



## THE STORY OF CRUSHGRIND®

### **As with so many other great stories, ours starts with a guy and a good idea.**

In 1987, having been at the helm of IKEA in Denmark during its early successful years, Ken Muff Lassen set out to start his own company in the hope that he would one day have an idea for a little “thing” that could be sold in millions. By coincidence, having searched for more than two years, he came across a ceramic mill—ceramic being an unusual choice of material at the time.

Being a food connoisseur, his curiosity was awakened when he found that not only was the mill on par with the best pepper mills on the market – it also ground salt and spices flawlessly with no wear and tear to the grinding mechanism, which no other mill was able to do. Consequently, Ken boldly decided that he would develop a ceramic grinding mechanism that could hold its own against the very best grinders on the market.

After spending an additional year tracking down the manufacturer, he finally got to share his ideas, and together they developed CrushGrind® - the Danish engineered ceramic grinder now widely used by many of the world’s quality household brands.

Having a great product and brimming with enthusiasm, all Ken now needed was a way in, which proved to be very difficult, as companies were contacted by sales associates on a daily basis - all claiming to have a better product at a lower price.

Four years passed with little income, and sometimes, when he was most frustrated with the lack of interest from grinder manufacturers, Ken spent his Saturdays demonstrating the grinder in front of a well-known Copenhagen specialist store, often shouting: “Does anyone have non-working mills at home”? There were always some, which reminded him that he was on the right track.

Feeling that the limited success did not match the quality of the grinder, Ken decided to go straight for the well-known international manufacturer of high-end household products. This proved to be a game changer, when after the exhaustive testing Tupperware selected CrushGrind® to be their grinder mechanism of choice, followed by the well-known brand WMF.

The crucial turning point allowed him to expand his team and enabled him to keep working on enhancing the grinder while developing new products. The CrushGrind® mechanism has changed the grinder business and we are proud to say that CrushGrind® can be found in more than 50 million mills all over the world.

Today, the second generation is at the helm and Ken has retired-although he still visits often, participating in development. And the same passion for high quality products that motivated Ken many years ago still drives us to this day.



 **CrushGrind®**

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**A LITTLE  
SPRINKLE  
GOES A  
LONG WAY**





**C** The C Collection brand identity

At CrushGrind®, we have a solution for any need. Ranging from the highest and best, to the lowest and best.

The C Collection is our high end products, ranging from spice grinders to real chefs mills. All products are made in high quality materials, and are mounted with CrushGrind® 25, which is our premium technology.

CrushGrind® 25 has revolutionized the world and has become the standard within branded/high end products. It is not just a pepper grinder – it grinds spices, salts, dried herbs, curry and other blends as well.

The C Collection is developed for the connoisseurs and the specialists, but is used by everyone who appreciates the superior quality.

The C Collection is the showpiece with the newest features and shapes. It is only for the specialist retail segment, and is not sold at the supermarket level.

The C Collection comes with 25 years guarantee on the ceramic parts.

The C Collection – for your home, for your business, for the restaurant & hotels or simply for daily use.

All products in our C Collection are designed by IDEAS & Friends.

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## **THE C COLLECTION**

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25 years guarantee  
on ceramic parts







# IT'S TIME TO SPICE THINGS UP







### **Kala**

The inspiration for the design came from botanical shapes, specifically the Kala flower. Kala works perfectly for all different kinds of dried herbs and spices as it is easy to clean and it is easy to see the spice inside the clear glass jar.

The grinder unit is placed "up-side-down" and therefore it does not leave spice dust on the table. Use it in the kitchen or at the table.

