

 **Press release**

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**FOR IMMEDIATE RELEASE**

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## **PSE new North American sales & support operation**

### **Dedicated operation to serve gPROMS and ModelEnterprise customers**

Process Systems Enterprise (PSE), UK-based provider of technology-leading gPROMS<sup>®</sup> and ModelEnterprise<sup>®</sup> process and enterprise modeling software, today announced the opening of a new office in Morristown, New Jersey. The office is aimed at serving the company's growing North American market, which is responsible for over a third of worldwide sales of gPROMS and ModelEnterprise software and related services.

The new sales and service operations are led by Chris Hubbard and Stephen Sanders respectively. Steve's 30 years in simulation, modeling and software development includes 18 years at OLI Systems, where he was responsible for development and application of simulation tools for a wide range chemical and biochemical processes. Since joining PSE in 2003, he has been responsible for PSE's US technical support and project services, as well technology leadership for development of PSE's biotreatment and biotechnology capabilities. Chris, who joined PSE in March this year, has 15 years' experience in the pharmaceutical, chemical, and wastewater industries. Top-level sales and engineering positions at equipment manufacturing companies such as Glatt, Westfalia Separator, and Wedeco, and experience in delivering world-class water treatment solutions at Novazone have given him considerable experience of working with clients to deliver tailored solutions.

PSE's existing North American customers include major players in the US chemicals, consumer products and fuel cell technology sectors, as well as automation companies such as Honeywell and ABB. PSE's modeling software is used for decision support in many aspects of process and product design and the optimization of operations. The company's policy of Continuous Innovation ensures that it is continually advancing the frontiers of process modeling, and thus enhancing the benefits of modeling to the process industries. In addition, PSE has a long history of supplying modeling software to academic institutions and research organizations around the world, which will be augmented by the establishment of the new operation.

PSE CEO/Managing Director Professor Costas Pantelides, says "The US alone comprises some 35% of our worldwide market for software and related services. While we have managed to build close relationships with our major customers from a distance, the new operation recognizes the growing need for us to provide strong local sales and support. PSE customers will benefit from the closer links and more frequent contact, which means that we will be able to address their specific needs more effectively." He adds: "The opening of the Morristown office is part of a concerted effort to establish a strong PSE presence in all our major markets. Expect to see a number of similar announcements in the near future".

PSE Americas can be contacted by telephone at: +1 973 993 1850 or email at [info-us@psenterprise.com](mailto:info-us@psenterprise.com). Further information is available on the PSE web site at <http://www.psenterprise.com>.

## Notes for Editors

### About Process Systems Enterprise

PSE (<http://www.psenderprise.com>) is one of the world's leading providers of modeling technology and model-based services for design and decision support to the process manufacturing industries. The company was founded in 1997, originally to deliver and support in the commercial market innovative process modeling technology originating from Imperial College London. Its key offerings are advanced software technology, services and expertise for modeling and simulation of manufacturing processes and for the economic optimization of flexible manufacturing facilities. PSE has established itself as a leading independent high-tech provider to a growing, global customer base that encompasses the largest process manufacturing and automation companies in the world. The company was a winner of the prestigious UK Queen's Award for Enterprise and Innovation, for its gPROMS mathematical modeling framework and dynamic optimization technology. It employs around 35 graduates and PhDs at its headquarters in London, UK; Central European office in Köln, Germany; Americas office in Morristown NJ and Japanese office in Yokohama, and has agency sales operations in China and Korea.

### About gPROMS

gPROMS is one of the world's leading software packages for advanced process modeling, simulation and optimization. Conceived and initially developed at London's Imperial College, the package has been developed and marketed by PSE since 1997. gPROMS is widely used throughout the process industries for quantitative decision support in all areas of process design and optimization, as well as for advanced product design. gPROMS' sophisticated modeling and solution techniques, Advanced Model Libraries (AMLs) and open software architecture have led to it becoming the tool of choice in many areas of advanced modeling application, in particular in areas such as crystallization and detailed reaction engineering where suitable general-purpose tools have not been available in the past. PSE is committed to maintaining gPROMS at the leading edge of modeling technology through a process of Continuous Innovation, and this has resulted in some notable industry firsts in the areas of parameter estimation, dynamic optimization, mixed integer optimization (MIO) and model-based experiment design.

### About ModelEnterprise

ModelEnterprise is PSE's software suite for optimization of the design and operation of flexible manufacture enterprises. It is used by leading chemical and pharmaceutical manufacturers to, for example, optimize asset utilization or minimize stockholding. ModelEnterprise is based on rigorous mathematical optimization techniques, and incorporates a range of graphic-based capabilities for enterprise definition and visualization of results.

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