

**Dr. Charles Herd**

Director, Rubber Carbon
Black Technology
Birla Carbon

**The Future of Automobiles, Trucks and the Tires they Use:
*Development of New Carbon Blacks to Meet Current
and Emerging Market Trends***

Tuesday Kennesaw Campus
October 18, 2016 Birla Carbon Auditorium, SC109
2:00-3:15pm 370 Paulding Ave. NW
Kennesaw, GA 30144

About the Talk: Tires are viewed by consumers as simple, round and black objects that only need to have a long lifetime, but tire technology and the carbon blacks used in them, are much more sophisticated than they may seem. In fact, Tire Technology is changing rapidly and it continues to evolve as environmental regulations, sustainability initiatives and autonomous car concepts drive major changes in the technology of automobiles and trucks. As our predominant customer base, tire companies are faced with ever increasing performance requirements and carbon black technology is changing to stay aligned with these developments. This talk will review the major market drivers for automobiles, trucks and the tires they use and how Birla Carbon is addressing these requirements through development of new products.

About Dr. Charles Herd: Dr. Charles Herd has over 27 years of experience in the carbon black industry, starting employment with Columbian Chemicals Company Technology Division in 1989 as Manager of the Physics Laboratory Section of their Laboratory Services. Since that time he has held various positions, including Director of Columbian's European Central Laboratory and Director of Global Laboratory and Technical Services. From 2005 to present he has served as Global Director of Rubber Carbon Black Technology for Birla Carbon. Research and development interests include the morphology and surface modification of carbon blacks, and the structure-property relationships of elastomeric materials as related to tires and rubber goods. Dr. Herd has over 18 publications in peer-reviewed journals and holds three patents. Dr. Herd received his Ph.D. in Chemistry from Louisiana State University in 1987, followed by a Post-Doctoral Research Fellowship at the University of Birmingham, Department of Space Research, in Birmingham, England prior to joining Columbian Chemicals Company in 1989.

The ScienceTALK lecture series focuses on business in science and mathematics.