



**DAMAS**  
MEMBER OF THE SKIOLD GROUP 

150 ÅR YEARS

Jesper Böttzauw



### **DAMAS 150 år**

Firmaportrætbog af Jesper Böttzauw

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### **DAMAS 150 years**

Company Portrait Book by Jesper Böttzauw

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# Indledning

## Introduction

Søndag den 15. september 2013 kan DAMAS fejre sin 150 års fødselsdag, og selv om navnet ikke altid har været det samme, så har kvaliteten altid været det.

Det er på mange måder en erfaren herre - eller dame, om man vil, der runder de 150 år.

Tiden har været præget af op- og nedture, men trods de mange udfordringer er det hele gået alligevel, og ikke nok med det, man kan faktisk sige, at det er gået forrygende godt inden for de seneste år.

Mens en typisk medarbejder i 1863 ofte arbejdede ca. 14 timer om dagen 6 dage om ugen og fik en timeløn, der svarer til mindre end én krone, har den samme medarbejder i 2013 en arbejdsdag på ca. 7½ time, arbejder 5 dage om ugen og tjener ca. 165 kroner i timen. Det viser et spænd over tid, som dækker 150 år og en virksomhed som DAMAS, der trods mange forandringer i både Danmark og resten af verden har klaret sig glimrende gennem de skiftende tider.

On Sunday September 15, 2013, DAMAS will celebrate its 150-year anniversary, and while the name has not always remained the same, the quality has endured.

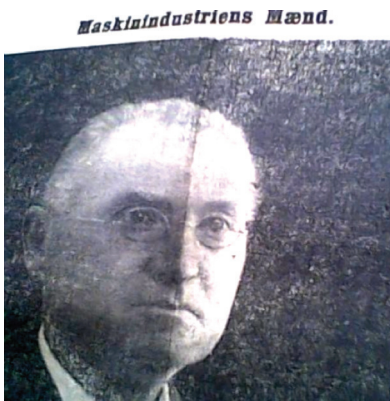
In many ways, DAMAS is a very experienced gentleman, or gentlewoman, that now turns 150 years.

The past has been marked by numerous ups and downs, however despite all the challenges, overall most things have gone well - in truth over the past few years extremely well.

While a typical employee back in 1863 worked more or less 14 hours per day, 6 days a week, earning less than what is equal to less than one Danish crown an hour, today in 2013 this same employee works around 7.5 hours a day, works 5 days a week and earns approx. 165 Danish crowns an hour. This illustrates an impressive range covering 150 years and an enterprise like DAMAS, which in spite of numerous changes in both Denmark and the rest of the world has managed very well through changing times.

# 1863 En maskine og en fabrik kommer til verden

## A machine and factory are born



Jens Nielsen, opfinder af kornrensningmaskinen i 1863. Overskriften er sigende: Maskinindustriens Mænd, lyder det lovende.  
Foto Aftenposten 1906.

Jens Nielsen, the creator of the grain cleaning machine in 1863. The title speaks for itself: "The men of the machine industry", indeed a promising prophecy.  
Photo, Aftenposten 1906.

Eventyret om DAMAS, der i dag handler med store dele af verden, begyndte i 1863 under beskedne rammer i et værksted i landsbyen Vester Skerninge på Sydfyn i Danmark, skabt af den 20-årige møller Jens Nielsen, hvis far var tømrer.

Jens Nielsen blev født i Vester Skerninge d. 23. oktober 1842. Ifølge *Aftenposten* fra 1906 havde Jens Nielsen allerede som dreng hænderne godt skruet på. Efter konfirmationen kom han i lære hos sin far, der også var tømrer, og det var egentlig meningen, at han skulle videreføre faderens tømrerforretning, der beskæftigede sig med at bygge huse. Men det skulle komme til at gå anderledes.

Når man dengang skulle rense det tærskede korn, så kastede man med skovlen selve kornet ud i en stor bue, hvorefter det tungeste korn lagde sig for sig selv længst borte, mens de letteste avner blev liggende ved kasteren. Man kunne også foretage en yderligere rensning med et såkaldt håndsold, der bestod af et gennemhullet skind udspændt på en træramme.

Men Jens Nielsen tænkte, at meget kunne gøres anderledes. Allerede tidligt i sin læretid fik han sin egen lille høvlebænk, og her fremstillede han enkle landbrugsredskaber, som han solgte videre til de nærmeste bønder, husmænd og deres husholdninger.

Snart voksede produktionen, og han måtte have hjælp af sine skolekammerater. Han indså dog snart, at han også måtte gå i skole hver dag, hvis han skulle lære at tegne og regne ordentligt. Både faderen og læreren gav ham lov, selv om det var højst usædvanligt, at børn på

The story of DAMAS, which today does business with most parts of the world, began in 1863 in very modest forms in a workshop in the hamlet of Vester Skerninge situated south on the island of Fyn in Denmark. It was run by the 20-year old miller Jens Nielsen, whose father was a carpenter.

Jens Nielsen was born in Vester Skerninge on October 23, 1842. According to the Danish daily *Aftenposten* from 1906, already as a young boy Jens Nielsen had a gift for technical excellence. After his confirmation, he became an apprentice with his father, a professional carpenter, with the aim to further develop his father's carpentry business of building houses. But things were to develop differently.

In those days when it was time to separate the harvested grains from the chaff, the grain was simply thrown by shovel in a wide arch whereby the heaviest grains would pile up farther away from the lightest chaff. Further sieving was also possible using a handheld sieve that consisted of a hide with fine holes stretched over a wooden frame.

Jens Nielsen, however, was convinced many things could be done differently. Already early on in his apprenticeship he got his own small workbench with which he produced simple farming tools that he would sell to local farmers, smallholders and their households.

Soon production grew and Jens needed help from his schoolmates, while at the same time he realized that he also had to attend school every day in order to learn to draw and calculate properly. Both his

landet gik i skole hver dag i 1850'erne. Det normale var hver anden dag, og mange kom slet ikke i skole i høsttiden.

Efter sin skole- og læretid arbejdede Jens Nielsen sammen med faderen, og hans dygtighed var så stor, at folk ligefrem forlangte, at Jens Nielsen var med, når faderen skulle forestå et nyt byggeri eller tilvirkning af værktøj til landbruget.

Det er ikke helt klargjort, hvordan Jens Niensens første egentlige kornrensningmaskine fra 1863 blev til.

Ifølge nogle overleveringer var det en ordre fra en møller på øen Ærø i det sydfynske øhav, der igennem en tømmer gerne ville have ham til at konstruere en simpel maskine til at rense korn. Og det er også den udlægning, Jens Niensens oldebarn, Peder Borg, kender til. Angiveligt var det Jens Niensens far, som rådede mølleren til at spørge sin søn til råd om bygning af en kornrensningmaskine, der kunne skille korn fra ukrudt og andre planter. Men her er historien temmelig usikker, eftersom Jens Niensens far døde i 1895, altså et år inden den fantastiske kornrensningmaskine bygges af Jens Nielsen.

En anden forklaring gik ud på, at Jens Nielsen indså, at der på dette tidspunkt i 1863 kun eksisterede ganske få og helt primitive redskaber for korn- og frøarter for bønder og husmænd. Han tænkte sig derfor om og lånte nogle simple redskaber af sin nabo. Men inden han leverede dem tilbage, lavede han den ene grundige tegning efter den anden af de meget enkle redskaber. Den oplysning finder man da også i Aftenposten fra mandag d. 2. november 1906, der samtidig oplyser,

father and his teacher gave him permission to attend school daily, although in the 1850s this was highly unusual. Children usually attended school only every other day and many did not attend at all during harvest times.

Having completed school and his apprenticeship, Jens Nielsen worked together with his father. His competence was of a magnitude that many started to demand his presence when his father would arrange a new building project or prepare the manufacturing of farming tools.

It has never been quite clear how the first real grain cleaning machine dated 1863 was developed.

Some historical facts seem to point to an order from a miller on Ærø island south of Fyn, who through a carpenter requested a simple machine that could separate the grains in his harvests. Then there is the version that Peder Borg, the great-grandson of Jens Nielsen, is familiar with. It was supposedly the father of Jens Nielsen who advised the miller to consult his son regarding the construction of a grain cleaning machine, which would separate the grains from weeds and other plants. And this is where the story is somewhat uncertain since the father of Jens Nielsen died in 1895, or about a year before the fantastic grain cleaning machine was constructed by Jens Nielsen.

Another version claims that Jens Nielsen realized at the time, in 1863, that only a few and very primitive tools for separating species of grain and seed existed for the local farmers. He thought deep and hard about this and went to his neighbour to borrow some simple tools.



Jens Niensens hjem og værksted i Vester Skerninge i 1863.  
DAMAS' arkiv.

The home and workshop of Jens Nielsen in Vester Skerninge in 1863.  
DAMAS archives.

at beskæftigelsen på virksomheden i 1906 var på 15-25 mand. Dette skulle senere blive til langt flere, da en fabrik i centrum af Vester Aaby kom til og hurtigt kom til at omfatte ca. hundrede ansatte.

En helt tredje udlægning af opfindelsen finder man imidlertid i fagbladet *Danmarks Haandværk og Industri*, nr. 46/1942.

Her oplyses det, at Jens Nielsen på et tidspunkt arbejdede for en møller i sognet. Denne bad Jens Nielsen om at lave en rensemaskine efter nogle tegninger, som han (mølleren) selv havde kopieret efter en rensemaskine, der stammede fra England. Jens Nielsen tog imod opgaven, og med hjælp fra en dygtig smed i nabosognet fik Jens Nielsen fremstillet den rensemaskine, som mølleren havde ønsket.

