



**M&J  
Industries A/S**

# News

M&J Industries has a comprehensive product programme for shredding solid waste – including difficult materials such as carpets, mattresses, tyres, sheets of metal etc. Our patented technology ensures efficient shredding with a capacity from 10 to 150 tons per hour.

## • News in brief

### Successful trial run

Over the past few years M&J Industries has continuously had 3-4 machines 'on the road' in Europe and in the United States. With each and every test not only was it necessary to determine which type of waste was at issue, it was also necessary to decide on an appropriate cutting table for the specific test.

We are pleased about the significant interest our demonstration machines have attracted and we urge all our new partners to pay special attention to the manager in charge on their market.



### First M&J 4000M to Greece

Last summer, three mobile waste reducers were delivered to Acmar, Greece's largest waste management company. These were the first three 4000M waste reducers with their new powerful DaimlerChrysler power pack. This machinery has been sold through A. Kaoussis, the company's Greek agent.

### Two waste reducers for waste contractor in Ireland

Thorntons, the Irish Waste Management Specialists, has had two M&J waste reducers installed within a 12-month period.

The first one, a 4000M, was delivered one year ago and has now been complemented by a 2000S.



*On the way – at a height of 1,200 metres – for trial run at Paulistutz, Austria*



What a beautiful waste!

## • News in brief

### Order of two more 4000S 2x6 to Italy

In connection with a major waste project in the Naples region, M&J Industries has received orders for two more waste reducers through Orsi, the company's Italian agent for that region. We have delivered eighteen 2000S-8 HP waste reducers on previous occasions.

### Special high-power model to France

A special version of our new mobile 4000M with the powerful DaimlerChrysler power pack has just been delivered to Orange in France. This waste reducer will process industrial waste.

### Belgium in the spotlight once again

After a lull on the Belgian market lasting several years, M&J Industries has, during the past six months, received an order for four waste reducers: one 2000S, one 4000MS and two 4000M. These machines have been supplied through our dealer, Kempeneer.

### Large deliveries to the Norwegian market

Waste reducers manufactured by M&J Industries are generating a great deal of interest in Norway and several machines have been ordered by different customers over a very short time period. At present we have orders for several waste reducers for delivery in the winter months.



## ”Demo Carsten”

**C**arsten Kjær-Pedersen from Northern Jutland drives around Europe with a waste reducer in tow. He has kept pace with this machine since its “birth” in Northern Jutland back in the mid eighties.

“I reckoned this would last about six months”, says Carsten Kjær-Pedersen. He talks about the old days when, in 1989 aged twenty-five, he started working for M&J Industries. His origins go back to a blacksmith

the eighties the idea of a waste reducer took shape on the premises of Carsten's boss in Farsø, near the little town of Ars in Northern Jutland. In those days the only thing that the machine would do was to shred tree roots.

Later models have shredded both wood and tons of waste throughout Europe.

M&J Industries played an active role in the development of this machine and acquired rights to it in 1989. It was at this time that Carsten left the company in Northern Jutland, where he had ser-



*Trial run near Athens, Greece*

company in Northern Jutland which developed the first version of the waste reducer and since then M&J Industries has successfully continued to develop it.

Because of his background knowledge and experience with waste reducers M&J Industries took him on and gave him the task of demonstrating their machines to potential customers. He actually thought that this job would be over within six months. However, it did not turn out that way, the market for waste reducers proved to be considerably larger than he imagined. Carsten still drives all over Europe demonstrating the merits of the latest versions of waste reducers.

“Demo Carsten” has become an institution in the firm from Horsens.

### Followed it to Horsens

During the violent autumn storms in

ved his apprenticeship, so that he could continue his involvement with the machine at Horsens.

### One day at a time

Nowadays Carsten's answers seem rather speculative when he is asked how long he thinks he will continue driving round to potential clients who would like to see a demonstration of the waste reducer's many attributes.

Fourteen years have gone by and nowadays he takes one day at a time.

He grew up in Farsø and even though he has worked in Horsens for many years keeps his Farsø address and, typical of people from the Northern Jutland area, he has no trouble saying “yes” or “no” when the situation demands it.

He had no trouble in saying “no” when considering a move nearer to the workplace.

## Historical background

### 200 travel days each year

On his days off you will typically find him with friends and family at home in Northern Jutland.

It suits him fine to go out and see the world on his working days.

"In all, that amounts to almost 200 travelling days a year", he estimates. Carsten covers thousands of kilometres on European roads annually with a waste reducer in tow. The largest of these weighs in at 55 tons.

### His travels take him to practically every European country.

On a typical working day he has a demonstration in the morning at one place, and then drives on to exhibit the machine again at another place in the afternoon.

When travelling he spends most evenings in hotel rooms and is frequently too exhausted to go sightseeing. He regularly brings his mountain bike along with him on weekend stays so that he can take it for rides into the countryside; it's not uncommon for him to take a 50-kilometre jaunt along the roads.

