



## Tire Derived Carbon Black Product Approvals

### Overview

A tire pyrolysis company required assistance with tire derived carbon black product approvals.

### Objectives

- Develop marketing plan and target key customers.
- Obtain approvals from target customers.
- Align forward plan based on feedback, product volume and value opportunities.

### Actions

Product and application data was generated to use as marketing material.

Target customers were approached and product presentations were made.

Customer sampling, information requests and forward approval programmes were managed.

Feedback and opportunities were analysed and fed back into forward marketing plan.

### Outcome

Product approvals were obtained at key customers.

Forward marketing programmes were implemented based on feedback and business requirements.