Men da bestillingen til mølleren var færdig, var der flere bønder og husmænd, der pludselig også ønskede en lignende kornrensningmaskine. Dét fik Jens Nielsen til at tænke nye tanker. Og det blev startskuddet til produktionen af den kornrensningmaskine, som Jens Nielsen udtog patent på i 1867, og som stadig står som grundmodel

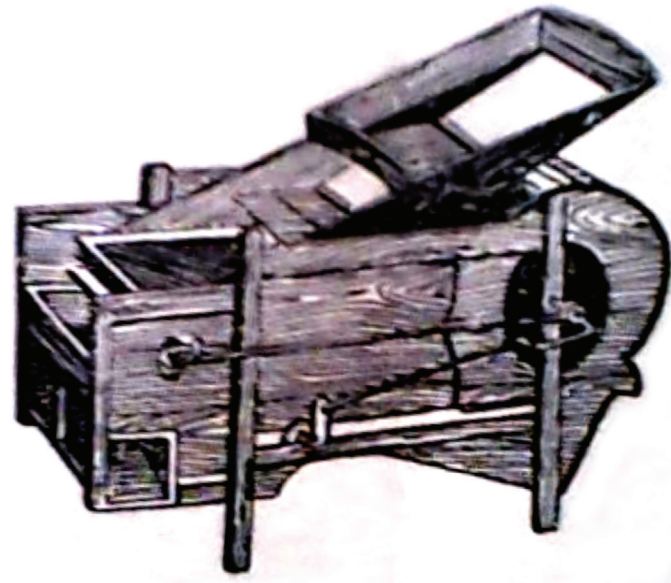
Before returning them, he drew up one detailed drawing after the other of these simple tools. This piece of information can also be traced back in the *Aftenposten* daily from Monday November 2, 1906, where it is reported that employment at the enterprise in 1906 amounted to some 15-25 men. Later this number would increase manyfold with the erection of a factory in the centre of Vester Aaby. Soon there were approx. one hundred employees.

Still, a third record of the invention can be found in the Danish trade and industry journal *Danmarks Haandværk og Industri* no. 46/1942.

Here it is reported that Jens Nielsen at a point in time worked for a miller in the local parish, who requested Jens Nielsen to build a grain cleaning machine for him based on some simple sketches the miller himself had made based on an English machine. Jens Nielsen took on the task and with the help from an able blacksmith in the neighbouring parish, Jens Nielsen was able to produce the cleaning machine the miller had requested.

Once the order for the miller was completed, many farmers and smallholders suddenly also wished for a similar machine to separate





for den model, der den dag i dag produceres på DAMAS, og som har flere lighedspunkter med den oprindelige model, der startede det hele i 1863.

Der var tale om en mildest talt genial opfindelse. Dengang havde møllere i århundreder kunnet udnytte vand- eller vindkraft til at male kornet, men *ikke* til at *rense* de forskellige korntyper og ukrudt og skille dem fra hinanden. Så det produkt, der fremkom, var ofte en blandet affære. Det skulle være slut nu.

Jens Nielsen overtog blot 20 år gammel faderens virksomhed med at bygge huse. Han besluttede dog hurtigt at fortsætte produktionen af kornrensningmaskiner om vinteren, hvor der ikke blev bygget så mange huse.

Jens Nielsens far døde i 1895 efter et langt og slidsomt liv.

grains. This is what got Jens Nielsen thinking about the future. And this was the starting signal for the production of the commercial grain cleaning machine, which Jens Nielsen applied for a patent on in 1867. It represents the basic concept for the model DAMAS is still producing today, which has many similarities with the original machine that put everything in motion in 1863.

To say the least, this invention was a stroke of genius. At the time, for centuries millers had been able to utilise water and wind power to mill the grains, but *not* to *clean* the various species of grain and weeds and separate them from each other. This meant the final product often had a lot more to wish for. With this invention, this would come to an end.

Only 20 years old Jens Nielsen took over his father's business of building houses. He never hesitated to continue producing grain cleaning machines, but instead focused on this production during the winters, when house building activity was low.

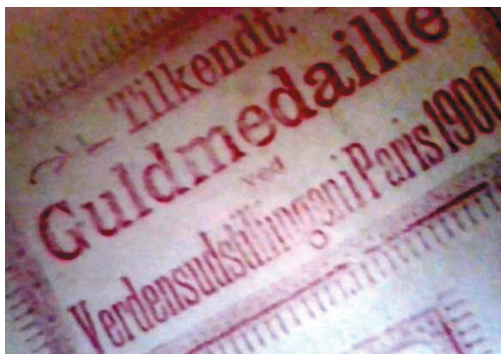
Jens Nielsen's father passed away in 1895 after a long and laborious life.

Billedet viser den oprindelige kornrensningmaskine fra 1863, der stadig er basis for den grundmodel, der produceres den dag i dag - og som blev udstillet på den internationale verdensudstilling i Paris i 1900. En kopi findes opstillet i hallen til DAMAS' hovedbygning i Vester Aaby, Danmarks Haandværk og Industri, 1942.

The picture shows the original grain cleaning machine from 1863, which is still used as a base for the standard model produced today. It was exhibited at the Paris International Exhibition in 1900. A copy is on display in the lobby of the DAMAS main building in Vester Aaby, Danmarks Haandværk og Industri, 1942.

# 1900 Guldmedaljen ved verdensudstillingen i Paris

## Gold medal at the World's Fair in Paris



Det skriftlige bevis på, at Jens Nielsen vandt Guldmedaljen ved verdensudstillingen i Paris i 1900. DAMAS' arkiv.

Written proof of Jens Nielsen winning the Gold Medal at the Paris World Exhibition in 1900. DAMAS archives.

Mange rystede på hovedet af Jens Nielsen, fordi han deltog i den ene udstilling efter den anden på Fyn i slutningen af 1800-tallet med sin kornrensningmaskine. Men da han først vandt det lokale mesterskab i Svendborg for den bedste maskine, hvor alle dommerne erklærede, at det var den mest fremragende kornrensningmaskine, de nogensinde havde set, så begyndte Jens Nielsen også at deltage i mange udstillinger i resten af Norden, og alle steder blev hans maskine rost til skyerne. De kritiske røster begyndte at forstumme. Til flere pressebureauer udtalte han i 1888: "Folk troede, at jeg var tosset, fordi jeg vilde ofre så mange penge derpå, men de kom igen med renten, så de var givet godt ud".

Og det var da også alle de mange anbefalinger, klap på skulderen og renten, der kom ind igen, der gjorde, at Jens Nielsen tog det ultimative skridt og meldte sig til verdensudstillingen i Paris i 1900, hvor fabrikanter fra hele verden skulle mødes.

Men Jens Nielsen satsede stort og håbede på det bedste.

By the end of the 19th century, many people shook their heads at Jens Nielsen and his persistent participation in one exhibition after the other on the island of Fyn with his grain cleaning machine. When he finally won first prize in a local competition in Svendborg for the best machine, where the judges declared it as the most brilliant cleaning machine they had ever seen, Jens Nielsen then began to participate in countless exhibitions in the other Nordic countries. Everywhere he went, his machine was highly praised. The previous harsh criticism soon died away. In 1888, he made this statement to several press bureaus: "People thought I was crazy because I spent so much money on this, but the investment was quickly returned with interest, so the money was well spent."

In the end, it was all the numerous recommendations, pats on the shoulder and the interest pay-offs that made Jens Nielsen take the ultimate step to sign up for the Paris World Exhibition in 1900, where manufacturers from all over the world would meet up. Jens Nielsen played for high stakes and had big expectations.

På dette familieportræt ses opfinder og fabrikant Jens Nielsen siddende, omgivet af sin stolte, driftige og velhavende familie.

På bageste række ses fra venstre: Kristine, som senere samme år blev mor til Jens Morten Nielsen, der siden blev administrerende direktør på fabrikken.

Dernæst hendes mand Johan, Theodora med datteren Helga på armen, Niels (Theodoras mand), Marie og yderst til højre Bodil Marie.

På forreste række ses fra venstre: Inger, Bodil, Jens Niensens hustru Maren, Ellen, og yderst til højre Jens Nielsen, som nævnt ovenfor.

Ca. 1915. DAMAS' arkiv.



This family portrait shows the inventor and factory owner Jens Nielsen sitting, surrounded by his proud, enterprising and prosperous family.

The back row shows from the left: Kristine, who later in the year gave birth to Jens Morten Nielsen, who eventually took over as managing director of the factory. Next to her her husband Johan, Theodora with the daughter Helga on her arm, Niels (Theodora's husband), Marie and farthest to the right Bodil Marie.

The front row shows from the left: Inger, Bodil, Jens Nielsen's wife Maren, Ellen, and farthest to the right Jens Nielsen as mentioned above. Approx. 1915.

DAMAS archives.

Han røbede da også senere, at det var med megen skælven og usikkerhed, at han underskrev tilmeldelsen til udstillingen for landbrugsmaskiner.

Omvendt var gevinsten ved at blive udråbt til en af de bedste til at producere kornrensningmaskiner så stor, at det kunne betyde ordrer fra hele verden.

Og dét skete. Han vandt guldmedaljen for verdens bedste kornrensningmaskine. Derefter voksede produktionen i Danmark, og det samme gjorde antallet af ansatte på fabrikken i Vester Aaby. Året 1900 blev altså banebrydende for virksomheden. Da Jens Nielsen vandt guldmedaljen ved verdensudstillingen i Paris langt foran Amerika, Europa og andre industrialiserede nationer på kloden, var et guldrandet firma grundlagt. Og snart begyndte ordrerne fra hele verden at strømme ind.

