

Making Carbon Black Circular with CONTINUA™



Continua™ is a first-of-its-kind Sustainable Carbonaceous Material (SCM) that represents a ground-breaking step forward in the availability and know-how of sustainable solutions in the carbon black industry.

Greener & Sustainable industry value chains

Sustainability at Scale is one of the key differentiators of Continua™ supported by technical expertise and backed by the trust and credibility of Birla Carbon. Continua™ products, by their circular nature, will enable large and quantifiable carbon footprint reductions, paving the way for greener, cleaner, and more sustainable industry value chains. Over the next five years, 73,000 tonnes of Continua™ will be available annually for use in a wide range of applications including tires, mechanical rubber goods, plastics, and many more.

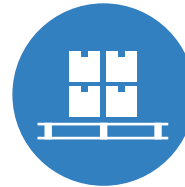
Making Circularity a reality

Continua™ requires ongoing collaboration and shared innovation with our customers to explore further application possibilities. We are taking risks, embracing uncertainty and stepping out of our comfort zone through accelerating our commitments to make circularity a reality.

Innovation & Collaboration

Working towards our continuous goal of bending our value chain towards circularity, we partnered with Cirttec to accelerate the recovery of carbonaceous material from end-of-life tires. By introducing this Sustainable Carbonaceous Material (SCM), we plan on supporting the rubber and plastic industries to include more recycled materials in their own products. This offering significantly reduces the overall carbon footprint throughout our common value chain.

Continua™ thrives on delivering the following key propositions:



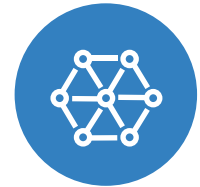
Large scale supply of SCM



Continuity of supply



Quantified reduction in carbon footprint



Technical handholding for integration in production lines

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Continued



From Creation to Continua™

A comprehensive Life Cycle Assessment (LCA) conducted in accordance with ISO 14040 and ISO 14044, demonstrated that the carbon footprint of Continua™ 8000 is significantly lower than that of our traditional furnace carbon black products.

From a system expansion perspective, Continua™ 8000 contributes to a value chain with a net negative carbon footprint through the recovery of steel and the production of renewable fuels. For every tonne of Continua™ 8000, 0.73 tonne of CO₂ is avoided.