Design by  
IDEAS Design Team



**Kala Stainless Steel**  
Stainless steel, PP and glass 100 ml.  
126 mm / 5"  
060050-3001



**Kala**  
Black PP and glass 100 ml.  
126 mm / 5"  
060010-0099

*Design by: IDEAS Design Team*

**Torino**  
Oak w. oil finish  
300 mm / 11"  
070170-2002



**Torino**  
Oak w. oil finish  
200 mm / 8"  
070160-2002



**Torino**  
Oak w. oil finish  
125 mm / 5"  
070150-2002



**Torino**  
Birch w. black glossy nc lacquer  
300 mm / 11"  
070170-0099



**Torino**  
Birch w. black glossy nc lacquer  
200 mm / 8"  
070160-0099



**Torino**  
Birch w. black glossy nc lacquer  
125 mm / 5"  
070150-0099



**Torino**  
Birch w. white glossy nc lacquer  
125 mm / 5"  
070150-0010



*Design by: IDEAS Design Team*





**EasyFill feature**

Filling a pepper mill is often considered a troublesome task because of the spindle in the centre of the mill.

EasyFill feature is our term for our consumer friendly design solutions that help solve this problem.

Simply pull the stopper upwards and then you have a funnel shaped entrance for filling the spice.





**Paris**  
Walnut w. oil finish  
292 mm / 11"  
070030-2031



**Paris**  
Walnut w. oil finish  
220 mm / 8"  
070020-2031



**Paris**  
Walnut w. oil finish  
165 mm / 6"  
070010-2031

*Design by: IDEAS Design Team*



**New York**  
Birch w. brown stained color  
223 mm / 8"  
070190-0086

*Design by: Kristoffer Zeuthen / KILO ZULU*

**Rome**  
Birch w. white matt nc lacquer  
117 mm / 4"  
070040-0010



**Rome**  
Birch w. black matt nc lacquer  
117 mm / 4"  
070040-0099



**Rome**  
Birch w. brown stained color  
117 mm / 4"  
070040-0086



**Rome**  
Bamboo w. oil finish  
117 mm / 4"  
070040-2021



**Chicago**  
Oak w. oil finish  
120 mm / 4"  
070230-2002



**Chicago**  
Oak w. oil finish  
92 mm / 3"  
070220-2002



**Chicago**  
Birch w. brown stained color  
120 mm / 4"  
070230-0086



**Chicago**  
Birch w. brown stained color  
92 mm / 3"  
070220-0086



*Design by: IDEAS Design Team*







**No Spill feature**

You probably recognize the problem of having pepper residues on your table after using your pepper mill.

No Spill is our solution to reduce the sprinkle from your pepper mill. No Spill has a gate at the bottom of the grinder that will open when you press down the top while grinding—and will close again when you release the pressure.

The result is that the gate will keep residues inside the grinder when the product is placed on the table.





### **Stockholm**

Stockholm represents our Scandinavian design traditions with simplicity, minimalism and functionality.

Stockholm is our first product with our new innovation CrushGrind® No Spill feature.

It has a gate at the bottom of the grinder that will open when you press the top down while grinding - and will close when you release the pressure. The result is that the gate will keep pepper residues inside the grinder when placed on the table.

Design by  
Carl & Carl



**Stockholm**  
Oak w. oil finish  
195 mm / 8"  
070140-2002



**Stockholm**  
Oak w. oil finish  
168 mm / 6"  
070130-2002



**Stockholm**  
Walnut w. oil finish  
195 mm / 8"  
070140-2031



**Stockholm**  
Walnut w. oil finish  
168 mm / 6"  
070130-2031

*Design by: Carl & Carl*



## The story of CrushGrind® Coffee

Grinding coffee has always had our interest as it would be a natural continuation to our CrushGrind® spice grinder technology.

The initial developments of CrushGrind® Coffee started back in the early 2000's. We worked with various product developers over the years, without satisfactory results.

In 2012 we assigned Kristian Laegdsgaard to develop our coffee grinder. We shared 20 years of knowledge in ceramic manufacturing as well as our findings from working specifically with coffee grinding.

Numerous prototypes and samples were meticulously studied. Our manufacturer in China was carefully guided on how to achieve a precise geometry of the ceramic grinding parts inside CrushGrind® Coffee - the heart of the invention.