He later admitted that he was trembling and very uncertain when he signed the application for the agricultural machinery exhibition. On the other hand, the windfall from being proclaimed as one of the best producers of grain cleaning machines would be big and would mean orders from all over the world.

And this is what actually happened. He won the Gold Medal for the world's best grain cleaning machine. Following this, production in Denmark expanded as did the number of employees at the factory in Vester Aaby. Thus the year 1900 was a ground-breaking year for the business. When Jens Nielsen took home the Gold Medal from the Paris World Exhibition far ahead of American, European and other industrialized nations, this laid the foundation for a gilt-edged enterprise. Soon orders started to pour in from across the world.

In 1874, Jens Nielsen and his wife moved to the village of Vester Aaby together with the business. This was just a few kilometres from Vester Skerninge. Here he bought a little over five acres of land where a small



Det første hus, hvor Jens Nielsen boede, med tilhørende fabrik på Strandvejen i Vester Aaby. DAMAS' arkiv. Ca. 1900.

The first house where Jens Nielsen lived with neighbouring factory at Strandvejen in Vester Aaby. DAMAS archives. Approx. 1900.

I 1874 flyttede Jens Nielsen og hans hustru samt virksomhed til landsbyen Vester Aaby, blot nogle få kilometer fra Vester Skerninge, hvor han købte fire tdr. land og opførte en mindre produktionsfabrik. Flytningen skyldes dels, at Jens Nielsen giftede sig med en kvinde, der allerede boede i byen, og dels, at andre mindre virksomheder havde fået øje på Vester Aaby som et udviklingsområde for industriprodukter til landbruget. Familien slog sig ned i en villa på Strandvejen i Vester Aaby. Senere flyttede man ind til centrum af Vester Aaby, og her blev både en ny villa og flere fabriksbygninger opført.

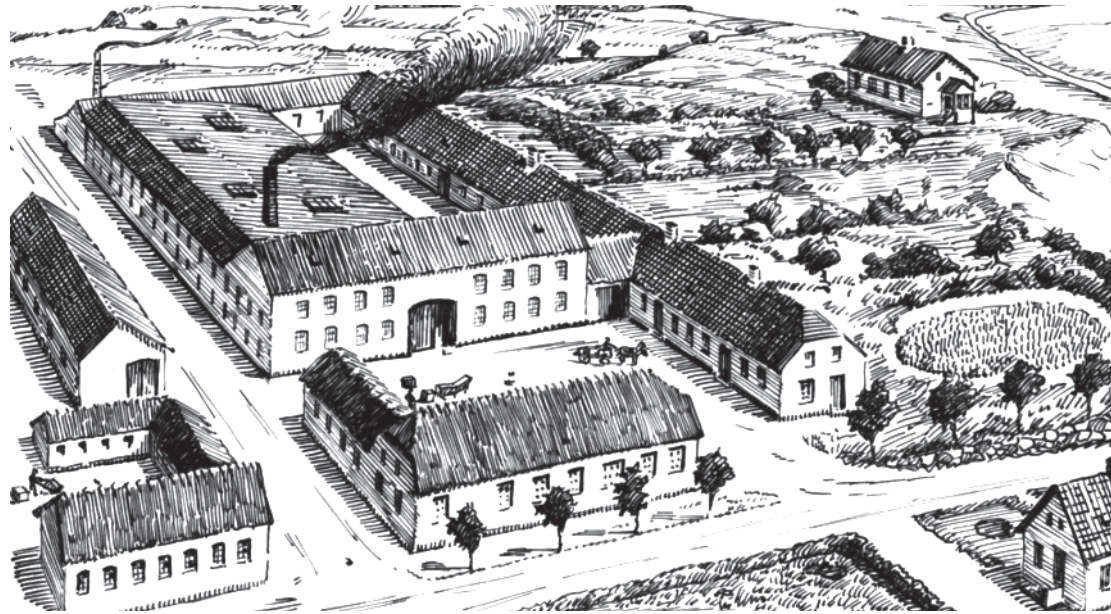
I 1900 fik firmaet navnet Maskinfabrikken Vester Aaby - Jens Nielsen.

Guldmedaljen fra verdensudstillingen i Paris i 1900 betød altså helt nye markeder for Jens Nielsen og hans fabrik. Og frem til den kommunistiske revolution i 1917 blev Rusland et af de helt store markeder for Maskinfabrikken Vester Aaby - Jens Nielsen. Baggrunden for denne ekspansion var naturligvis i vidt omfang de

factory was built. This move was partially a result of Jens Nielsen marrying a woman who already lived in the village, but also due to a number of smaller enterprises that had identified Vester Aaby as a developing industrial area targeting farming. As it was, the family settled down in a detached house at Strandvejen in Vester Aaby. Later, they moved to the centre of Vester Aaby, where a new house and several factory buildings were built.

In 1900, the company was named Maskinfabrikken Vester Aaby - Jens Nielsen.

The Gold Medal from the Paris World Exhibition in 1900 opened up new markets to Jens Nielsen and his factory. Until the communist revolution in 1917, Russia became one of the larger markets of Maskinfabrikken Vester Aaby - Jens Nielsen. The background of this expansion was of course largely thanks to the numerous contacts Jens Nielsen had established at all the exhibitions he had participated in, where the



kontakter, Jens Nielsen havde opnået ved de mange udstillinger, og verdensudstillingen i Paris blev prikken over i-ét, der markerede helt nye områder for salg af hans produktion.

Jens Nielsen havde formået at være fremsynet ikke blot med hensyn til konstruktionen af sin kornrensningmaskine, men havde også forstået betydningen af at få sin maskine frem i rampelyset ved de mange udstillinger både i Danmark og udlandet, brochurer samt løbende omtale i branchen og gode kontakter. Det betød alt sammen, at virksomheden voksede, og man kan roligt sige, at Jens Nielsen til fulde forstod betydningen af det man i dag ville kalde PR-virksomhed og marketing. Det lønnede sig.

Paris World Exhibition was the finishing touch opening up completely new areas for sales of his production.

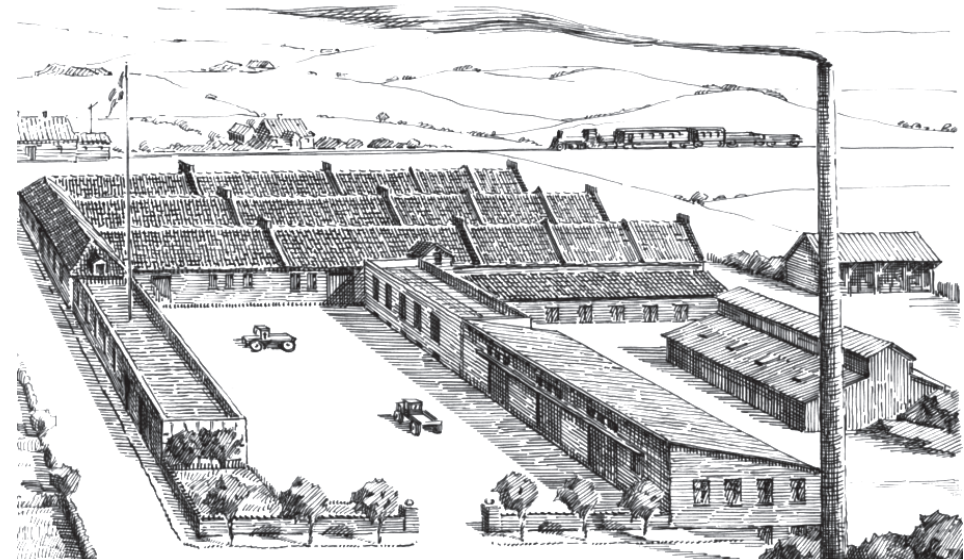
Jens Nielsen had succeeded with his far-sighted vision not only with regards to the design of his grain cleaning machine, but also in understanding the need for making his machine seen - at frequent exhibitions both at home in Denmark and abroad, in brochures and trade publicity, as well as through valuable contacts. Altogether, this meant the business grew, and it is no exaggeration to say that Jens Nielsen fully understood the importance of what we today call PR and marketing. It surely paid off.

Fabrikken i Vester Aaby. Endnu er jernbanen ikke kommet, og transport af produkter foregår med hestevogn, som det ses i forgården til fabrikken. Ca. 1915. DAMAS' arkiv.

The factory in Vester Aaby. This was before the introduction of railways. Transport of products was by horse carriage which is evident in the front yard of the factory. Approx. 1915. DAMAS archives.

# 1917 Det russiske marked kollapser

## The Russian market collapses



Jens Nielsens Maskinfabrik, der blev nyopført efter branden i 1921. Læg mærke til lokomotivet øverst til højre i billedet, der både har passagervogne og ladvogne tilkoblet på vej mod fabrikken og Vester Aaby togstation. Flere lastvogne er på vej ind til fabrikken og vidner om stor aktivitet. Togstationen ses i øverste venstre side af billedet, lige ved siden af det danske flag. Ca. 1925. DAMAS arkiv.

Jens Nielsens Maskinfabrik built after the fire in 1921. Note the locomotive at the top right in the picture pulling both coaches and flatbed carriages on its way to the factory and Vester Aaby railway station. Several carriages are on their way to the factory, proof of a busy enterprise. The railway station is at the top left, next to the Danish flag. Approx. 1925. DAMAS archives.

