

# Press release



Process Systems Enterprise Limited

## FOR IMMEDIATE RELEASE

Release date: 6 June 2007

A selection of images for this release is available at [www.psenderprise.com/news/070601\\_macrobert.html](http://www.psenderprise.com/news/070601_macrobert.html).

## **PSE wins prestigious MacRobert Award** **Modelling technology company brings innovative software to the process industries**

London-based Process Systems Enterprise (PSE), provider of the gPROMS advanced process simulation and modelling environment, was today announced as this year's winner of the Royal Academy of Engineering's £50,000 MacRobert Award.

The award, the UK's most prestigious for engineering, recognises the successful development of innovative engineering ideas. The PSE team was presented with the MacRobert gold medal by HRH Prince Philip after beating three other finalists, at an awards dinner in London where Lord Browne of Madingley was the keynote speaker. The company joins an impressive roster of previous winners, including IBM, Rolls Royce and BP International.

PSE was selected for its innovative gPROMS<sup>®</sup> advanced mathematical modelling software. gPROMS helps process industry companies to maximise product quality, minimise production cost and control environmental impact through the use of high-accuracy predictive mathematical models of their processes. It also enables them to innovate much faster, design more efficient processes, manage risk closely and integrate R&D and engineering disciplines.

Prof. Costas Pantelides, PSE MD, says "the process industries are going through a period of significant opportunities and challenges: unprecedented demand for products, increasing customer expectations on product performance, decreasing availability of primary raw materials, and global concerns relating to energy consumption, safety and environmental impact. We bring the means to make sound decisions while minimising the risk inherent in innovation".

gPROMS' main innovation is that it allows engineers to build and solve extremely complex models simply by describing the physical and chemical phenomena that are taking place, without concerning themselves with the details of the mathematical solution. This leads to orders-of-magnitude decrease in the required effort and time for modelling, and makes the benefits of modelling much more accessible than in the past.

gPROMS in turn supports innovation in the design and operation of processes and products across the whole range of the process industries. It is the tool of choice for some of the most challenging modelling applications worldwide – from the design of new high-performance chemical reactor technology to determining the optimal frying time for potato chips.

gPROMS has successfully entered the worldwide market, with 75% of the company's revenues coming from exports. PSE's client base includes more than 60 of the world's leading process industry companies, about 75% of which are Fortune 500 organisations. gPROMS is also being used for teaching and research by more than 200 universities worldwide.

Prof. Pantelides adds "We are delighted and honoured to have won the MacRobert Award. As a company that not only innovates but also helps others to innovate, we value this recognition highly."

For more information and images, see [www.psenderprise.com/news/070601\\_macrobert.html](http://www.psenderprise.com/news/070601_macrobert.html).

## **About the MacRobert Award**

The MacRobert Award, first presented in 1969, honours the winning company with a gold medal and the team members with a prize of £50,000. The presentation of the award recognises the successful development of innovative ideas in engineering. It seeks to demonstrate the importance of engineering and the role of engineers and scientists in contributing to national prosperity and international prestige.

Originally founded by the MacRobert Trusts, the award is now presented by The Royal Academy of Engineering, a prize fund having been established with donations from the MacRobert Trusts, The Royal Academy of Engineering and British industry.

## **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 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. PSE is a spin-out of Imperial College London.

## **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 is committed to maintaining gPROMS at the leading edge of modelling technology.

For further information, please contact:

**Mark Matzopoulos**  
Marketing Director  
Process Systems Enterprise Limited  
Bridge Studios  
107a Hammersmith Bridge Road  
London W6 9DA, United Kingdom

Tel +44 (0) 20 8563 0888  
Fax +44 (0) 20 8563 0999  
Email [m.matzopoulos@psenterprise.com](mailto:m.matzopoulos@psenterprise.com)

On-line media information is available at:  
<http://www.psenderprise.com/news/pressroom.html>