



Company Presentation

Purpose

**We believe that cooking
and eating together will
bring us closer**



Get to know our history



Like many great stories, ours begins with a man and an idea. Ken Muff Lassen built a successful career in the Danish furniture industry, even leading IKEA in Denmark.

But as IKEA grew, Ken found himself more distanced from the products he was passionate about. Wanting to stay hands-on, he left IKEA to pursue something new.

Ken had always dreamed of creating a small, everyday product that could be sold in millions. One day, he came across an old ceramic grinder. Most grinders at the time were made of steel or plastic. The ceramic grinder caught his attention. After testing it with various spices, Ken realised it could grind anything – pepper, salt, dried spices and herbs.

He knew he was onto something big. He spent nearly a year finding the man behind the ceramic grinder. A Japanese engineer by the name Mitsui Kamioka. Together they developed what we now know as Crushgrind® - the original ceramic mechanism™. Ken's passion for spices and great design kept him going, even when breaking into the market was tough.

After years of perseverance, Tupperware and WMF became key clients, propelling Crushgrind® into homes around the world.

Today, over 80 million grinders have been sold, and the company remains committed to quality and innovation, now led by Ken's second generation.



Brandstory



Click to see

Timeline

IDEAS Denmark A/S
was established

1991

Crushgrind® DIAMOND
was launched

2006

Crushgrind® QUADRO
was launched

2017

1994

Crushgrind® KAM was
introduced to the market

2015

The Crushgrind® Collection
was introduced to the market

2026

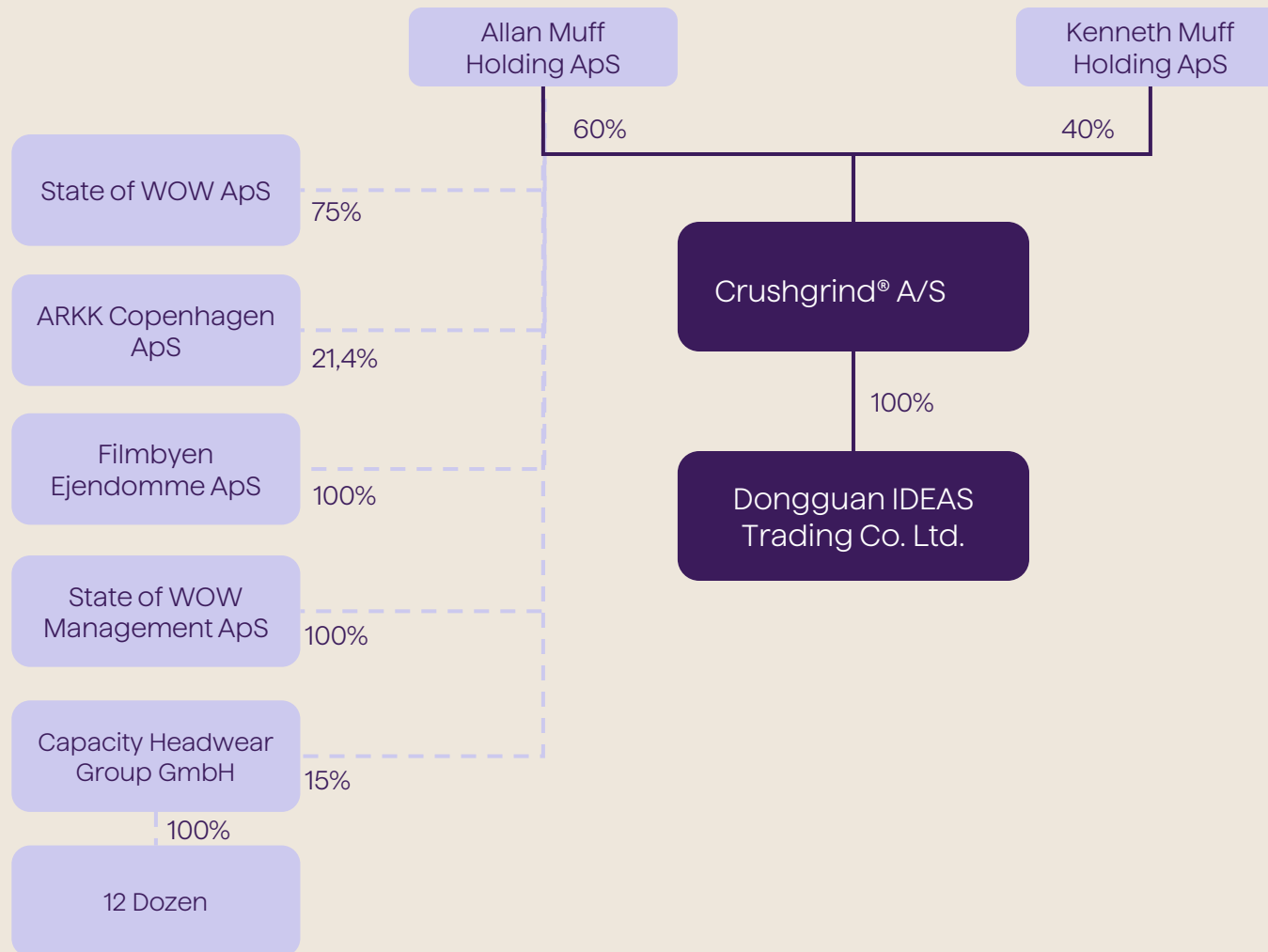
Next generation of
Crushgrind® is expected



