



MRG Segment Drivers and Impact on Carbon Black Business

Overview

A global carbon black producer required an alternative view for the rubber goods segment (MRG) drivers and future impact.

Objectives

Produce a short summary PowerPoint presentation with key findings for positive and negative effects within segments and regional geographies.

Provide an accompanying Excel Workbook with more detailed analysis of individual company changes and market drivers by region and for specified countries.

Actions

- Extensive use was made of RCCL's Global Tire & Rubber Chemicals Database[®]
 - Individual manufacturer changes were summarised
 - By manufacturer
 - By Plant
- Company reports and relevant market information was analysed
- Individual segment drivers for Automotive, Industrial, Construction and Other were analysed

Outcome

A summary PowerPoint presentation was provided.

Detailed backup information was provided in an Excel Workbook.

Findings were discussed and clarified by telephone.