

Carcass Carbon Black Market Potential for rCB

Overview

A leading rubber testing laboratory and technical consultancy is establishing a recovered carbon black (rCB) centre of excellence. Part of the offering of this operation will be a commercial technical package available to industry participants. This package requires detailed market data for carbon black equivalent products (designated as carcass grades) versus recovered/recycled carbon black products. MRT was asked to provide this information as part of the client's final offering.

Objectives

Provide total carbon black production and market demand, split by carcass and tread for 2015 to 2020 for designated regions. Provide market volumes for key application areas for carcass use and discuss historic, current and future market pricing for carcass grades for designated regions.

Actions

- Project scope was agreed following telephone discussion and a written proposal.
- A bespoke report was prepared to cover the required items.
- Market information was also provided in Excel format for easy use and formatting.

Outcome

A concise report and Excel file was prepared and submitted prior to the deadline.

The data was incorporated into the client commercial package.