Our ambition was to develop the most efficient ceramic grinder for grinding whole coffee beans. We also wanted to achieve the right balance between output and force needed.

Moreover we focused on the uniformity of the ground coffee as it impacts the bitterness of the coffee.

The result is that CrushGrind® Coffee performs 2-5 times more efficiently than comparable market products. The coarseness can be set anywhere between French Press and Turkish quality.

In 2015 the first products with CrushGrind® Coffee were brought to the market.

CrushGrind® Coffee is a patent pending invention by IDEAS Denmark A/S.





## Why CrushGrind® Coffee

The Hi-Tech ceramic used inside the grinder is a natural material which does not transfer metal taste to the coffee.

It releases the essential oils inside the coffee bean and offers the authentic flavour of the coffee.

Fast comminution. CrushGrind® coffee is 2-5 times more efficient than other ceramic coffee grinders in the market.

A precise and easy coarseness adjustment from French Press to Turkish coffee.

Our ceramic grinder parts have a better heat resistance than metal grinder parts.

Low thermal expansion of the ceramic grinding parts results in uniform grinding. Uniformity in granular size is important to avoid weak or bitter tasting coffee.

The ceramic parts can easily be dismantled for thorough clean.

Patent pending innovation.





### **Brazil Coffee Grinder**

Our new Brazil coffee grinder is powered by CrushGrind® Coffee and is a new innovation by IDEAS Denmark.

It sets new standards within consumer products for grinding coffee. Coffee should be ground instantly before brewing. With Brazil coffee grinder this can be done effortlessly and in your exact favourite coarseness.

Brazil coffee grinder consists of a grinder and a base. The base holds product firmly at an ergonomic angle that makes grinding easy.

You fill the coffee beans into the container by taking off the handle and lifting up the lid. Set the grinder at your preferred coarseness.

Fix the clear container onto the grinder by rotating/pressing. Place the product in the base, and fix the pin into the hole of the base. Place the handle on the product. Now grind until all the beans have been used. Brew your coffee - and enjoy!

Design by  
Kristian Laegdsgaard & Bjarke Frederiksen



### **Brazil**

Black ABS, PMMA, stainless steel  
080101-0099

Design by: Kristian Laegdsgaard & Bjarke Frederiksen

**Toronto**  
Black ABS, stainless steel w. white ring  
165 mm / 6"  
060101-0099



**Toronto**  
Black ABS, stainless steel w. black ring  
165 mm / 6"  
060100-0099



*Design by: Kenneth Ammitzbøll  
Available from June 2016*











**London**  
White ABS, stainless steel  
179 mm / 7"  
060170-0010



**London**  
Black ABS, stainless steel  
179 mm / 7"  
060170-0099

*Design by: D-Vision / Jakob Herold  
Available from June 2016*



**Orlando**  
White ABS  
105 mm / 4"  
060090-0010



**Orlando**  
Black ABS  
105 mm / 4"  
060090-0099

*Design by: Magnus Lundström  
Available from June 2016*

**Matahari**  
Black ABS w. spray painted surface  
190 mm / 8"  
060110-0099



**Matahari**  
Black ABS w. spray painted surface  
190 mm / 8"  
060120-0099



*Design by: Chauhan Studio*  
*Available from June 2016*

**Barcelona**  
PMMA  
135 mm / 5"  
060140-0009



**Barcelona**  
PMMA  
120 mm / 4"  
060130-0009



*Design by: Magnus Lundström*  
*Available from June 2016*









**Moscow**  
PMMA, birch w. brown stained color  
160 mm / 6"  
060160-0086

*Design by: IDEAS & Friends*  
*Available from June 2016*



**Oslo**  
PMMA, stainless steel  
160 mm / 6"  
060150-3001

*Design by: IDEAS & Friends*  
*Available from June 2016*

### **Copenhagen**

Copenhagen is the pinnacle of our grinders and it sets new standards for crank handle grinders. It is made in high end stainless steel and designed in a retro shape that gives it a masculine and industrial look.

