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COMPANY PRESENTATION



In 1962 Ken Muff Lassen (b. 1939) established his first company, Domus Danica, which was a sales gathering of 7 Danish furniture manufactures.
In 1968 Ken sold his shares of Domus Danica to start up IKEA in Denmark.

From 1976 Ken was member of Inter IKEA's group management team with the worldwide responsibility for concept, product and assortment development for the entire IKEA group.

In 1987 Ken left IKEA to establish his own company again having the dream of working in a small company, finding a little gismo which could be sold in millions and earning money by selling products which are better. That company was IDEAS Denmark and the gismo dream turned out to be the beginning of the CrushGrind® adventure.

Today Ken is retired but continues to be a frequent and impassioned visitor.



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THE STORY OF CRUSHGRIND®



Based on the principles of the old mortar, CrushGrind® was developed to be more than just a pepper mill – established to create a better grinder than available on the market.

Through passion, will and a bit of nerdiness we invented the original ceramic mechanism – a revolution of traditional pepper mills. We enabled consumers to grind not only pepper, but also salt and all sorts of dried herbs and spices. Our modern mortar releases the essential oils from spices and unleashes their full aromas.

With our 1994 invention we offered a new and better way to adjust the grinder and an easier way to fill the spices.

Our mindset is characterized by our authentic story and eagerness to create better kitchen tools.

We aim to inspire our consumers and give them the best gastronomic experience – because we believe that everybody deserves one.



CRUSHGRIND® DIAMOND



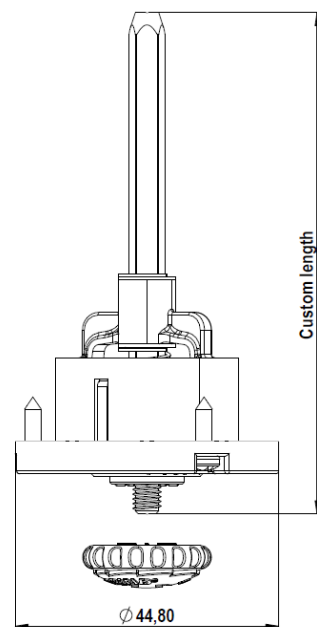
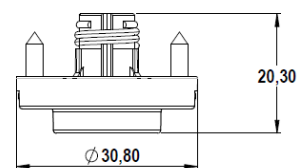
CrushGrind® Diamond is the original ceramic mechanism that was introduced to the market in 1994.

At that time it was a revolution to use technical ceramics for grinding pepper. But we did not want to just grind pepper like the traditional mechanisms available at that time.

Our CrushGrind® mechanisms can grind salt, pepper, dried herbs, whole spices and spice blends.

CrushGrind®

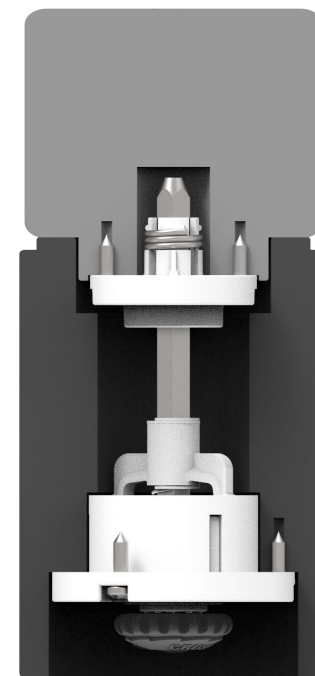
DIAMOND EASY



EASY



DIAMOND EASY



CrushGrind® EASY

This mechanism is developed for easy assembly inside wooden mills. Screws are used for mounting the mechanism and the stopper fixture.

This mechanism is also well suited to small grinders that require a thin wall thickness and a flatter lid.

The grinder is filled by pulling the stopper fixture upwards.

