



Birla Carbon Launches New Continuous SCM Production Line in Italy

Descrizione

COMUNICATO STAMPA - CONTENUTO PROMOZIONALE

TRECATE, Italy, Feb. 5, 2026 /PRNewswire/ - Birla Carbon today announced a new production line at its carbon black facility in Trecate, Italy. This dedicated line will serve the purpose of finishing and packing of Continuous Sustainable Carbonaceous Material (SCM), an industry-leading circular material derived from end-of-life tires. With this launch, high-quality and consistent Continuous SCM will be available in large volumes, strengthening long-term supply security for Birla Carbon's customers worldwide.

Speaking about the launch, John Loudermilk, President and CEO, Birla Carbon, said, "This is a pivotal moment for Birla Carbon. Continuous SCM represents the most consistent, high-quality, circular material in the carbon black industry today and replaces a portion of carbon black in most rubber and non-rubber applications. It also reflects cross-industry collaboration for sustainability, with raw material sourced from our partner Circotec's newly launched tire pyrolysis facility in the Netherlands, and finished and packed at our state-of-the-art processing line in Trecate." He added, "The launch of this line is a key milestone in our ambition to put back into industry 300,000 tons of end-of-life tires annually by 2030, contributing to our aspiration to achieve net zero carbon emissions by 2050."

Highlighting the customer and sustainability impact, John Davidson, Chief Sales, Marketing, and Sustainability Officer, Birla Carbon, said: "The launch of the Continuous SCM processing line in Trecate ramps up the availability of our circular product portfolio for customers globally. Continuous SCM enables our customers to increase the use of sustainable materials in their products while maintaining the performance standards they expect. This expansion reinforces our commitment to supporting customer sustainability goals at scale."

Continuous SCM is a range of sustainable solutions developed at scale with technical expertise, superior quality, and global reach to enhance product sustainability and circularity. Birla Carbon offers Continuous

8000 SCM and its variations for the tire, mechanical rubber goods, and plastics industries.

Through Continua SCM, Birla Carbon offers:

Birla Carbon's strategic partner in Europe, Cirttec, launched its Netherlands tire pyrolysis facility in January 2026. Facility details here.

Logo: https://mma.prnewswire.com/media/2877871/Continua_Logo.jpg

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