Da kommunisterne overtog magten i Rusland i 1917, og zarfamilien senere henrettedes, forsvandt dette marked hastigt de følgende år. Selv om især Norge, Sverige, Finland, Tyskland, Østrig, England, Spanien og flere andre lande kom inden for fabrikkens store handelsområde, mærkedes der alligevel en tydelig afmatning i markedsandelen efter afslutningen af 1. verdenskrig, hvor de gamle europæiske stormagter var økonomisk drænedes. Verdens nye store økonomiske magtfaktor blev USA.

Jens Nielsen producerede ikke blot en enkelt type maskine. Efterhånden udviklede han flere maskiner til forskellige formål, herunder tærskemaskiner, der benyttede brændstof eller strøm, til de store gårde, men han fremstillede også hånddrevne produkter med kuglelejer til mindre landbrug, så tærskemaskinen med lethed kunne benyttes med håndkraft af en enkelt mand. Man skal forestille sig, at der på den tid stort set kun var elektricitet i de større byer - ofte ikke ude på landet. Derfor var de små tærskemaskiner meget efterspurgt hos småbønder og husmænd.

When the communists took over in Russia in 1917 and the Tsar family was later executed, this market soon vanished over the ensuing years. Even though other countries, like Norway, Sweden, Finland, Germany, Austria, England, Spain and many others were covered by the vast trading area of the factory, a considerable decline in the market share was felt following the end of the First World War. Former big powers in Europe were financially exhausted, and the new economic giant of the world came to be - the USA.

Jens Nielsen did not produce just one single machine type. Over time, he developed several machines for different purposes, including threshers that operated on fuel and electric power, for large farms. He also produced manually operated equipment for smaller farms, applying bearing technology to facilitate operating threshers manually by a single man. Keep in mind that during these days, electricity was a phenomenon only in larger cities, seldom in the countryside. As a result, the small threshers were in high demand by small farmers.

All along Jens Nielsens Maskinfabrik was in contact with the world around it, and the more with the introduction of the railway, which



Arbejdere i færd med at udvide fabrikken op til jernbanestationen i Vester Aaby. Ca. 1920. DAMAS' arkiv.  
Workers busy with building the expansion of the factory up to the railway station in Vester Aaby.  
Approx. 1920. DAMAS archives.

Men Jens Nielsens Maskinfabrik havde stadig stor kontakt med omverden, ikke mindst på grund af jernbanen, der blev bygget under 1. verdenskrig, og som stod færdig i 1917. Jens Nielsens Maskinfabrik kom til at ligge midt i Vester Aaby klos op ad togstationen.

Jernbanen løb mellem havnebyerne Faaborg og Svendborg, med jernbanespor til resten af Danmark og udlandet. Jernbanestationen i Vester Aaby blev indviet i 1917 under stor festivitas, med hele byen samlet og betydningsfulde politikere og forretningsfolk fra nær og fjern. Togbanen betød meget for en langt større og mere direkte kontakt til hele verden for Jens Nielsens Maskinfabrik.

I 1921 var virksomheden vokset til en stor fabrik, og Jens Nielsen udvidede endnu engang. Men det blev også sidste gang, han gjorde det. Fire år senere, i 1925, døde han af naturlige årsager, 83 år gammel. Den ny-opførte fabrik brændte i 1921, og en ny måtte opføres. Økonomien var inde i en god gænge, og alt tegnede godt for fremtiden - indtil 1929.

was built during the First World War and completed by 1917. Jens Nielsens Maskinfabrik was situated in the very centre of Vester Aaby, literally next door to the railway station.

The railway ran between the sea ports Faaborg and Svendborg, with tracks reaching the rest of Denmark and further beyond the borders. The railway station in Vester Aaby was officially opened in 1917 with large festivities engaging the entire village and attended by important politicians and businessmen from near and far. To Jens Nielsen's machine factory, the railway was key in developing closer and more intensive contacts with the rest of the world.

In 1921, the business had developed into a large factory and Jens Nielsen undertook yet another expansion. This was the last time he would do this. Four years later, in 1925, he passed away due to natural causes at the age of 83 years. The newly erected factory burned down in 1921 and a new one was built. The world economy was brisk with a promising future - until the year 1929.

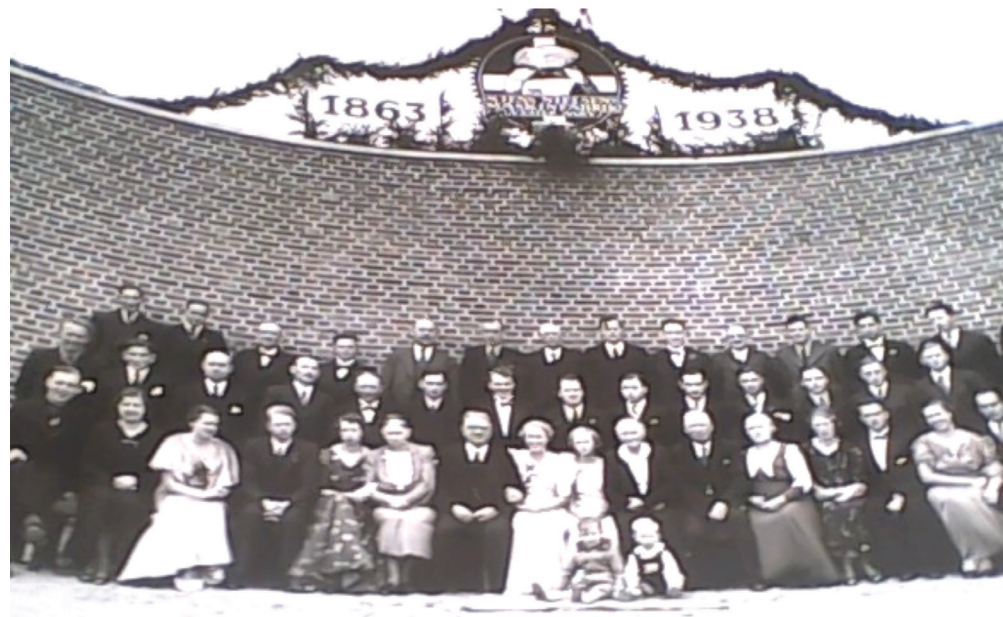


Godsvogne ved fabrikken med gods til hele verden. ca. 1930.  
DAMAS' arkiv.

Freight cars at the factory waiting to deliver products to the rest of the world. Approx. 1930.  
DAMAS archives.

# 1929 Krakket i Wall Street i USA

## The Wall Street Crash in USA



75 års jubilæum for A/S  
Jens Nielsens Maskinfabrik med 50  
medarbejdere i 1938. DAMAS' arkiv.

75-year anniversary of A/S  
Jens Nielsens Maskinfabrik with 50  
employees in 1938. DAMAS archives.

Verden gik i chok, da børserne i Wall Street i USA krakkede i 1929. Verdensøkonomien kuldsejlede, og det fik også direkte betydning for Maskinfabrikken Vester Aaby - Jens Nielsen. Fabrikken havde nemlig sat sin hovedkapital i Faaborg Bank, og da den stod over for konkurs, mistede fabrikken alle sine penge og måtte sælge den oprindelige fabrik, der også blev brugt som forsøgsgård, og som lå længere nede ad Strandvejen i Vester Aaby.

Fabrikkens omsætning blev også voldsomt påvirket, og det var kun få og små ordrer, der kom ind i begyndelsen af 1930'erne. Senere ingeniør og oldebarn af opfinderen Jens Nielsen, Peder Borg, husker tydeligt, hvordan hans morfar altid svor, når de kørte forbi bankdirektørens villa i Falsled: "Kæltringe!"

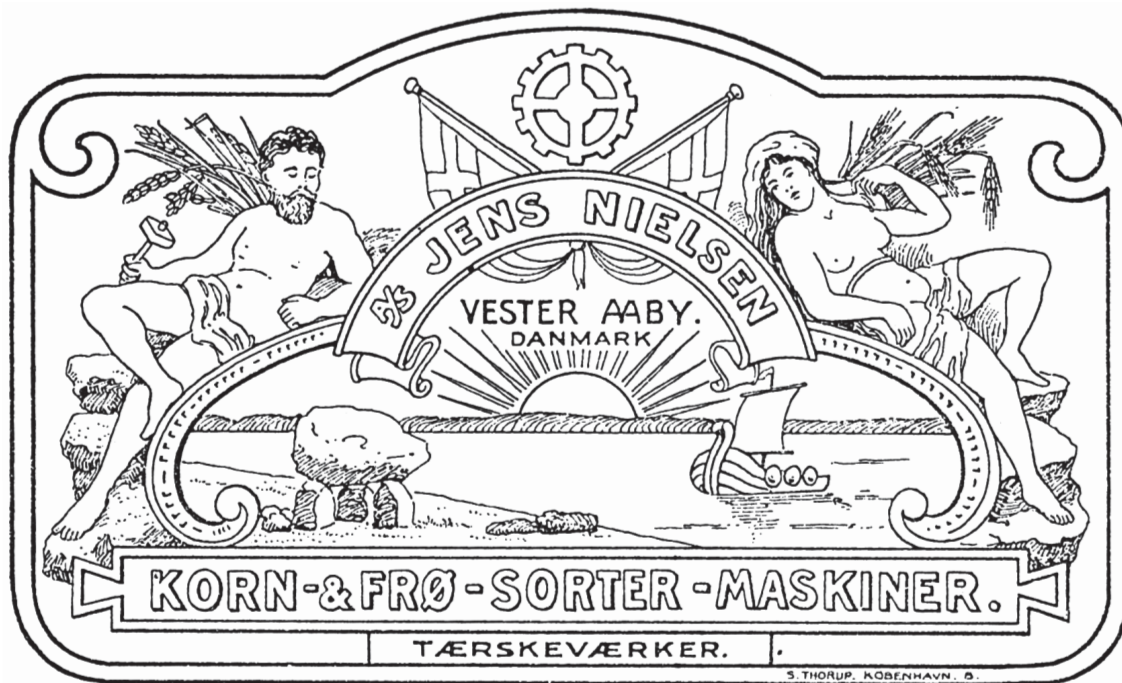
Den store depression, der ramte USA og resten af verden i begyndelsen af 1930'erne, var nogle år senere ved at svinde bort, og firmaet

The world was shocked when the Wall Street Stock Exchange crashed in 1929. The world economy capsized with a direct impact on Maskinfabrikken Vester Aaby - Jens Nielsen. The company had placed its main capital in Faaborg Bank, and when the bank faced bankruptcy, the factory lost all its capital and was forced to sell off its original factory, which was also used as test farm, further down in Strandvejen in Vester Aaby.

