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## About Red Cedar Technology

Red Cedar Technology is a leading provider of software, technology and consulting services for multi-disciplinary design optimization problems.

Our proprietary optimization strategies are the culmination of over 25 years of research and development and are recognized worldwide as the most powerful and innovative approaches for engineering better products and processes.

Intuitive yet powerful, our HEEDS Professional optimization software simplifies the solution of even your most challenging design problems.

To find out more about HEEDS Professional design exploration and optimization software, or about our design consulting services, please contact us at:

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## Greetings!

In this issue of *Technotes*, we feature a unique application of HEEDS Professional to minimize the required energy input for a chemical process. Also, we are pleased to announce the addition of a new HEEDS distributor in China. Finally, we've included a customer story highlighting Linktech, inventors of an innovative bondable polyethylene technology.

As always, we hope you will find this issue informative and interesting. If you have questions or feedback, please don't hesitate to contact us.

Sincerely,  
The Red Cedar Technology Team  
[newsletter@redcedartech.com](mailto:newsletter@redcedartech.com)

## Application Brief: HEEDS Optimization of Steam Usage for a Chemical Process

HEEDS Professional was used with the Aspen Plus 2006 simulation tool to minimize the cost of producing Dichloromethane (DCM), a common chemical byproduct that can be used as a solvent and in the production processes of certain food products (such as decaffeinating coffee).

HEEDS successfully designed the process to use 14% less steam as compared to the baseline design, while at the same time meeting the constraint on the concentration of Dichloromethane in the effluent stream.

[Read the entire brief](#) (PDF, 152KB)

## Announcement: New HEEDS Distributor in China

We are pleased to announce that [Turing](#) has signed on as our official HEEDS distributor in China. We look forward to working closely with the Turing team to better serve our HEEDS customers in China.

## Customer Success Story: Linktech



When Linktech discovered a unique approach to bonding UHMWPE to other substrate materials, the engineering experts at Red Cedar Technology helped them better understand their invention and get it patented. This patented process is now branded as Essnar for bulk material handling and OceaPoly for environmentally safe marine applications.

Applying advanced analysis and design optimization technologies, Red Cedar Technology developed new concepts and specific product designs for several applications of Linktech's process, which helped Linktech break into new markets ranging from food manufacturing equipment (Kellogg's and General Mills) to ship building (U.S. Navy, U.S. Army and marine manufacturers worldwide).

*"Red Cedar Technology has provided all of our advanced engineering analysis and design for the past eight years. They are a great team to work with."* - Bruce Linker, President, Linktech

## Consulting Services: Innovative Solutions to Your Challenging Engineering Problems

*"The folks at Red Cedar are professional, intelligent, and exciting to work with. With their help, we were able to optimize an extrusion design by reducing mass significantly further than with traditional CAE methods."*

- Dan Casey, P.E., Senior Applications Engineer, Steelcase

Red Cedar Technology provides the CAE design, analysis and optimization services your company needs to gain a competitive advantage in a crowded market.

The design and manufacture of new products requires development teams to satisfy a myriad of conflicting objectives, including rapid increases in design complexity, time-to-market demands, performance requirements, and material costs. Additionally, in today's tightening economy, maintaining a full range of in-house engineering expertise is not cost effective for some departments or companies. But failing to improve products and processes is not acceptable either.

Red Cedar Technology's engineering services provide you with the latest technology and expertise required to achieve innovative designs while reducing product development time and cost. Our consulting services include computer-aided engineering (CAE) modeling, analysis, design optimization, and software customization - from the concept stage through final design.

To learn more about how we can help you discover innovative solutions to your challenging engineering problems, please contact us at [info@redcedartech.com](mailto:info@redcedartech.com).