It can be used for salt, pepper and all kinds of dried herbs and spices. It is an extremely high output grinder and is superior, when you need to grind larger volumes of spices.

It has a build in EasyFill function, where you simply slide the door to the side and fill the product.

Copenhagen is available in satin polished stainless steel, is easy to clean, and can be used in a private as well as a professional kitchen.

Design by  
D-Vision / Jakob Herold

**Copenhagen**  
Stainless steel  
105 mm / 4"  
068010-3001



*Design by: D-Vision / Jakob Herold  
Available from September 2016*







**TEN** The TEN Collection brand identity

At CrushGrind®, we have a solution for any need. Ranging from the highest and best, to the lowest and best.

The TEN Collection is addressing the basic need for a salt & pepper mill. It is a reliable and well-functioning technology built into various shapes, functions and colors.

The TEN Collection is versatile and is an interesting product for all sales channels – including the supermarket level – where you will be able to find a reliable quality grinder for a reasonable price.

The TEN Collection comes with a 10 years guarantee on the ceramic parts.

The TEN Collection – for the daily use, for the “to-go”, for the playful and colourful.

## **THE TEN COLLECTION**

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10 years guarantee  
on ceramic parts

**Berlin Wood**  
Birch w. white matt nc lacquer  
157 mm / 6"  
070090-0010



**Berlin Wood**  
Birch w. black matt nc lacquer  
157 mm / 6"  
070090-0099



**Berlin Wood**  
Birch w. clear nc lacquer  
157 mm / 6"  
070090-0009



**Berlin Acrylic**  
PMMA and PETG  
157 mm / 6"  
060060-0009



*Design by: IDEAS Design Team*





## JASMIN

Jasmin works perfectly for all different kinds of dried herbs and spices as it is easy to clean and it is easy to see the spice inside the clear glass jar.

The grinder unit is placed "up-side-down" and therefore it does not leave spice dust on the table. Use it in the kitchen or at the table.

The unique thing about this product is the EasyFill feature-how you fill the spice.

Simply pull the black grinder top upwards and unscrew the grinder mechanism.

Fill spice into the glass jar and assemble the product again.

The Jasmin spice grinder is one of our most popular items-used both at restaurants and in private households.

