

## Press Release

# A partnership for Sustainability between Cirttec and Birla Carbon

- Cirttec will be the largest producer of Sustainable Carbonaceous Materials
- Birla Carbon to deliver Sustainable Carbonaceous Materials to customers through its extensive product development capabilities
- Partnership to create the single largest source of Sustainable Carbonaceous Materials for the tire, mechanical rubber goods, and plastic industries

**Mumbai, India, London, UK & Marietta, USA – May 25, 2021:** Cirttec, the leader in pyrolysis technology and the production of renewable fuels from end-of-life tires, and Birla Carbon the global carbon black leader, signed a long-term supply agreement for Sustainable Carbonaceous Materials, creating the largest sustainability footprint in the carbon black industry. Through its technical expertise, customized solutions, and global presence, Birla Carbon will take this sustainability solution to its customers around the world. This is consistent with Birla Carbon's leadership position in Sustainability and innovation over the last decade.

Over more than a decade Cirttec has developed its proprietary production processes to commercial scale; and now to support this landmark circular economy partnership, Cirttec is setting up a flagship production plant in the Netherlands. This will be the largest, most sustainable and most efficient pyrolysis plant in Europe; and is expected to go into production by the end of 2022. While putting millions of tires through the pyrolysis recycling process, the Cirttec plant will have a total annual production capacity of 73,000 tonnes of Sustainable Carbonaceous Materials in the next five years. This plant will be the largest single source of Sustainable Carbonaceous Materials and also of product-grade renewable fuels from the pyrolysis of end-of-life tires.

Commenting on the association, Dr. Santrupt B. Misra, Chief Executive Officer, Birla Carbon, said, "Our commitment to Sustainability over the last decade has seen Birla Carbon bring more and more innovation-focused solutions to our customers. This partnership with Cirttec is a big step towards product circularity in our value chain and bringing our customers' sustainability aspirations closer to reality." He further added, "Through our collaboration with Cirttec, we will become the largest suppliers of Sustainable Carbonaceous Materials in the world, carrying with it technology expertise and customized solutions."

A Life Cycle Assessment (LCA) of Cirttec's process, conducted according to ISO 14040 and ISO 14044, demonstrates that, at full capacity, 228,000 tonnes of direct and indirect CO<sub>2</sub> emissions will be eliminated on an annual basis when compared to the conventional carbon black process.



Commenting on the partnership with Birla Carbon, Allen Timpany, co-founder and CEO of Circtec, shared, “Our long-term alliance with Birla Carbon is instrumental to our objective to build a leading global business in the low-carbon circular economy.

Robert Harper, co-founder and Deputy CEO said “We look forward to working on our partnered mission of creating a more circular world using our leadership in innovation and technology to create sustainable products from end-of-life tires.”

Pieter Ter Haar, Circtec’s Director of Research and Development said “the combination of Birla and Circtec gives a leading edge in the development of circular product technology for the carbon black industry”.

### **About Circtec**

Circtec is a leading innovator of pyrolysis technology and producer of renewable fuels from end-of-life tires. The Circtec group affiliates have a footprint across 5 countries in Europe, with 2 manufacturing plants and a third under development. In addition to production plants, the group includes both design & engineering and research & development units. Since 2009, Circtec’s proprietary production technologies have been consistently developed to commercial scale, and have supplied several global multinational industrial partners with renewable fuel products over long-term offtake agreements. Circtec is now diversifying to also take a leading position in the production of circular economy chemicals. Circtec’s focus is on innovation and technology leadership, scaling sustainability in the chemical, petrochemical and oil sectors.

For more information, visit [www.circtec.com](http://www.circtec.com).

### **About Birla Carbon**

Birla Carbon is a leading global supplier of carbon black. As one of the flagship businesses of the leading 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.

For more information, visit [www.birlacarbon.com](http://www.birlacarbon.com) or follow us on LinkedIn, Twitter, Facebook, or Instagram.