Key Facts

Turnover 20% Denmark 50% Remaining Europe 30% Outside Europe	Company founded 1991	Crushgrind® launched 1994	Business Share 65% Technology 35% Collection
	Active markets 50 countries		
Employees 10 Denmark 3 China	Grinders sold +80 million	Ownership 60% Allan Muff 40% Kenneth Muff Lassen	VAT No. DK15118679

Company structure



Family Group Brands

 **Crushgrind®**



Lifestyle products with focus
on the experience of grinding

 **ARKK**



Urban sneakers

UPFRONT®

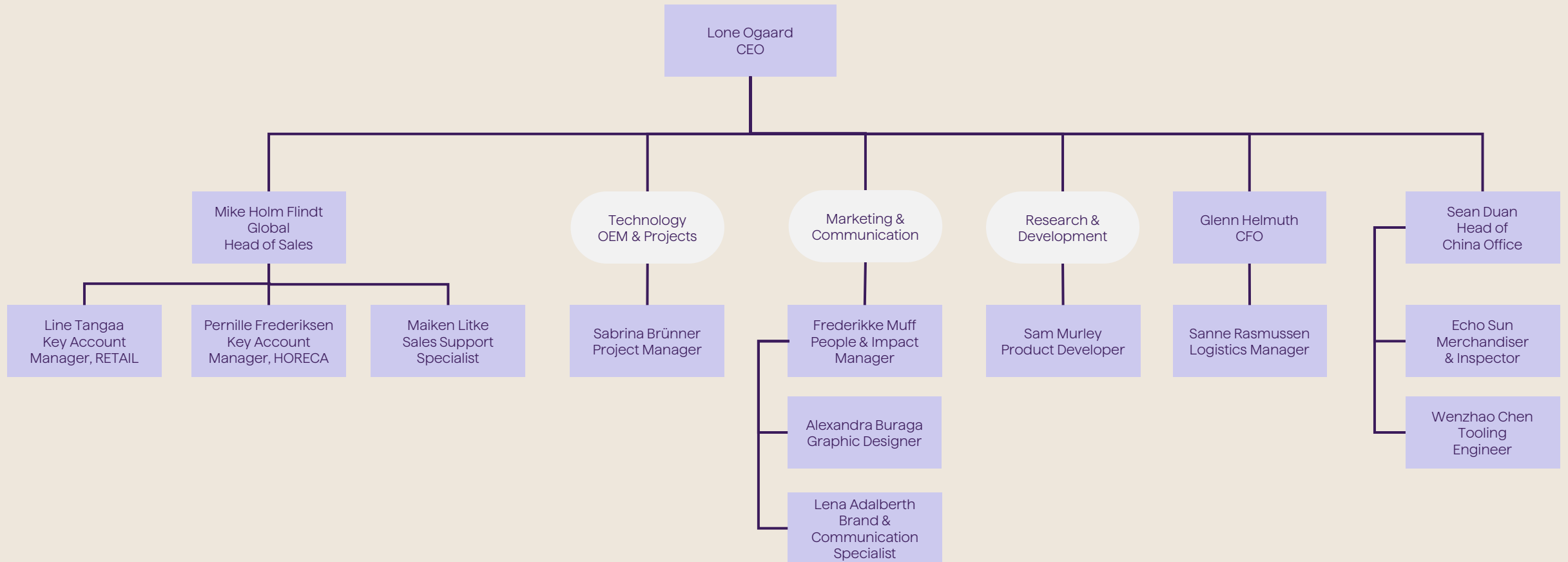


Fashion headwear

Scandinavian Design Heritage – Emphasis on Quality – Modern Feel – Lifestyle Focus



The Crushgrind® Team





Crushing boring
food since 1994



With more than 80 million units sold, Crushgrind® is one of Denmark's least known design successes

For 30 years, the patented Crushgrind® technology has been hidden inside the designs of other brands. When you buy a salt & pepper grinder from Georg Jensen or Alessi, it is