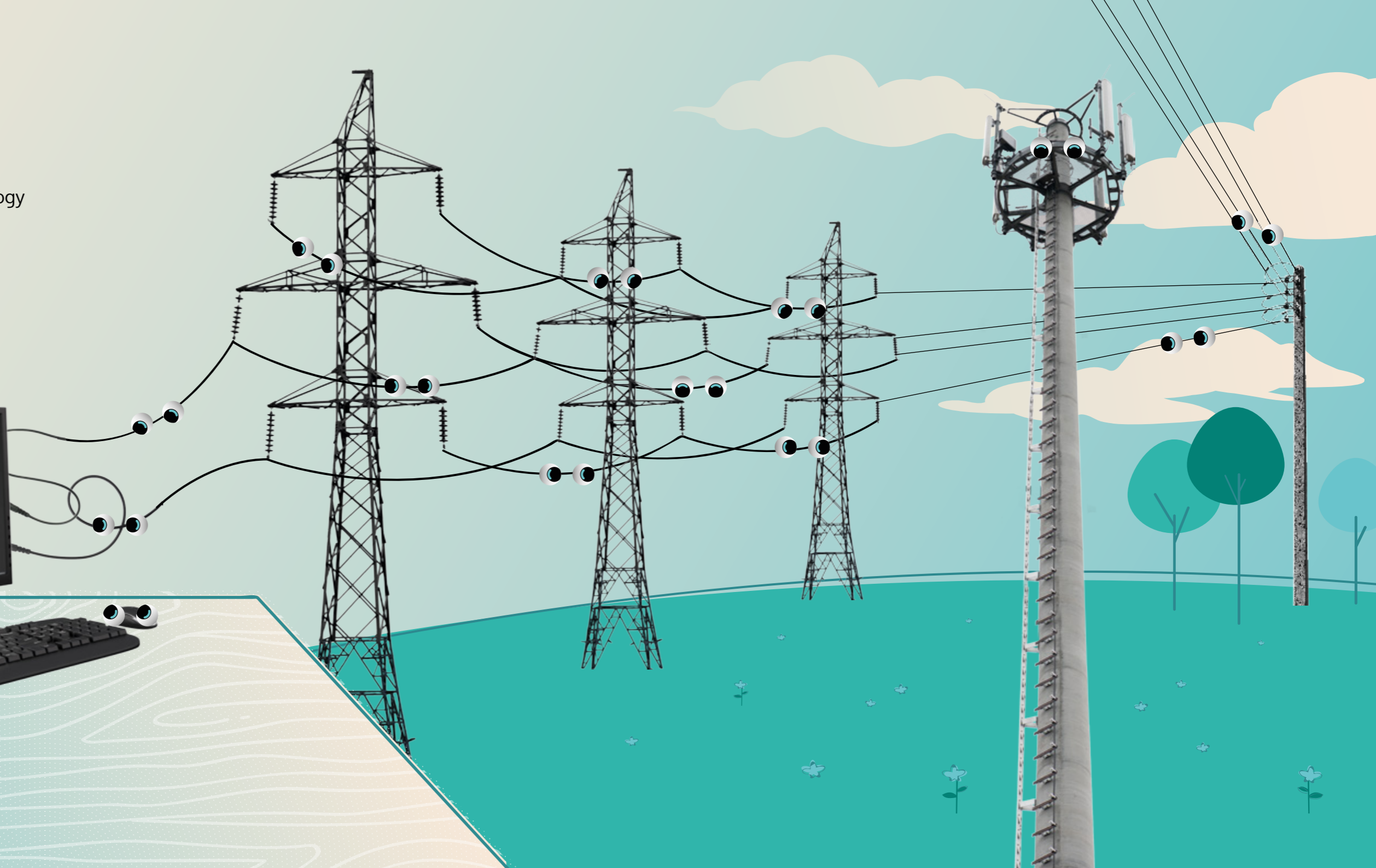
In everyday society...

...where you can find it in your clothes, shoes, toys, banknotes and printing inks, providing a deeper black that lasts for longer.



And Power...

...because it is a key component of the wires, computers and technology that make our lives easier.



So even though
you cannot see it,
carbon black is
everywhere around us.



It makes our world
more accessible
and connected.

It makes life more comfortable
and more convenient, ensuring
that products that contain it
are safer and last longer.



Birla Carbon
Every day, everywhere.

To learn more about Birla Carbon's carbon black, visit our websites:

www.birlacarbon.com
www.sustainability.birlacarbon.com