Factory turnover was also severely affected. Initially in the 1930s, only very few and small orders were received. Many years later, the engineer and great-grandchild of Jens Nielsen, Peder Borg, clearly remembers how his granddad always swore when they drove past the bank manager's villa in Falsled: "Scoundrels!"

The Great Depression that hit the United States and the rest of the world in the beginning of the 1930s began to fade away after a few





A/S Jens Nielsen. Tegning og ikon er fra ca. 1930. Tegningen er et symbol på mænd og kvinders frugtbarhed for Danmark, altså et samlet Danmark, der repræsenterer landets grundlag for landbrug, maskinkraft og godt brød på bordet. På billedet ses foruden en mand og en kvinde med hver deres kornbuketter også et vikingeskib og en stenaldershøj, der vidner om historiens kraft. I midten af billedet ses en opgående sol over Vester Aaby DANMARK, selve midtpunktet for maskinproduktionen. DAMAS' arkiv.

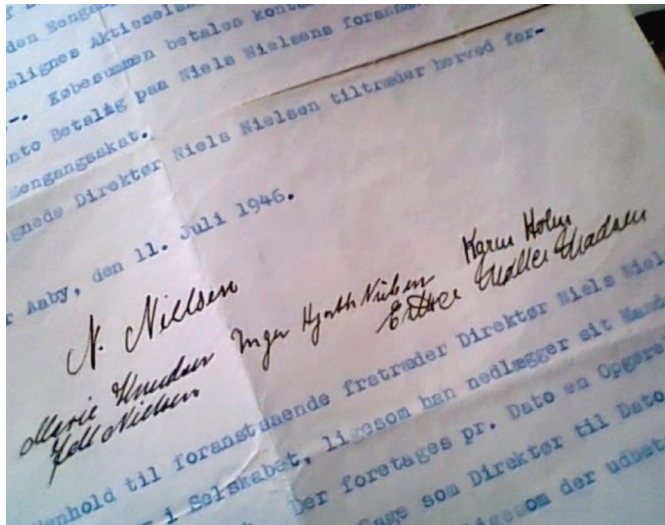
A/S Jens Nielsen. Drawing and icon dating back to around 1930. The drawing symbolizes the fertility of men and women in Denmark, in other words a united Denmark, representing the country's basic need for farming, machine power and tasty bread on the table. In addition to the man and woman each holding a grain bouquet, the picture also contains a Viking ship and a Stone Age mound as witness of the power of history. In the centre, the sun is rising over Vester Aaby, DENMARK, the central focus of machine production. DAMAS archives.

klarede sig igen godt, både på hjemmemarkedet og internationalt. I 1938 kunne A/S Jens Nielsens Maskinfabrik fejre sit 75 års jubilæum, og medarbejderne fik at vide, at der var overskud, og at virksomheden klarede sig glimrende.

years, and the company managed to recover both in its domestic and international markets. In 1938, A/S Jens Nielsens Maskinfabrik celebrated its 75-year anniversary and everyone was informed that the business was profitable and very successful.

# 1946 Anerne

## Our ancestors



Dokumentet, der i 1946 dokumenterede, at Jens Morten Nielsen overtog aktiemajoriteten og posten som administrerende direktør via køb af aktier. DAMAS' arkiv.

The document from 1946 that proved Jens Morten Nielsen took over the majority of shares and the post of managing director through the purchase of shares. DAMAS archives.

Opfinderen Jens Nielsen havde efterkommere, der med tiden var blevet delt i to grene.

Da Jens Morten Niensens faster ved sin død i 1946 havde testamenteret sine aktier til ham, besad han hovedparten af aktierne, og dermed var det også ham, der blev den nye administrerende direktør for Jens Niensens Maskinfabrik A/S. Samtidig besluttede den anden gren at sælge sine aktier til Jens Morten Nielsen, således at aktierne blev bevaret i samme gren.

Det var en sund virksomhed, som Jens Morten Nielsen overtog. Under 2. verdenskrig havde firmaet klaret sig godt og var et ganske solidt firma, hvilket dette regnskab viser.

...tioner	117.025,38
...ne, Trykninger og Reklamer	42.000,00
...or, Porto og Telefon	1.899,10
...t for indgaaede Varer	3.815,10
... udgaaede Varer	5.719,18
...ter	747,23
...arance	39.491,74
...vision	5.576,53
...tilling, Rejser, Representation	4.052,00
...ndmel og Elektricitet	7.432,04
...økørsel	193,55
...konto og Renter	3.700,79
...aration	8.703,60
...Krigsforsikringsbeleb	3.461,08
...erse	7.546,21
<b>erskud</b>	<b>Kr. 105.296,36</b>
...laas fordelt saaledes:	13.000,00
...Aktionærerne	6.000,00
...bestyrelsen	6.600,00
...personale	5.650,00

Tabs- og vindingskonto for året 1943, A/S Jens Nielsen Maskinfabrik - Vester Aaby. Læg mærke til overskuddet på kr. 105.296,36 (nutidskroner ca. 2.100.000 i 2013 ifølge olsmoney.dk). Det var ganske pænt, når man tager i betragtning, at indtjeningen skete under besættelsen, hvor Danmark var besat af tyskerne, og det var vanskeligt at skaffe materialer til produktion. DAMAS' arkiv.

Profit and loss statement for the year 1943, A/S Jens Nielsen Maskinfabrik - Vester Aaby. Please note the profit of DKR 105,296.36 (present worth in 2013 approx. DKR 2.100.000 according to www.olsmoney.dk). This was quite impressive considering the earnings were made during the occupation of Denmark by the German forces when it was difficult to procure materials for production. DAMAS archives.

Over time the descendants of the inventor Jens Nielsen had gradually been separated into two branches.

As Jens Morten Nielsen's aunt had left her shares to him at her death in 1946, he held the majority of the shares and then took over as the new managing director of Jens Niensens Maskinfabrik A/S. At the same time the other branch decided to sell its shares to Jens Morten Nielsen so that the shares were held by the same branch.

Jens Morten Nielsen took charge of a vital enterprise. During the Second World War, the company had done well turning into quite a solid company, which the books also proved.

# 1952 Familien Nielsen drukner i Svendborg havn

## The Nielsen family drowns in Svendborg harbour

De fem gravsten for faderen Jens Morten Nielsen, hans gravide hustru Inger Margrethe Nielsen og deres tre børn Susanne, Morten og Anders. Stenenes størrelse skal afspejle familiemedlemmernes forskellige højde.

Foto: Sofia Carolina Nene Krogh.

The five headstones represent the father Jens Morten Nielsen, his pregnant wife Inger Margrethe Nielsen and their three children Susanne, Morten and Anders. The sizes of the stones depict the individual heights of the family members.

Photo: Sofia Carolina Nene Krogh.



På kirkegården i landsbyen Vester Aaby på Sydfyn er der mange grave, og gravstenene er et minde om mennesker, der engang var på jorden. Alle er de forskellige, og dog findes der ét gravsted, som skiller sig ud fra de andre. Fem smalle kors i granit står lidt afsides og fortæller om en grum skæbne for en familie.

Jens Morten Niensens opvækst var harmonisk og præget af familiens stolthed over de mange virksomheder, som opfinderen Jens Nielsen og hans familie stod bag. Men en februar dag i 1952 overgik der Jens Morten Nielsen, hans kone og tre børn en stor tragedie. En tragedie, der også ramte Vester Aaby hårdt.

The graveyard in Vester Aaby village on southern Fyn holds many graves with the headstones acting as reminders of our forbearers who once lived on Earth. All of them are different, yet there is one burial plot that differs from the others. Five small granite crosses can be found slightly to the side. They hold the story of the cruel fate of a family.

Jens Morten Nielsen had a harmonious childhood influenced by the pride of the family over the many enterprises, originating from the inventor Jens Nielsen and his family. But one day in February 1952, Jens Morten Nielsen, his wife and three children suffered a terrible tragedy. A tragedy that would also deeply affect Vester Aaby.



Fabriksbygningerne set fra  
togstationen.

Ca. 1925. DAMAS' arkiv.

The factory buildings viewed  
from the train station.

Approx. 1925. DAMAS archives.

D. 25. februar 1952 var en anderledes dag. Det var dagen før fasten, og der skulle være fastelavnstfest i Vester Aaby. Det var en smuk solskinsdag, men også en meget anderledes og kølig dag.