Crushgrind® technology that is hidden inside. The technology ensures that you get a stable and reliable grind of salt, pepper and dried spices. Crushgrind® now also has its own collection of grinders.



Technology

30 years ago, we created Crushgrind® - the **original** ceramic mechanism™.

Since then, our technology has been used inside grinders from a wide range of brands.

With over 80 million grinders sold worldwide, you'll find Crushgrind® inside prominent brands like Georg Jensen and Tom Dixon.

We take pride in leading the market with our patented ceramic technology, delivering top quality grinders.

We are committed to building strong partnerships and take responsibility to ensure our partners' success, as we believe their success is not just important but essential to our own.



Collection

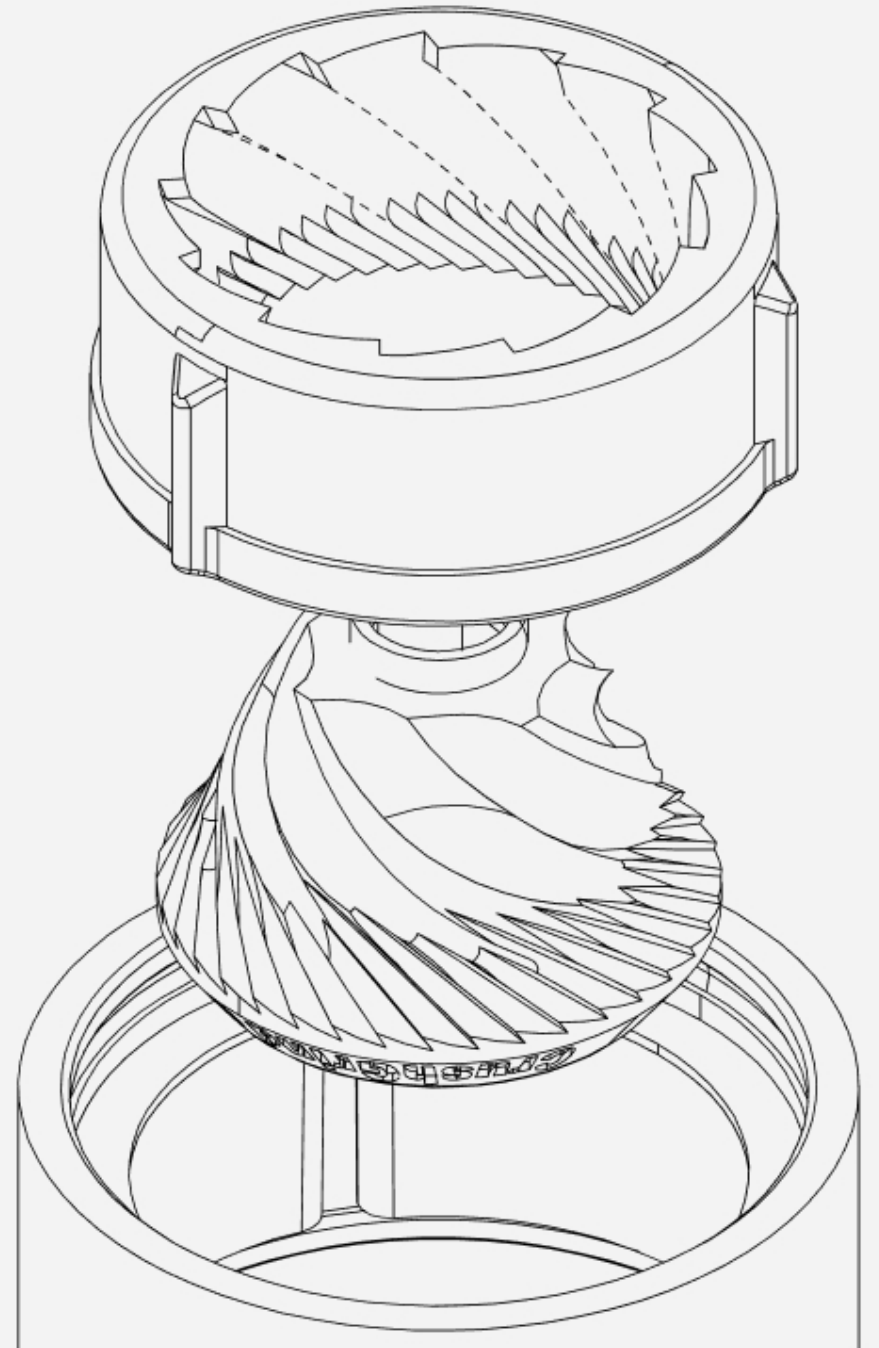
Crushgrind® has naturally evolved into carrying our own line of innovative and functional household products.

