



Furnace Carbon Black Market Assessment for rCB Opportunities

Overview

A producer of rCB wanted furnace carbon black market information to support its investment program and future development strategy.

Objectives

Provide regional and country specific furnace carbon black market volume information.

Provide specific grade type regional and country furnace carbon black market volumes.

Provide regional historic, current and projected furnace carbon black market pricing for specific furnace carbon black grades.

Actions

- Utilise RCCL's Global Tire & Rubber Chemicals Database© to determine current and future demand for furnace carbon black and specific types.
- Use RCCL's proprietary market price modelling to provide regional market prices for specific grades and project for future pricing.

Outcome

RCCL provided the information in a short summary report with associated Excel spreadsheet.

Information was provided by the agreed deadline.

RCCL met the client for a short pre-agreed meeting to discuss the findings and wider issues.