

## FOR IMMEDIATE RELEASE

Release date: 27 October 2006

## Süd-Chemie AG chooses gPROMS

### Leading catalyst manufacturer standardises on PSE technology & services

Süd-Chemie AG, one of the world's key manufacturers and suppliers of catalysts and zeolites, has adopted Process Systems Enterprise's (PSE's) gPROMS Advanced Process Modelling (APM) software as its company-wide modelling platform. As well as the gPROMS software, Süd-Chemie has licensed PSE's Advanced Model Library for Fixed-Bed Catalytic Reaction, and will make extensive use of PSE's expert process and reaction modelling services.

Süd-Chemie will use high-accuracy Advanced Process Modelling of catalysts and reaction systems for fundamental understanding of catalytic performance from the level of laboratory reactors to pilot plants and finally commercial reactor systems. This will enhance the quality of its after-sales customer-care service, in particular its diagnostic service, and to help customers to optimise their reaction processes. Modelling will also be used to minimise the need for physical testing of new catalysts, in order to reduce time-to-market.

gPROMS is the world's leading APM environment, and is used throughout the chemical and other process industry sectors for optimisation of design and operation of process plants and to accelerate innovation using model-based innovation techniques. gPROMS' advanced model libraries for reaction, separation, crystallisation and polymerisation processes are recognised as leaders in their fields.

Mr Christoph Bäuml, Süd-Chemie Director of Engineering Services EMEA, says "We are keen to go beyond the black-box approach and provide customers with a real insight into what is happening in their processes from day-to-day. In particular this will help us to rapidly troubleshoot when there are problems."

He says "We were looking for one single environment that is capable of modelling catalytic reaction systems to a high degree of predictive accuracy from lab-scale systems all the way through to complex industrial systems. This will ensure consistency for data analysis, parameter estimations and performance predictions at all levels of our activities. Given PSE's experience in reaction modelling and the extensive application of gPROMS to reaction systems, PSE was the obvious contender."

The company undertook a comprehensive evaluation process, supported by PSE's Consulting division. Mr Bäuml adds "one of the key factors in choosing gPROMS was the high quality of PSE's support, training and consultancy services. This has enabled us to create a rigorous kinetic model and its validation on a complex industrial reactor system with less than one month of effort."

PSE Sales Director Syed Shah, says "We are very pleased to have Süd-Chemie as customers in this key application area, where our detailed models of catalytic reaction systems bring a completely new level of sophistication. As the market becomes more and more competitive, the high-value information provided by Advanced Process Modelling will increasingly become a deciding factor for commercial success both for operating companies and their suppliers."

## Notes for Editors

### About Süd-Chemie

Süd-Chemie ([www.sud-chemie.com](http://www.sud-chemie.com)) is an independent specialty chemical company headquartered in Munich and operating on a worldwide scale. Key markets served by its Adsorbents Division include the consumer-goods, packaging and foundry industries. Products manufactured by the Catalysts Division offer solutions for water treatment, petrochemicals processing, energy storage and hydrogen production, as well as off-gas purification. The common denominator for all its products and innovations is the efficient and sparing use of natural resources to enhance the quality of life for humans and the environment. Sales of €933 million were generated in 2005, 80% of these outside Germany. Süd-Chemie employs more than 5,000 people at its more than 50 sales and production sites around the world.

### About Process Systems Enterprise Ltd

PSE ([www.psenderprise.com](http://www.psenderprise.com)) is one of the world's foremost providers of Advanced Process Modelling software and Model-Based Innovation services to the process manufacturing industries. These apply high-accuracy mathematical models of process equipment and phenomena to provide high-quality information for decision support in process innovation, design and operation.

Use of PSE's technology and services results in faster innovation, improved designs of processes and products, enhancement of existing operations, better economic planning of complex operations and more effective R&D and experimental programmes. Results are achieved with relatively low investment compared to alternative approaches – where these exist – with rapid return on investment and transfer of modelling know-how to industry.

PSE's global customer base of process manufacturing companies and their technology suppliers is served by offices in the UK, USA, Germany and Japan, and agencies in China, India and Korea.

### About gPROMS

gPROMS<sup>®</sup> is the world's leading Advanced Process Modelling (APM) environment. It is used to provide high-quality information for decision support in innovation, design and operation across all sectors of the process industries, with particular focus on modelling of complex operations such as reaction, crystallisation and polymerisation. Companies apply gPROMS to reduce time-to-market for new processes or products, improve designs, enhance production, reduce capital and operating expenditure and comply more effectively with safety, health and environmental requirements.

gPROMS is applied across the 'process lifecycle', from laboratory experimentation, through process and detailed design, to online operation, and is central to the emerging technology of Model-Based Innovation. PSE also provides gPROMS as a third-party APM and solution engine to channel partners in the automation, operator training and process simulation markets. PSE is committed to maintaining gPROMS at the leading edge of modelling technology.

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