Familien Nielsen besluttede sig for at tage på udflugt. Men blot en time efter at Jens Morten Nielsen og familien var kørt fra byen i den store sorte Ford V8 ville en solformørkelse dække himlen, næsten som et tegn på, at noget skræmmende var i vente.

Familien kørte mod havnebyen Svendborg, en større købstad 15 kilometer fra Vester Aaby. Turen gik ned til havnen, hvor Jens Morten Nielsen fortsatte langs kajen og kørte ud på Frederikssøen, der ligger midt ude i Svendborg Havn. Øen havde dengang depoter af kul og olie, fortrinsvis til salg til egnens virksomheder. Jens Morten Nielsen standse ved et Shell-depot på Frederikskajen og købte en dunk petroleum på 40 liter, der skulle noteres til Vester Aaby Maskinfabrik.

Af chauffør og depotbestyrer Christian Nymann Petersens forklaring til politirapporten fremgik det, at:

“Føreren var tilsyneladende ligevægtig, ædru og i godt humør, da han aflagde besøg på depotet. Vidnet så en dame sidde bag i vognen, da den startede.” Efter at petroleumsdunken var blevet anbragt i vognen, satte Jens Morten Nielsen kursen i retning mod oliekaen. Men vognen drejede ikke og bilen fortsatte ud over kajkanten og ned i det iskolde vand, der på denne tid af året i februar blot var nogle få grader over

The day of 25 February, 1952, was not like any other day. It was the first day before Lent and everyone in Vester Aaby was busy preparing for the Shrovetide celebrations. It was a beautiful sunny day, but something was different and it was quite cold. The Nielsen family decided to take a small journey. Not more than an hour after Jens Morten Nielsen and his family had left in the big large Ford V8, the sky was darkened by a solar eclipse, almost as a foreboding sign that something was about to happen.

The family drove towards Svendborg, a sea port and market town about 15 kilometres west of Vester Aaby. The journey led down to the harbour, where Jens Morten Nielsen continued along the quay, proceeding to Frederikssø, a small island in Svendborg harbour. At that time, the island housed stockpiles of coal and oil, predominantly for supply to local companies.

Jens Morten Nielsen stopped at the Shell station on Frederikskaj where he bought a can holding 40 l of kerosene on the account of Vester Aaby Maskinfabrik.

From the explanations of the chauffeur and station foreman, Christian Nymann Petersen, which were duly noted in the policeman's report, this is what happened:

“The driver was seemingly calm, sober and in good spirits when he paid a visit to the station. The witness observed a lady in the backseat



frysepunktet. Alle i vognen omkom. Dermed var den lige linje tilbage til grundlæggeren Jens Nielsen med et slag forsvundet.

Det endelige hændelsesforløb er aldrig blevet helt klarlagt. Men politiet, lægerne, de motorsagkyndige og senere også Jens Morten Niensens forsikringsselskab nåede omsider frem til den afgørelse, at dødsfaldene var sket som følge af en hændelig ulykke.

Beretningen om de omkomne var en stor tragedie, og alle flag gik på halv i Vester Aaby, og de ansatte sendt hjem fra fabrikkerne.

Men en dag vil også denne families historie og minde svinde bort, som det er sket for andre, der er begravet på kirkegården i Vester Aaby. Eller som graveren Bent Clausen udtrykker det:

“Det sker jo, at der kommer nogen og spørger, hvorhenne gravene er og skal se dem. Men efterhånden er det måske ikke så mange, for det er jo også ved at blive historie med den familie, der druknede i Svendborg Havn. Tiden er gået, og der ikke ret mange tilbage af de nulevende, der har kendt dem.”

of the car when it started.” Once the kerosene can was put into the car, Jens Morten Nielsen proceeded towards the oil quay. But the vehicle never turned and instead continued straight forward over the quay wall right into the ice-cold water, which at this time of year in February was only a few degrees above freezing. Everyone in the car died. In one quick blow, this meant the direct lineage to the found Jens Nielsen had disappeared.

The final course of events has never been fully explained. Nevertheless the police, the physicians, the vehicle experts and later also the insurance company of Jens Morten Nielsen at long last came to the conclusion that the bereavements were due to an unfortunate accident.

The report of the victims became a big tragedy. All flags were set at half mast in Vester Aaby and the employees were sent home from the factories.

Later, this family event and the memory thereof would fade away as it has done for others buried in the Vester Aaby cemetery. Or, as the undertaker Bent Clausen puts it:

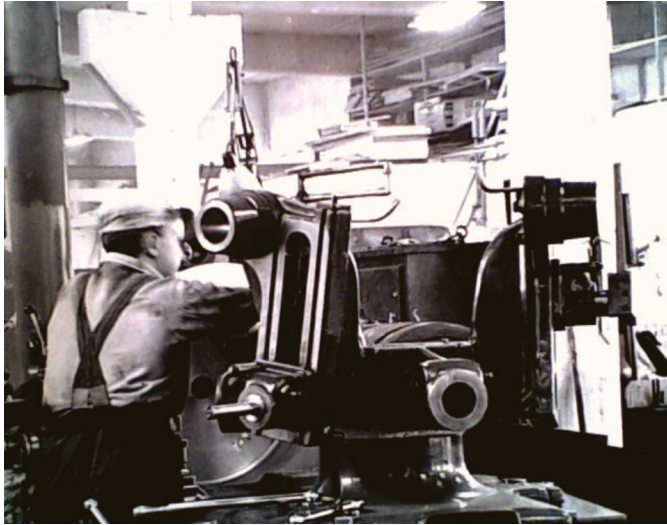
“Once in a while, people come up to me and ask where the graves are to pay them a visit. But as of late, there are not really many visitors, because it is sort of history by now with the family that drowned in the harbour of Svendborg. Time has passed and there are not many left who knew them that are still alive.”

Brochure fra A/S Jens Niensens Maskinfabrik i 1935. Læg mærke til teksten hvor der henholdsvis står “Kgl. Dansk Landhusholdningsselskabs ærespræmier” og “60 højeste udmærkelser fra ind- og udland”. Det Kgl. Danske Landhusholdningsselskab uddelte i 1894 hele to ærespræmier til Jens Niensens arbejde, og det var første gang, det nogensinde var sket for landbrugsredskaber. Billedet af stenhøjen øverst i billedet markerer det historiske, massive, nordiske og evigt bestående. DAMAS' arkiv.

Brochure from A/S Jens Niensens Maskinfabrik from 1935. Pay attention to the text referring to the Royal Danish Farm Holding Company cup rewards and 60 highest distinctions from home and abroad. The Royal Danish Farm Holding Company in 1894 awarded an astonishing two cup rewards for the work of Jens Nielsen, a first for any producer of farming equipment. The picture of the rock garden at the top marks the historic, massive, Nordic and what is forever lasting. DAMAS archives.

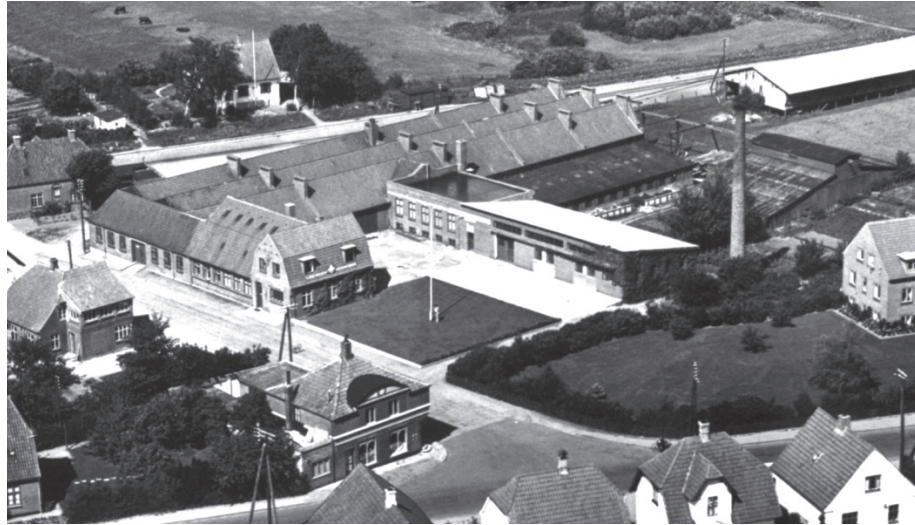
# 1953 KAMAS og DAMAS – møllefabrikanten kommer i spil

## KAMAS and DAMAS – the mill producer at work



Fra KAMAS-koncernens værksteder i Malmø 1966. DAMAS' arkiv.

A photo from the KAMAS group's workshops in Malmö, Sweden, 1966. DAMAS archives.



Jernbanen løber stadig forbi DAMAS i øverste del af dette billede, men forsvandt i 1954, og kun fabriksbygningerne og selve jernbanestationen, der i dag er en privat bolig, står tilbage. Ca. 1950. DAMAS' arkiv.

In the top of this picture, the railway still runs past the DAMAS facility, but it disappeared in 1954 and only the factory buildings and railway station, which today is a private home, remain. Approx. 1950. DAMAS archives.

Samme år, som de døde fra familien Nielsen begravnes, blev A/S Jens Niensens Maskinfabrik sat til salg og i 1953 lagt sammen med DAMAS. Deres hovedproduktion vedrørte særligt møllerimaskiner, mens A/S Jens Niensens Maskinfabrik hovedsagelig dækkede landmændenes behov for korn- og frørensning. Men det gav ganske god mening, at mølteri og kornrensning gik hånd i hånd.

D. 1. juni 1953 var det nye firma en realitet, og firmaet blev af praktiske årsager videreført under navnet A/S Jens Niensens Maskinfabrik - DAMAS.