### New machines, new places

It may well seem rather tedious having to drive round from one place to another, year in year out, just to demonstrate how some large orange machine on wheels is capable of shredding waste. However, that is not how Carsten sees it.

"No two trial runs are the same". Apart from everything else the variation is in the development of new and improved models.

"The first ones to come out were the 3000s, then the 1500s came along and after that the 6000s appeared on the scene. Five years ago the 4000s arrived and then three years ago another new model was developed".

The places where waste reducers are exhibited differ enormously from one another.

Imagine if you will, waste sorting at 40 degrees centigrade. In places like this, waste heaps teem with life, there are hoards of rats, and the air is thick with flies.

Carsten looks forward to many new experiences – his trial runs are highly sought after.

- 1857 founded by the manufacturers Møller & Jochumsen with an address in Allégade
- 1964 moved to current premises, Vejlevej
- 1965 taken over by De Danske Sukkerfabrikker A/S as a 100% owned subsidiary company
- 1988 became 100% owned by the Danisco Group when the companies: De Danske Sukkerfabrikker A/S, De Danske Spritfabrikker A/S and Danisco A/S, were amalgamated
- 1991 taken over by Niro A/S (a Danisco company) as a 100% owned subsidiary
- 1992 changed name to Niro Separation A/S
- 1993 sold to GEA Aktiengesellschaft, Germany together with Niro A/S
- 1998 changed name to Niro Industries A/S
- 1999 sold to three managerial staff
- 2001 name change to M&J Industries A/S



Claus Nielsen

Hans Schmidt  
Rasmussen

Per Kristensen

## Corporate mission M&J Industries A/S

In recent years M&J Industries has sustained vigorous growth with the sales of their patented waste reducers. This is partly due to the company having established itself on several new markets, but at the same time is a manifestation of the company's increasing shares in previously established markets. Can this growth continue into the future?

"The company's strength lies in its technological innovations and its aim to continue possessing the best equipment on the market". It is certainly true to say that they have been successful due to their skilful technological development combined with continuous commercial feedback on market trends.

Paradoxically the necessity to institute proceedings, and to win on the first round, against two large competitors for patent infringements has proved very favourable for M&J Industries. This suggests that the company is at the cutting edge of technological development and therefore worth copying.

### The future may be explained as follows:

The total amount of waste generated in the EU at present is 1,300 million tons per year, of which approximately 3/4 is suitable for M&J's waste reducers.

EU legislation stipulates that all EU countries have to comply with the requirements for a maximum of 36% waste on refuse dumps by the year 2016. There are still a lot of countries with a long way to go before they can reach this goal.

This means that great amounts of waste will need to be recycled and incinerated and therefore there is an increasing necessity for waste reducers capable of perfecting these techniques.

Today the company is a 100% Danish-owned limited company. The owners are Claus Nielsen, managing director, Hans Schmidt Rasmussen, factory director, and Per Kristensen, finance director.

# High profile at trade fairs in 2003

M&J Industries has a great tradition for active participation at trade fairs worldwide, and 2003 is no exception. Besides having shown existing customers the very latest developments within the waste reducer programme, M&J Industries has established many interesting dealer-and customer contacts at trade fairs.

**New with environmental equipment**  
In September M&J Industries brought a 2000M to the MatExpo Fair in Belgium. This was the second occasion such environmental equipment has been included at the fair.

**64 m<sup>2</sup> stand at the biggest exhibition of the sector**

As is customary M&J Industries participated at the ENTSORGA fair in Cologne. In order to exhibit our 6000S we needed to build a special elevated platform so visitors could crawl in and look down at the cutting table.

**Now in Korea as well**

In November M&J Industries participated for the first time in a Korean fair. Together with Korean business partners we exhibited at a smaller stand at Enviro 2003 in Seoul.



*EntSORGA September trade fair in Cologne*



*Ecomondo October trade fair at Rimini, Italy*



*In June, M&J Industries exhibited in conjunction with the dealers Parkwood Sales Ltd. at IWM in Torbay, England*



*M&J Industries' dealer George Murphy at IR WM in Ireland in March*

In 2003 M&J Industries carried out trial runs in the following locations:

Belgium, Holland, Spain, Italy, France, England, Ireland, Germany, Denmark, Croatia, Austria, Slovenia, Greece, Norway, Sweden and the United States.

## • Exhibiting in 2004

Dan-Miljø, Herning, Denmark  
RAI, Amsterdam, Holland  
Tecma, Madrid, Spain  
IWM, Torbay, England  
Neso, Tromsø, Norway  
RWM, Birmingham, England  
Elmia, Stockholm, Sweden  
Hest, Ghent, Belgium  
Pollutec, Lyon, France  
Ecomondo Rimini, Italy

27-29 April  
11-14 May  
8 -11 June  
15 -17 June  
25 - 27 June  
14 -16 September  
14 -17 September  
October  
end of October  
November

## A little about M&J Industries

M&J Industries has many years of experience in waste processing and has sold numerous machines worldwide, both in the public-and the private sectors.

M&J Industries' waste reducers are distributed through a worldwide network of dealers.



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