



## News Release

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### International Elastomer Conference, Booth 1348

#### **ORION ENGINEERED CARBONS TO INTRODUCE NEW RUBBER CARBON BLACKS TO IMPROVE FUEL EFFICIENCY, TREAD PERFORMANCE**

Orion to present narrow ASD rubber Carbon Blacks for truck tread reinforcement and will also showcase new clean Carbon Blacks for manufactured rubber goods

KINGWOOD, Texas, Oct. 1, 2015 – At the [International Elastomer Conference](#) in Cleveland October 12 to 15, Orion Engineered Carbons (Booth 1348) will introduce to the U.S. market two new rubber Carbon Blacks designed to reduce rolling resistance thereby increasing fuel efficiency in truck tire carcass compounds. ECORAX<sup>®</sup> S 204 and ECORAX<sup>®</sup> S 206 are targeted for new generations of tire designs to help meet increased EPA fuel economy targets for passenger cars and support the SmartWay technology program for trucks.

- ECORAX<sup>®</sup> S 204, with a particularly low surface area and high structure, gives rubber compounds high rubber reinforcement (modulus and hardness) and low hysteresis.



- ECORAX<sup>®</sup> S 206 has an extremely low surface area and low structure, yet maintains a high dispersion level. It allows for high filler loadings and provides good reinforcement.

Orion also will highlight the importance of newly developed narrow aggregate size distribution (ASD) Carbon Blacks in improving abrasion resistance of truck tread compounds without increasing rolling resistance. Lin Bradley, Technical Market Manager – Rubber, will present *Narrow Aggregate Size Distribution Carbon Blacks for Truck Tread Reinforcement* on Wednesday October 14 at 10:45 a.m.

“Narrow ASD Carbon Blacks balance government regulatory requirements with end user performance expectations to create a workable compromise,” he said. Bradley will review the characteristics of newly developed Carbon Black grades with narrow ASD and highlight the performance enhancements they impart to truck tires in the oem and replacement markets.

For manufactured rubber goods that demand the highest levels of performance, Orion will introduce the latest additions to its SABLE<sup>(TM)</sup> line of clean Carbon Blacks for extrusion and high quality molding applications. New SABLE<sup>(TM)</sup> HS 6600, SABLE<sup>(TM)</sup> HS 7720 and SABLE<sup>(TM)</sup> HS 7740 grades allow rubber compounders to fine-tune properties to meet critical customer requirements. Orion’s new SABLE product offerings are in response to customer demands for products that increase productivity,



reduce scrap rates and provide better quality, resulting in lower overall cost to use compared to other Carbon Black grades.

For more information, contact Lin Bradley, Technical Market Manager – Rubber, ([lin.bradley@orioncarbons.com](mailto:lin.bradley@orioncarbons.com)) or Jose Briones, Marketing Manager – Rubber ([jose.briones@orioncarbons.com](mailto:jose.briones@orioncarbons.com)).

#### **About Orion Engineered Carbons S.A.**

Orion Engineered Carbons is a worldwide supplier of Carbon Black. The Company offers standard and high-performance products for Coatings, Printing Inks, Polymers, Rubber and other applications. Our high-quality Gas Blacks, Furnace Blacks and Specialty Carbon Blacks tint, colorize and enhance the performance of plastics, paints and coatings, inks and toners, adhesives and sealants, tires, and manufactured rubber goods such as automotive belts and hoses. With 1,360 employees worldwide, Orion Engineered Carbons runs 14 global production sites and four Applied Technology Centers. For more information visit our website [www.orioncarbons.com](http://www.orioncarbons.com).

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