Med indtrædelse af DAMAS på scenen blev virksomheden også en ganske anden. Med DAMAS skete der store driftsændringer i både

In the same year the Nielsen family was buried, the A/S Jens Niensens Maskinfabrik was put up for sale. In 1953 it was merged with DAMAS. DAMAS' principal product range covered milling machines, while A/S Jens Niensens Maskinfabrik predominantly covered the needs of farmers with grain and seed cleaning machines. And, merging milling with grain cleaning was not such a bad idea after all.

The new company was formed on June 1, 1953. For practical reasons operations continued under the name A/S Jens Niensens Maskinfabrik - DAMAS.

Once DAMAS entered the picture, the operations also took on another form. DAMAS introduced significant operational changes both



forretninggang og produktion. Man byggede bl.a. en ny fabrikshal på 1.000 kvadratmeter og begyndte at udvide med flere moderniseringer.

Tiderne skiftede også i samfundet, og jernbanen blev nedlagt i begyndelsen af 1954, da togkontrolløren piftede for den allersidste afgang for både borgerne i Vester Aaby og fabrikkerne. Der var ikke længere meget gods fra fabrikkerne, der blev transporteret, og i 1954 kun én eneste rejsende med toget. Lastvognene var i vid udstrækning kommet til at overtage transporten af gods fra firmaet, og antallet af passagerer var gennem en årrække faldende, fordi busser var blevet sat ind på strækningen mellem Faaborg, Svendborg og Nyborg på Fyn. Stationsbygningen er der den dag i dag og vidner om et solidt og smukt byggeri, og det samme gør DAMAS' lagerbygninger og ramper over for

in how business was conducted and in production. Among others, a new factory hall of 1,000 m<sup>2</sup> was erected and expansion efforts began with the aim of modernizing the business.

In society times were also changing, and the railway was closed down in 1954 when the ticket inspector blew his whistle for the last time - both for the inhabitants of Vester Aaby and its factories. The factories no longer produced many goods that relied on railway transport, and in 1954 there was only one single traveller on the train. Lorries had gradually taken over transport needs of the enterprise, while the number of train passengers had been falling for several years after buses were introduced to serve the routes between Faaborg, Svendborg and Nyborg on the Fyn island.

A/S Jens Niensens Maskinfabrik  
ca. 1960. DAMAS' arkiv.

A/S Jens Niensens Maskinfabrik.  
Approx. 1960. DAMAS archives.

stationen til fragt af kornrensningmaskiner og andet gods. Kun jernbanesporene er forsvundet, selv om en jernbanebro et par hundrede meter borte fra fabrikken er bevaret og står som et solidt minde om dengang, jernbanen løb forbi fabrikken og gennem Vester Aaby og var byens vigtigste transportnerve. Og det var ikke småting af fabrikater og maskiner, jernbanevognene fragtede fra A/S Jens Nielsens Maskinfabrik. Stoltheden over de mange maskiner var stor.

Firmaet DAMAS, der overtog Maskinfabrikken Jens Nielsen i 1953, havde en historie, der rakte lige så langt tilbage som Jens Nielsens fabrik i Vester Aaby. Navnet DAMAS opstod først i 1938, og det korrekte navn var DAMAS, Dansk Møllemaskin A/S. Firmaet blev allerede grundlagt d. 10. maj 1867 på Vodroffsvej på Frederiksberg i hjertet af København.

Det var Jacob Ferdinand Jensen, søn af møller Christian L. Jensen fra Roskilde, der selv var uddannet møller, som grundlagde firmaet, og produktionen gjaldt først fremstilling og levering af møllesten og møllebyggeri, men senere udvikledes produktionen til også at omfatte mølle- og rensningsmaskiner. Det er i øvrigt interessant, at grundlæggerne i begge firmaer havde samme uddannelse som deres fædre, altså henholdsvis tømrer og møller.

En filial med lager af møllesten grundlagdes samtidig i Malmø i Sverige. Der var med andre ord et stort sammenfald mellem de to virksomheder; Maskinfabrikken Vester Aaby - Jens Nielsen og DAMAS, Dansk Møllemaskin A/S, der i 1953 blev lagt sammen.

Da Christian L. Jensen i 1898 døde, overtog familien firmaet og videreførte det under navnet Ferd. Jensens Enke. Familien ændrede deres navn til Wintermark, og sønnen Franklin Wintermark overtog ledelsen af lageret af møllesten i Malmø.

The station building still stands proudly today, reminding us of a solid and beautiful estate. This also applies to the DAMAS warehouse buildings and ramps opposite the station from where grain cleaning machines and other products were shipped. The railway tracks themselves have been dismantled, with only the railway bridge a few hundred metres from the factory remaining. It was preserved to remind us of when the railway that ran along the factory and through Vester Aaby was the city's most important transport corridor. And it was not small machines and products the railway carriages hauled away from the A/S Jens Nielsens Maskinfabrik. The pride of the numerous machines was immense.

The DAMAS company that took over Jens Nielsens Maskinfabrik in 1953, also had a history dating back as far as the factory which Jens Nielsen built in Vester Aaby. The name DAMAS did not appear until 1938 and the official name was actually DAMAS, Dansk Møllemaskin A/S (Danish Milling Machines Co., Ltd.). The company was founded on May 10, 1867 on Vodroffsvej in the Frederiksberg District, right in the heart of Copenhagen.

The founder was Jacob Ferdinand Jensen, a son of the miller Christian L. Jensen from Roskilde, slightly west of Copenhagen. Initially operations were focused on production and delivery of millstones and windmill construction, but later this expanded to also include milling machines and cleaning machines. It is worth noticing that the founders of both companies had the same education as their fathers, i.e. milling for the sons and carpentry for the fathers.

At the same time a branch for stock-keeping of millstones was opened in Malmö in the south of Sweden. In other words, the two



Under 2. verdenskrig skulle det vise sig at være en god gevinst at have et lager til rådighed i det neutrale Sverige, fordi man i langt mindre grad blev påvirket af krigen og dens rationeringer og de mange begrænsninger, den tyske besættelsesmagt betød for det meste af Europa, herunder Danmark.

I 1922 blev Ferd. Jensens Enke lagt sammen med Københavns Møllestensfabrik, N. Nielsen & Co. Det nye firma fik det noget langstrakte navn; Københavns Møllestensfabrik og Møllebyggeri, Ferd. Jensens Enke, N. Nielsen & Co.

Filialen i Malmø i Sverige blev til et selvstændigt aktieselskab med det nye navn AB Kvarnmaskiner, stadig med Franklin Wintermark som øverste chef.

I Danmark klarede det oprindelige hovedfirma sig dårligt. Det skyldtes ikke mindst den økonomiske verdenskrise, der blev udløst af krakket på børsen i Wall Street i 1929. Det blev derfor den oprindelige svenske filial, det nyoprettede aktieselskab AB Kvarnmaskiner, der i 1932 overtog virksomheden. Denne flyttede derefter til andre lokaler på Nørrebro i København på hjørnet af Esrum- og Hillerødgade.

Her gennemførtes en stram rekonstruktion med direktør Frederik Bülow Nielsen i spidsen. I 1933 var udviklingen i Danmark dog vendt til fremgang, selv om det stadig var

AB Kvarnmaskiner i Malmø i Sverige, der stod for hovedleverancen af større resemaskiner og specielle møllemaskiner. Allerede i 1936 gik det imidlertid firmaet i Danmark så godt, at man flyttede til større lokaler på Rentemestervej 23 i Københavns nordvestkvarter.

Baggrunden var ikke mindst det vigtige politiske forlig mellem Socialdemokratiet, Det Radikale Venstre og Venstre, det såkaldte Kanslergade-forlig i 1934, der sikrede store tilskud til landbruget fra

companies shared many similar traits when Maskinfabrikken Vester Aaby - Jens Nielsen and DAMAS, Dansk Møllemaskin A/S were merged in 1953.

When Christian L. Jensen passed away in 1898, the family took over the company and continued its operations under the name Ferd. Jensens Enke.

The family changed its name to Wintermark, and the son, Franklin Wintermark, took over management of the warehouse subsidiary for millstones in Malmö.

During the Second World War, this proved to be a wise move since stock was available from neutral Sweden, which was much less affected by the effects of the war and the associated rationing efforts and the innumerable restrictions the German occupational forces introduced in most of Europe, including Denmark.

In 1922, Ferd. Jensens Enke was merged with Københavns Møllestensfabrik, N. Nielsen & Co. The new company got the somehow convoluted name of Københavns Møllestensfabrik og Møllebyggeri, Ferd. Jensens Enke, N. Nielsen & Co.

The Malmö subsidiary was converted into an independent limited company under the name AB Kvarnmaskiner, still with Franklin Wintermark as the company head.

In Denmark, the original main company fared poorly. This was of course partly the result of the global financial crisis at the time, caused by the Wall Street crash in 1929. It was thus the original Swedish subsidiary, i.e. the newly formed limited company AB Kvarnmaskiner, that in 1932 took over the operations. The company moved to new premises in the Nørrebro district in Copenhagen, on the corner of Esrumgade and Hillerødgade.



Kornfordelingsmaskine fra 1966 fra KAMAS-koncernen i Malmø. DAMAS' arkiv.

Grain size distributor from the KAMAS group. Malmö 1966. DAMAS archives.

staten, hvilket skete gennem forhøjede skatter, hvor også arbejdsløse blev sikret med en større understøttelse.

