

WHEN TRADITION BECOMES INNOVATION: LØWENER GOES GLOBAL WITH A NEW SPIN-OFF PRODUCT

It was at Løwener Industri that the idea for a new cleaning system for the draft beer industry arose, and since then, the product has been developed in collaboration with Danish Royal Unibrew.

Now, it is well on its way beyond Denmark's borders, with Løwener receiving international support from The Trade Council and Business Hub Copenhagen (Erhvervshus Hovedstaden).

When Valdemar Løwener founded the company in 1889, it marked the beginning of a rapidly growing industrial venture. Soon, offices were opened in Norway, Sweden, the USA, and Berlin.

Today, Løwener Group, consisting of V. Løwener A/S and Løwener Industri ApS, has evolved into a modern company that sells and services technical products, machinery, and solutions for the industry, contractors, the automotive and transport sectors, and the public sector.

The company, which CEO Niels Barfod Jakobsen bought in 2004, employs 65 people.

In 2018, Royal Unibrew approached Løwener because they were dissatisfied with their existing equipment for cleaning draft beer systems; it was labor-intensive and involved direct contact with harmful chemicals. This approach resulted in a collaboration to develop a completely new type of safe and efficient cleaning system, CURU, which cleans draft beer systems in a simple and sustainable operation.



The cleaning process is automated, making it faster and more efficient than other cleaning systems. Today, it is patented and used by more than 1.200 customers in Denmark, including bars, hotels, and restaurants. CEO Niels Barfod Jakobsen of Løwener Group says:

"We knew we had a unique opportunity to work really innovatively with a groundbreaking product and make a difference: we can see that CURU makes it easier to maintain draft beer systems and even improves beer quality – and now we look forward to launching the product in international markets."

A Potential That Extends Far Beyond Denmark's Borders. In connection with this, Niels began a dialogue with Kim Meyer-Karlsen, Senior Business Developer at Business Hub Copenhagen and Peter Wilhelm Jørgensen, International Business Advisor from The Trade Council about export opportunities, starting with the Netherlands.



Since then, The Trade Council in the Netherlands has produced a comprehensive report on the Dutch market, including suggestions for local partners. Niels comments on the collaboration:

"The support has been fantastic, and without the guidance and recommendations from The Trade Council, we would not have progressed so far so quickly. They know the market well and have an excellent network."



Løwener has visited the Dutch market, including several meetings with some of the world's largest beer producers and local equipment suppliers. According to Niels Barfod Jakobsen, these meetings have only confirmed that CURU has great potential, especially in a market like the Netherlands.

Right now, Løwener is beside their just received European Patent, awaiting patent approval for CURU in Canada, and the collaboration with The Trade Council and Business Hub Copenhagen, now focusing on several other European countries.