We strive to create designs that put function first — but looking good doesn't hurt either. Great design not only fits into the environment but can elevate it. It might even inspire you. We want to be a natural part of your kitchen. Maybe even encourage you to think more creatively. Try a new recipe or experiment with a spice blend. Spice things up a bit.

We blend Nordic design aesthetics with functionality, innovation, and high quality. Our products are durable and made from responsibly sourced materials, promoting fair labor practices.



Where passion meets technology



25 years guarantee on the ceramic parts

Crushgrind® is not just a mechanism. It is an experience of exceptional quality and long-lasting performance.

The ceramic parts inside a Crushgrind® mechanism are made in high-tech Alumina. A very hard material, ranking high on the Mohs scale, around 9, which is close to diamond. Compared to metals often used in grinders, Alumina is significantly harder. This means far less wear down when grinding salt, pepper and spices. Wear resistance is crucial for long-term performance.

Alumina is chemically inert, making it highly resistant to corrosion, oxidation and staining from spices. Unlike metals that can react with acids or other components in spices - leading to corrosion or flavor tainting - the ceramic parts inside a Crushgrind® remains stable.

The ceramic parts inside a Crushgrind® mechanism have been tested thoroughly. There is 25 years guarantee on the ceramic parts in a Crushgrind® mechanism.



Client products with Crushgrind® technology



EvaSolo



Vipp



Normann CPH



Global



Kay Bojesen



Tom Dixon



Alessi



L'Objet



Gense



Kähler



Morsø



Georg Jensen



Robert Welch



Spring CPH



Stelton



Wesco



Zaha Hadid



Le Creuset



Create Connectedness



We wish to connect people through shared meals and meaningful moments. We believe that cooking and eating together fosters conversation, understanding, and a sense of unity. Passionate about both cooking and design, we create products we love for our own homes, hoping they'll enrich yours too. The Crushgrind® Collection blends Nordic aesthetics with functionality, innovation, and lasting quality.



Selected stores



Crate&
Barrel

bahne

 IMERCO


BY APPOINTMENT TO
HER MAJESTY THE QUEEN OF DENMARK
Illums Bolighus

LOUISIANA

M[★]agasin

 CHRISTIANIA
GLASMAGASIN

Sur La Table

Cervera

LE BHV / MARAIS



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