

Transforming rCB for Tomorrow's Carbon Innovations

# MARKET-READY rCB

Powder to Pellet to Profits



*rCB Pin Mixer*



*Process Development Solutions Since 1972*

# Unlock rCB's Full Potential

The Tire recycling industry has been at the forefront of rCB innovations, driving material circularity by transforming carbon-rich residue from ELT pyrolysis into valuable, marketable products.

## Setting the Global Standard

Today, the tire industry is collaborating with rCB producers to establish a proposed global standard to expand the use of rCB in tire manufacturing. Despite facing compliance challenges and market pressures, the rCB industry remains steadfast in its commitment to quality and sustainability.

*Pelletized rCB boosts consistency, improves sustainability, and builds circular supply chains.*

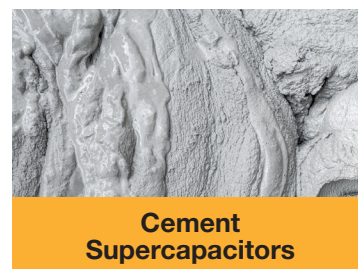
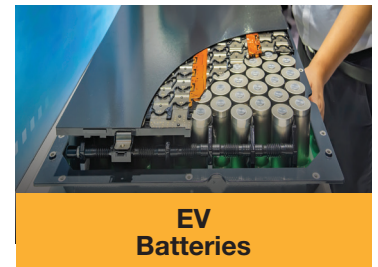
## Continuous Innovation in Pelletization

Mars Mineral is empowering tire recycling companies to elevate their operations and improve feedstock quality by delivering field-proven pelletizing solutions that consistently produce high-quality, ASTM-grade pellets.



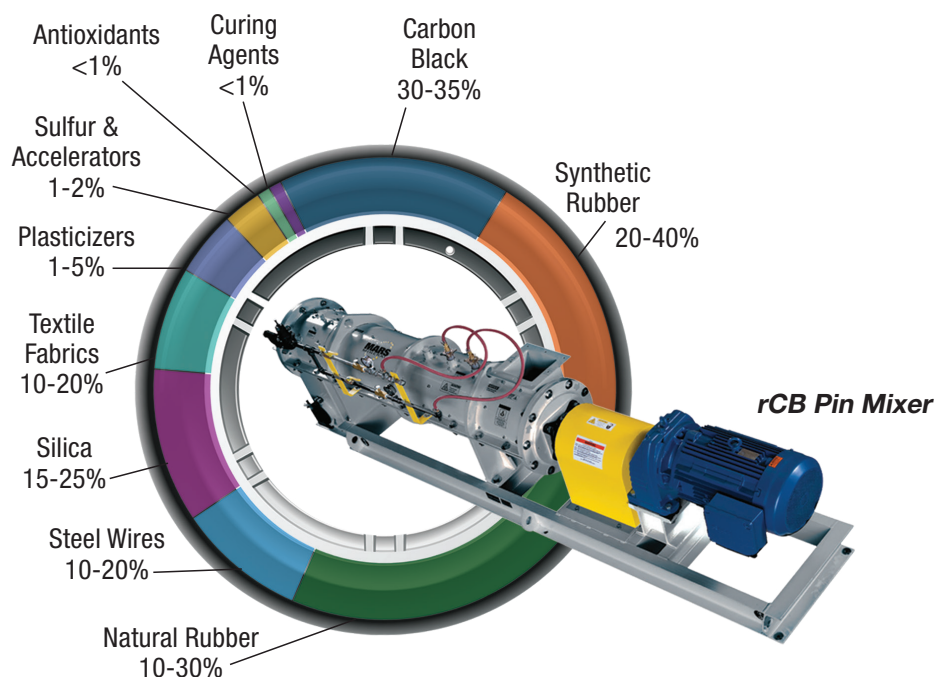
## Advancing rCB Solutions for Future Innovations

Our pin mixer technology enhances pellet quality and consistency, ensuring that rCB meets or exceeds industry standards. We are partnering with companies exploring new avenues for growth and innovation.



# Delivering Pelletizing Excellence Since 1972

For over five decades, Mars Mineral has pioneered pelletizing technology and process development solutions customized to meet your customers' specific pellet requirements. Our team works closely with you to design and refine a complete pelletizing process that ensures consistent, high-performance pellets and aligns with your sustainability goals.



*Our pin mixer seamlessly transforms rCB from the complex matrix of pyrolyzed ELTs into marketable pellets.*

## Precision Pelletizing Equipment

Our equipment is engineered for high first-pass yields, producing 125-1000 micron-sized pellets with the requisite hardness in the 20-50 gram range—perfect for rubber and plastics manufacturers.

## Efficiency and Environmental Impact

These pellets offer improved handling, shipping, and usage efficiencies while reducing workplace dust exposure, ensuring consistent dosing, and minimizing waste. This results in significant cost savings and a lower environmental impact.

## Turn Waste Into Wealth

At Mars Mineral, we're committed to advancing the circular economy by turning waste into valuable resources and offering a sustainable alternative to traditional carbon black.

## Why Pelletize? Maximize Material Potential

- **Market Demand:** The rCB market was valued at USD 124.32 million in 2021 and is expected to reach USD 743.37 million by 2029.
- **Sustainability:** Pelletizing transforms carbon-rich powder into a valuable commodity that can be reintroduced into the industrial ecosystem.
- **Improved Handling and Shipping:** Pelletized rCB is easier to handle, transfer, ship, and unload than powder.
- **Less Dust:** Pelletizing reduces worker respiratory risks, product contamination, and the need for ventilation and dust collection systems.
- **Waste Reduction:** Pelletizing can lead to a higher yield, minimizing waste.
- **Consistent Dosing and Mixing:** Pellets provide a uniform weight and volume.
- **Enhanced Flowability:** Pellets offer improved feeding and metering.
- **Uniformity:** The consistency offered by pelletizing is demanded by end-users for more predictable results.
- **Quality:** Through lab and pilot-scale pelletization, pellet size, shape, density, and hardness can be determined upstream to meet application specs.
- **Higher Revenue:** Buyers will pay a premium for pelletized rCB over the unwieldy powdered form.
- **Outstanding ROI:** Mars Mineral pin mixer is built with high-quality components and workmanship to provide years of continuous, consistent operation with minimal routine maintenance.

# Let's Collaborate

Introducing a new product requires dedicated attention at every stage to ensure it meets market demands. Harness the power of our product development expertise and testing capabilities.



Complete our online agglomeration questionnaire by scanning this QR code.



Contact us at [info@marsmineral.com](mailto:info@marsmineral.com) or +1 724-538-3000.



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