

Towards Sustainable Operational Excellence

Birla Carbon, global leader in carbon black production and supply, has successfully tackled the biggest challenge faced by carbon black industry: Sustainability. It is at the core of the company's vision, says John Loudermilk, Chief Operating Officer (COO)

▲ **By Sharad Matade**

Birla Carbon, world's largest manufacturer and supplier of carbon black additives, has marked sustainability as the core of its global business vision. Carbon black producers have traditionally been facing the challenge of ensuring their products meet sustainability norms and Birla Carbon has successfully taken up that challenge, says John Loudermilk, the company's Chief Operating Officer (COO).

"We have made sustainability a foundational aspect of our business as represented by our vision, 'to be the most respected, sustainable, and dynamic' in our industry," Loudermilk told *Tyre Asia*.

Birla Carbon's perspective on sustainability is holistic, covering areas normally associated with the term such as environment, safety, and health along with those people might not connect to sustainability such as people development and financial performance, he said.

Loudermilk added: "We view sustainability as a way to ensure our long term future as a company, as well as, the future of the planet.

John Loudermilk, Birla Carbon

