



NEWS RELEASE

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Stat-Ease Announces Availability of *Formulation Simplified*

New Book Provides Chemists with Original Studies Illustrating the Essentials of Mixture Design and Analysis

MINNEAPOLIS – Aug. 9, 2018 – Stat-Ease, Inc., a leader in the field of design of experiments (DOE), today announced the availability of *Formulation Simplified: Finding the Sweet Spot through Design and Analysis of Experiments with Mixtures*.

Written by Mark Anderson, Pat Whitcomb and Martin Bezener, *Formulation Simplified* goes beyond the standard statistical texts on mixture design and makes the topic easy and fun to read. The book includes a new collection of insightful original studies that illustrate the essentials of mixture design and analysis. Solid industrial examples are offered as problems at the end of many chapters for chemists who are serious about trying new tools on their own. In addition, statistical software to do the computations can be freely accessed via a web site developed in support of the book.

“Formulation Simplified will help even the most brilliant chemists better appreciate the power of planned experimentation,” said Anderson. *“It’s important for chemists engaged in experimentation to embrace statistical analysis and predictive models. The statistical methods of mixture design and analysis provide the means for rapidly converging on optimal compositions.”*

Available on [Amazon.com](https://www.amazon.com) in both print and electronic formats, *Formulation Simplified* is the third book in a trilogy of design of experiments (DOE) books. It is also available on the Stat-Ease web site: www.statease.com/publications/books/formulation-simplified.html along with *RSM Simplified: Optimizing Processes Using Response Surface Methods for Design of*

Experiments, 2nd Edition, which was published in 2016, and *DOE Simplified: Practical Tools for Effective Experimentation, 3rd Edition*, which was published in 2015.

Stat-Ease recently moved its office to a new location near Highway 36 and Industrial Blvd., east of downtown Minneapolis. The company's new mailing address is:

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For more information about Stat-Ease, visit www.stateease.com.

About Stat-Ease

Based in Minneapolis, [Stat-Ease](http://www.stateease.com) was founded in 1982 and has become a leading provider of design of experiments (DOE) software, books, training, and consulting services. Using these statistical methods, scientists, engineers, statisticians, quality experts, and research and development teams can improve the quality of products, enhance processes, quickly solve manufacturing problems, and make breakthrough discoveries. Via multifactor testing techniques, DOE quickly leads users to the elusive sweet spot where all requirements are met at minimal cost.

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