



Press Release

## **Birla Carbon North America Specialty Blacks Price Change**

**Mumbai, India and Marietta, USA – August 1, 2019 –** Effective September 1, 2019, Birla Carbon will increase specialty carbon black prices in North America by 9%. All shipments made on or after this date are subject to the price increase.

This increase is necessary due to extreme cost increases in carbon black feedstock. Birla Carbon is committed to serving its customers in every region of the world and must take this action to ensure continued supply of high quality carbon blacks.

Additionally, a revised schedule of fees for non-standard package services will be in effect September 1, 2019 and is available from your Birla Carbon representative.

Your business with Birla Carbon is valued and your continued support is appreciated. Please contact your Birla Carbon representative should you have questions regarding this price change announcement.

David Murphy  
Regional Director, North America  
Specialty Blacks

### **About Birla Carbon**

[Birla Carbon](http://www.birlacarbon.com) is a leading global supplier of carbon black. As one of the flagship businesses of the US\$ 48.3 billion 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. It's [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 write at [birlacarbon.communications@adityabirla.com](mailto:birlacarbon.communications@adityabirla.com)