

INVENTIONS ON DEMAND



In 1969 Karl Krøyer's sweetener activities were acquired by DDS, Danish Sugar Corporation Ltd. and DDS-Krøyer was created as a subsidiary to DDS with domicile in Copenhagen.

It was the intention to continue "Inventions On Demand" in Aarhus.

The success of "Inventions On Demand" became also the end to it. Customers seeing how a problem can be solved always pulled out to finish and commercialize the solution within their own organization to save money in the first place - it is like losing one's own baby. This was the main reason for quitting the job and the relocation of other activities to Copenhagen was the occasion.



Quitting became the end to "Inventions On Demand".

Quitting was also a farewell to the starch people. For twenty years they staggered around on their own before our paths cross once again.



Starch Factory Managers Conference



First you add knowledge... 1989 DDS, The Danish Distillers and Danisco merged as Danisco.



1998 DSSE took over the glucose activities. DSSE was founded as a company in the In-trade Group, with main offices in Skanderborg. They became competitors to International Starch Institute A/S, when we got into glucose as well.