

Curvaceous Software European Business Awards for the Environment Press Release - Dec 05



Curvaceous Rounded up for European success

Curvaceous Software is being tipped for European success as they have been chosen to represent the UK in the prestigious European Business Awards for the Environment. The accolade comes as a result of Curvaceous' innovation in the European process industry.

Curvaceous created a new technology called Geometric Process Control (GPC). GPC can be applied across the whole of the process industries, from oil refining and petrochemicals through to pharmaceuticals and food processing. GPC improves process efficiency and reduces costs of operations, thereby minimising energy usage and process emissions.

GPC provides a comprehensive graph for viewing and manipulating hundreds of variables at once, eliminating the standard two variable only graphs currently used in traditional Statistical Process Control (SPC). GPC identifies and models the Best Operating Zone (BOZ) of a process from existing data. The BOZ is defined by the multi-variable operating points that in the past produced the best performance. A multi-dimensional surface wraps around the set of points creating a multi-dimensional solid object, thus capturing, in geometry, all of the interactions between the ranges of all the variables. By operating the process wholly within this object the best performance results of the past can be repeated.

GPC is already in operational use by over 85 major companies through the process industries including BP, Nestle, Shell, Pilkington Glass and BAE Systems.

Field trials with INEOS Chlor utilised GPC for process analysis and the creation of a real-time process model of a high-tonnage process with large energy usage. On the first use, the annunciation of false alarms fell immediately from 49% to less than 10% and in the first 3 weeks of use process efficiency increased by 2% per annum. Subsequently, process start-up time was reduced by a factor of 6 gaining extra production capacity and avoiding fuel wastage.

Robin Brooks, MD of Curvaceous Software says: "We are delighted to be nominated as a UK entry. GPC offers so many advantages both to the process industries and to business efficiency. To be recognised at the European level is both motivational to our company and beneficial to our brand. GPC leads to many environmental benefits. It can predict that the process operation will lead to excess emissions before they occur and usually in plenty in time to avoid them. It then automatically tells the operator what to do in order prevent to them."

The European Business Awards for the Environment (EBAE) recognise innovation and excellence in industry across Europe. Curvaceous were eligible for entry to the EBAE through their success at the recent ICHEME awards, where they won the AMEC Award for Innovation and Excellence in SMEs. Only RSA (Royal Society for the encouragement of Arts, Manufactures and Commerce) accredited awards can act as feeder schemes for UK businesses through to the EBAE. Current feeder schemes in the UK are:

Business Commitment to the Environment Awards	www.bceawards.org
Institution of Chemical Engineers Awards	www.icheme.org
Vision in Business for the Environment of Scotland	www.vibes.org.uk
Wales Environment Awards	www.arenanetwork.org
Water Efficiency Awards	www.environment-agency.gov.uk
Liveable City Awards	www.cityoflondon.gov.uk/lca

Simon Fordham of the RSA comments “Businesses of all types have a crucial role to play in encouraging environmental practices that help to conserve natural resources and reduce waste pollution. There is increasing evidence that corporate responsibility and competitiveness go together. Recognising the achievements in Europe of UK companies that pioneer environmentally innovative products and policies bring benefits to all.”

Curvaceous Software is one of a few UK entries selected to go forward to Europe. Entries from all 25 member states will be assessed by the European judging panel in February 2006. Finalists will then be announced in March 2006 and the winners will be presented with their awards at a ceremony in Brussels during Green Week (the first week in June 2006).

Note to editors:

1. For information or interviews, please contact Abigail Stuart-Menteth on 0117 9293041 or via abigail.stuart-menteth@imsplc.com.
2. For information on Curvaceous Software visit www.curvaceous.com or for information on the EBAE visit www.defra.gov.uk/environment/internat/euroawards/index.htm