Design by  
IDEAS Design Team





**JASMIN**  
Black ABS and glass 100 ml.  
112 mm / 4"  
060070-0099

*Design by: IDEAS Design Team*



**New York Mini**  
White PP w. matt satin finish  
120 mm / 4"  
060080-0010



**New York Mini**  
Black PP w. matt satin finish  
120 mm / 4"  
060080-0099



**New York Mini**  
Red PP w. matt satin finish  
120 mm / 4"  
060080-0040

*Design by: Kristoffer Zeuthen / KILO ZULU*



**Kala Stainless Steel**  
Stainless steel, PP and glass 100 ml.  
126 mm / 5"  
060050 - 3001



**Kala**  
PP and glass 100 ml.  
126 mm / 5"  
060010 - 0099



**Torino**  
Oak w. oil finish  
300 mm / 11"  
070170 - 2002



**Torino**  
Oak w. oil finish  
200 mm / 8"  
070160 - 2002



**Torino**  
Oak w. oil finish  
125 mm / 5"  
070150 - 2002



**Torino**  
Birch w. black glossy nc lacquer  
300 mm / 11"  
070170 - 0099



**Torino**  
Birch w. black glossy nc lacquer  
200 mm / 8"  
070160 - 0099



**Torino**  
Birch w. black glossy nc lacquer  
125 mm / 5"  
070150 - 0099



**Torino**  
Birch w. white glossy nc lacquer  
125 mm / 5"  
070150 - 0010



**Paris**  
Walnut w. oil finish  
292 mm / 11"  
070030 - 2031



**Paris**  
Walnut w. oil finish  
220 mm / 8"  
070020 - 2031



**Paris**  
Walnut w. oil finish  
165 mm / 6"  
070010 - 2031



**New York**  
Birch w. brown stained color  
223 mm / 8"  
070190 - 0086



**Rome**  
Birch w. white matt nc lacquer  
117 mm / 4"  
070040 - 0010



**Rome**  
Birch w. black matt nc lacquer  
117 mm / 4"  
070040 - 0099



**Rome**  
Birch w. brown stained color  
117 mm / 4"  
070040 - 0086



C



**Rome**  
Bamboo w. oil finish  
117 mm / 4"  
070040 - 2021

C



**Chicago**  
Oak w. oil finish  
120 mm / 4"  
070230 - 2002

C



**Chicago**  
Oak w. oil finish  
92 mm / 3"  
070220 - 2002

C



**Chicago**  
Birch w. brown stained color  
120 mm / 4"  
070230 - 0086

C



**Chicago**  
Birch w. brown stained color  
92 mm / 3"  
070220 - 0086

C



**Stockholm**  
Oak w. oil finish  
195 mm / 8"  
070140 - 2002

C



**Stockholm**  
Oak w. oil finish  
168 mm / 6"  
070130 - 2002

C



**Stockholm**  
Walnut w. oil finish  
195 mm / 8"  
070140 - 2031

C



**Stockholm**  
Walnut w. oil finish  
168 mm / 6"  
070130 - 2031

C



**Brazil**  
Black ABS, PMMA, stainless steel  
080101 - 0099

C



**Toronto**  
Black ABS, stainless steel w. white ring  
165 mm / 6"  
060101 - 0099  
*Available from June 2016*

C



**Toronto**  
Black ABS, stainless steel w. black ring  
165 mm / 6"  
060100 - 0099  
*Available from June 2016*

C



**London**  
White ABS, stainless steel  
179 mm / 7"  
060170 - 0010  
*Available from June 2016*

C



**London**  
Black ABS, stainless steel  
179 mm / 7"  
060170 - 0099  
*Available from June 2016*

C



**Orlando**  
White ABS  
105 mm / 4"  
060090 - 0010  
*Available from June 2016*

C



**Orlando**  
Black ABS  
105 mm / 4"  
060090 - 0099  
*Available from June 2016*

C



**Matahari**  
Black ABS, w. spray painted surface  
190 mm / 8"

060110-0099

Available from June 2016

C



**Matahari**  
Black ABS, w. spray painted surface  
190 mm / 8"

060120-0099

Available from June 2016

C



**Barcelona**  
PMMA  
135 mm / 5"

060140-0009

Available from June 2016

C



**Barcelona**  
PMMA  
120 mm / 4"

060130-0009

Available from June 2016

C



**Moscow**  
PMMA, birch w. brown stained color  
160 mm / 6"

060160-0086

Available from June 2016

C



**Oslo**  
PMMA, stainless steel  
160 mm / 6"

060150-3001

Available from June 2016

C



**Copenhagen**  
Stainless steel  
105 mm / 4"

068010-3001

Available from September 2016

TEN



**Berlin Wood**  
Birch w. white matt nc lacquer  
157 mm / 6"

070090-0010

TEN



**Berlin Wood**  
Birch w. black matt nc lacquer  
157 mm / 6"

070090-0099

TEN



**Berlin Wood**  
Birch w. clear nc lacquer  
157 mm / 6"

070090-0009

TEN



**Berlin Acrylic**  
PMMA and PETG  
157 mm / 6"

060060-0009

TEN



**Jasmin**  
ABS and glass 100 ml.  
112 mm / 4"

060070-0099

TEN



**New York Mini**  
White PP w. matt satin finish  
120 mm / 4"

060080-0010

TEN



**New York Mini**  
Black PP w. matt satin finish  
120 mm / 4"

060080-0099

TEN



**New York Mini**  
Red PP w. matt satin finish  
120 mm / 4"

060080-0040

**SUPERIOR**  
**QUALITY**  
INNOVATIVE  
FUNCTIONALITY



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