Article no.	TBC	No per master	100-200 pcs
Material	PP	Dimension of master	TBC
Weight per unit	TBC	Gross weight	TBC
Country of origin	China	EAN	TBC

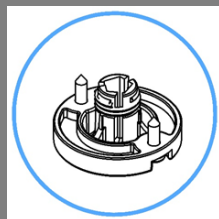
Material of finished product	Wood <input checked="" type="radio"/>	Metal* <input type="radio"/>	Plastic <input type="radio"/>	Porcelain* <input type="radio"/>
Stopper fixtures available	Regular <input type="radio"/>	Compact <input type="radio"/>	N/A <input type="radio"/>	
Ceramic cones available	Regular <input type="radio"/>	Easy <input type="radio"/>	N/A <input checked="" type="radio"/>	
Warranty on ceramic parts	25 years			
Patented technology	No			

*for mounting into these materials, a plastic insert will be required.

Feature details

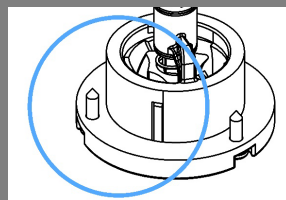
1. Screw-in stopper fixture

We developed this stopper fixture to avoid the need for a 'nut' on our mechanisms that use shafts. This stopper fixture easily integrates into the 'head' section of grinders. Simply pull off the 'head' to refill a mill - with no need to unscrew any bolt. The stopper fixture can securely hold 3Kg (min).

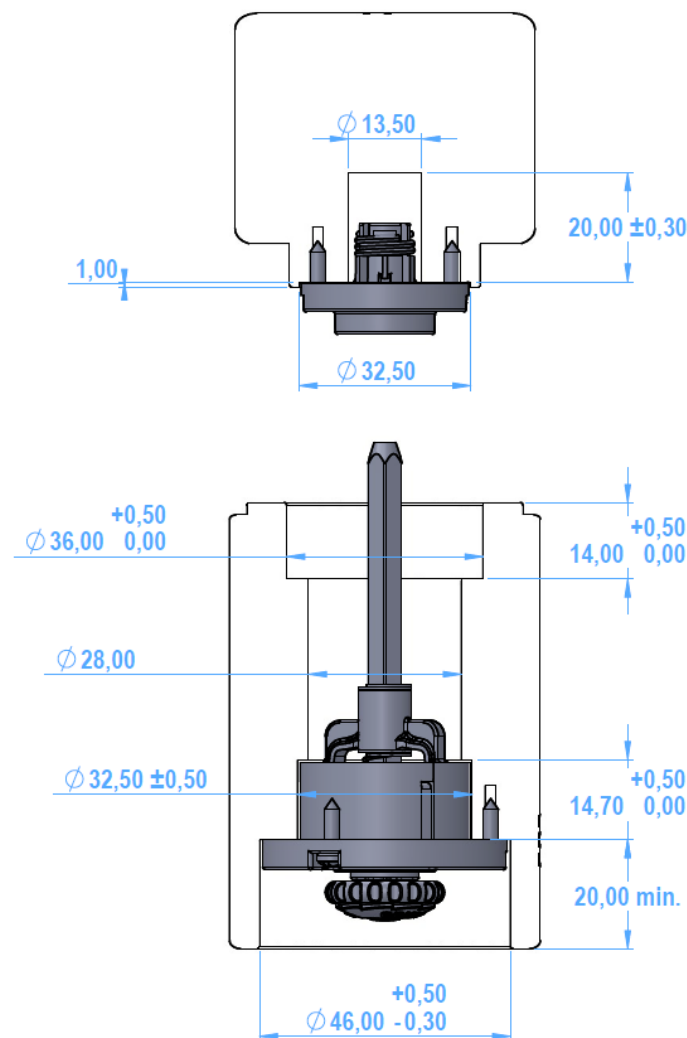


2. Compact profile for designs with a narrow waist

The mechanism has a low profile and uses screws at the base. This makes the mechanism perfect for designs with very narrow mid sections such as traditional 'Bistro' designs.



EASY
Integration
guidelines

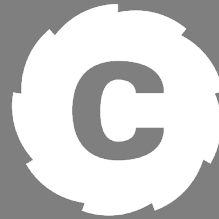


Please contact us for 3D files of this mechanism.
All measurements in mm. Tolerances shown are
for mounting into wooden products.

Stopper
Screw-in

Warranty
25 years

Patent
No



CrushGrind[®]
D E N M A R K

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