

GoFormulate™

The GoFormulate™ simulation software is designed by a formulator for the formulator. It reduces your number of experiments. By doing so, you minimize your exposure to the chemicals while at the same time shorten your development time. You also become a more seasoned formulator as you begin to develop an intuition for the effects of each raw material.

If you know what raw materials to use, just enter the requested information for those raw materials. The simulator calculates certain predicted values for you. If it doesn't meet your target values, adjust your raw materials until the targeted values are met. If you know the price of your raw materials, the simulator also calculates the product cost. Just add your manufacturing cost and margins and you have a probable selling price.

Once the predicted values from the simulator are matched to your target values, do the experiment and test your properties. If it needs more adjustment, you should know what to adjust based on your knowledge of structure-property relationships. Go back to the simulator and increase whichever ingredient you believe will improve that property of interest. Maybe you want to see the effects of changing a combination of ingredients with one ingredient. You can also set up a design of experiments and check the predicted values for all the experiments.

“I just put in a generic 2pcf PUR spray foam, your software is dead on.”

David M.

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GoFormulate™, LLC

Simulate. Test. Commercialize.

Formulate with speed and accuracy

Dr. Augusto C. “Gus” Ibay, Ph.D.
President

Meet the GoFormulate™ Founder

Dr. Gus Ibay developed the GoFormulate™ simulator after over two decades in the polyurethane industry acquiring a diversity of experiences as a hands-on product developer and formulator. Dr. Ibay holds a Doctor of Philosophy in Organic Chemistry and has applied his theoretical knowledge into practice. Even after 20 years, his passion is formulating; and he continues to work as a formulator. Dr. Ibay has successfully formulated and commercialized the following types of polyurethane products: two-component foam-in-place gaskets, adhesives, spray foams, molded foams and spray coatings, cast and spray elastomers, one component reactive-hot melt adhesives and moisture-cure coatings. He has also formulated polyisocyanurate foams and polyurea coatings.

Dr. Ibay is well-versed in many of the raw materials that go into these formulations such as polyols, isocyanates, curatives, polyamines, silicone and non-silicone surfactants, catalysts, fillers, flame-retardants, blowing agents, anti-settling aids, dispersing additives, air-release additives, and many more. He is also named an inventor in patents, gave presentations in conferences, and authored publications in his field.

Products & Services

- GoFormulate™ Suite 2010 software
 - Foam System Design Program
 - Prepolymer Design Program
 - Hot Cast Elastomers Design Program
 - One Shot Systems Design Program
- Consulting & Technical Services



Simulate, Test, Commercialize.

We help you develop new polyurethane products faster, safer, and more efficiently to maximize return on investment and improve time to market.

GoFormulate™ is a new formulating tool that will revolutionize how you formulate today. The following are broad categories of products that have been successfully formulated with the new tool:

- Foam systems for construction and furnishings
- Prepolymers for coatings, adhesives, sealants and elastomers (CASE)
- Hot cast elastomers
- One-shot two-component elastomers including polyurea system

To gain access to the GoFormulate™ simulator, you will need to sign up for a 2-week free trial. There is nothing to purchase until you decide to continue beyond 2 weeks. Visit www.goformulate.com to order your user ID and password.

“The secret of success in life is to be ready for your opportunity when it comes.”

Ready, Set, Go Formulate Fast and Accurate

GoFormulate™ is a gateway for formulators to design and simulate polyurethane based products according to a set of screening criteria such as foam density, percent isocyanate, processing ratios and raw material prices. Our primary mission is to help polyurethane formulators develop products quicker, safer, and more efficiently. Dr. Ibay has taken his many years of experience and extensive formulating spreadsheets to develop the simulators.

Foams made easy

Whether you are new to the polyurethane industry and just learning how to formulate, or a seasoned formulator, polyurethane formulating has never been so easy using the GoFormulate™ simulation programs. Have you ever tried to formulate a two-component polyurethane or polyisocyanurate foam system to a certain density and at the same time meet a certain processing parameter such as a 1-to-1 volume ratio? Also, some foam systems are more exothermic than others and it affects the density. Can you predict the density based on the exotherm and the amount of blowing agent? If you do not have extensive knowledge in developing foams, this can be quite a challenge. GoFormulate™ can help you navigate thru those issues.