Verdenskrisen var for alvor på retur, og det kunne mærkes i Danmark og Sverige. Da DAMAS i 1953 overtog A/S Jens Nielsens Maskinfabrik, var det en velkonsolideret virksomhed, der tog tråden op, og samtidig fastholdt man sine aktiviteter i havnebyen Malmö i Sverige.

Here austere reconstruction efforts were undertaken, led by the managing director Frederik Bülow Nielsen. By 1933, business in Denmark had again began to prosper even though AB Kvarnmaskiner in Malmö continued to handle major deliveries of larger grain cleaning machines and custom-made milling machines. Already in 1936, business in Denmark was flourishing and the company moved to larger premises on Rentemestervej 23 in the northwest of Copenhagen.

This development to a large degree was a result of the so-called Kanslergade reconciliation reached in 1934 between three Danish political parties (the social democrats and two left-wing parties) that secured large subsidies for the farming sector from the state through higher taxes as well as improved support for the unemployed.



Det er først i slutningen af 1960'erne, at der for alvor kom modgang. Men denne gang var det i Danmark, at krisen begyndte at kradse. Tilsyneladende var økonomien på rette spor, og den generelle optimisme var da også stor. Men arbejdsgangene var under forandring, og det man troede skulle vare ved, blev snart fortid. Konsekvenserne skulle vise sig at være dramatiske.

The threat of another global crisis again loomed large on the horizon, and this could be felt both in Denmark and Sweden. When DAMAS in 1953 took over A/S Jens Niensens Maskinfabrik, it was a highly consolidated enterprise that continued on the path of its rich ancestry, while the former continued to hold on to its activities in the Swedish sea port of Malmö.

It was not until the end of the 1960s that hardships really began to set in. This time, the friction was first felt in Denmark. There was seemingly nothing wrong with the economy and by and large the outlook was optimistic. But working routines were changing and what many believed would last, soon became a thing of the past. The consequences would turn out to be drastic.

Den veludbyggede DAMAS-fabrik i 1967. DAMAS' Arkiv.

The nicely expanded DAMAS factory in 1967. DAMAS archives.

# 1967-72 EDB, massefyringer og nye tider

## Computerization, mass firings and a new era



Den nye fabriks- og produktionshal fra ca. 1967. DAMAS arkiv.

The newly built factory and production hall from around 1967. DAMAS archives.

Firmaet sammensluttedes som tidligere nævnt med DAMAS i 1953, men allerede i 1967 overtages det af firmaet The Danish Investment Company of Incentive, fordi der var foretaget en lang række fejlinvesteringer, og virksomheden gav underskud.

Den store fyringsrunde af ingeniører i 1967 berørte oldebarnet Peder Borg meget. Han arbejdede på DAMAS fra 1954-1997 først som lærling og siden som ingeniør.

“Vi blev stillet op i en lang række og kom til samtale hos direktøren. Hver tredje blev fyret, og det var hårdt. Man kunne se det på deres ansigter, når de kom ud fra mødet”.

Fyringerne skyldtes sammenlægningen af Jensen & Poulsen A/S og A/S Incentive. Man behøvede med ét slag ikke så mange ingeniører mere, og dermed kom den store fyringsrunde.

As mentioned earlier, the company was merged with DAMAS in 1953, but already in 1967 the company was taken over by The Danish Investment Company of Incentive as a result of numerous bad investments and sustained losses from operations.

The mass firings of engineers in 1967 very much affected Peder Borg, the great-grandchild of Jens Nielsen. He worked at DAMAS from 1954 to 1997, initially as an apprentice and later as engineer.

“We were lined up in one long row and entered the office of the managing director one by one. Every third one was fired. That was tough. You could see it in their faces, when each one exited the office.”

The firings were a result of the amalgamation of Jensen & Poulsen A/S and A/S Incentive. Just like that, there was no longer a need for so many engineers and as a result mass firing became necessary.

Frem til ca. 1969 var al kommunikation og ordrebehandling på DAMAS foregået pr. telefon, telex eller simpelthen håndskrevet med fyldepen, kuglepen eller blyant. Der skulle beregnes lønninger til udbetaling hver fjortende dag, og alt skulle stemme til punkt og prikke til de ca. 200 ansatte. Det var et arbejde, hvor ikke ét komma måtte stå forkert, og alle lønninger skulle være helt præcise. "Nogle gange fik jeg blot en lap pair med nogle tal, og så skulle jeg så gennemregne tilbud eller løn til de ansatte - men alt dette blev meget lettere med EDB", husker Gretha Kjeldsen, bogholder, der har været ansat på DAMAS i næsten 50 år.

I 1968 blev der opført en ny administrationsbygning, der stadig er i brug. I 1969-70 solgte A/S Incentive sine aktier i DAMAS til en kreds af sine egne aktionærer. Prisen overvurderedes til det tredobbelte af værdien, og året efter var virksomheden på randen af konkurs. Op til julen 1970 besluttede man, at hele virksomheden skulle nedlægges, og man standsede betalingerne. Alle medarbejdere blev fyret.



Until around 1969, DAMAS handled all communications and orders manually via phone, telex or simply by handwriting using fountain pens, ballpoint pens or pencils. Salaries were calculated every fourteen days, and everything had to tally up without any margin for error for all 200 employees. This was work that could not accept wrong placement of even a single decimal period; all salary payments had to be absolutely correct. "Sometimes, I only received a paper note with some scribbled numbers, and then I was supposed to recalculate estimates and compensations to staff - when computers were introduced, life became much easier," recalls Gretha Kjeldsen, an accountant who has been employed at DAMAS for close to 50 years.

In 1968, a new administrative building was built, which still stands today. In 1969-70, A/S Incentive sold its shares in DAMAS to a group of DAMAS shareholders. The price was three times overvalued and in the subsequent year, the company was at the brink of bankruptcy.

Et af de mere sjældne fotografier af DAMAS fra ca. 1965, hvor fabrikken og de øvrige bygninger ses fra bagsiden af den nærliggende mark. DAMAS' arkiv.

A rare photo from DAMAS from around 1965 with the factory and other buildings seen from the back. DAMAS archives.



Fyns Amts Avis, torsdag d. 21. januar 1971.

Fyns Amts Avis, Thursday January 21, 1971.

Der gik chokbølger gennem Vester Aaby, fordi DAMAS var hovednerven for arbejdspladserne hos byens beboere.

Omsætningen var ifølge Fyns Amts Avis steget fra 8,5 millioner kr. til 12 millioner kr., og mange i byen forstod ikke, at det skulle betyde firmaets lukning. En nedlæggelse ville være katastrofal.

På et møde berettede direktør Rasmussen, at alle regninger kunne betales, og at alle opgørelser passede til punkt og prikke. Men da Peder Borg fik opgaven med at gennemgå regnskaberne og så på alle optegnelserne, kunne han se, at det simpelthen ikke passede. Virkeligheden så anderledes ud. Lageret var langt mindre end det bogførte, og det samme gjaldt flere af firmaets aktiviteter.

Alle blev fyret. Både arbejdere og funktionærer. Kun nogle få medarbejdere blev tilbage, men det var udelukkende for at afvikle virksomheden. Herunder Peder Borg. Men inden virksomheden forsvandt, kom

By Christmas 1970, it was decided to close down the operations and suspend all payments. All employees were given notice...

This ran as a shockwave through Vester Aaby because DAMAS had become the main employer in the city.

According to the daily Fyns Amts Avis, turnover had increased from DKR 8.5 million to DKR 12 million and many people in the city could not understand why this would make the company close down. Closure would be a catastrophe.

Managing director Rasmussen explained at a meeting that all invoices could be paid and all undertakings would be settled in full. But once Peder Borg was entrusted the task of reviewing the accounts and saw all the records, he understood this was simply not true. The facts were different. The stock was much smaller than booked, and the same applied to many of the other company activities.

der pludselig en frelsende hånd fra et helt ukendt sted. I marts måned 1971 overtog fabrikant Christian Drud hele virksomheden for egne midler, hvorefter S. J. Rasmussen frasagde sin stilling.

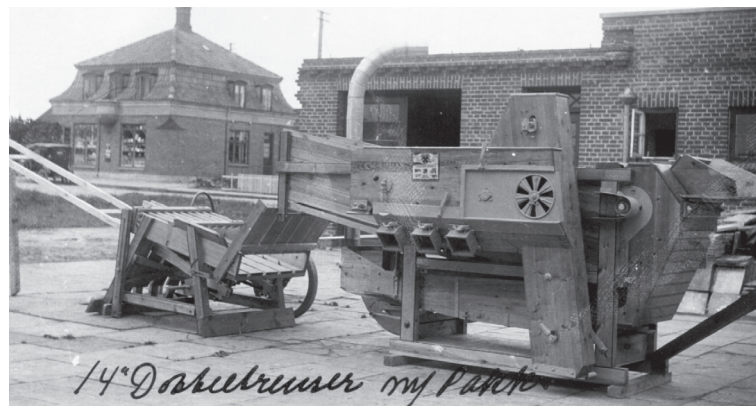
Hele DAMAS blev saneret grundigt fra top til bund. Mange af arbejderne og funktionærerne blev genansat.

Everyone was fired. Blue-collar as well as white-collar. Only a few employees remained, but for the sole purpose of closing down the operations. This included Peder Borg. But just before the company completely disappeared, a last-minute rescue appeared from a completely unknown place. In the month of March, 1971, factory owner Christian Drud took over the entire company using his own capital, at which point S. J. Rasmussen resigned from his position.

DAMAS was then restructured from the bottom up, and many former workers and office staff were re-employed.

# 1975 Fra køkkenbord til maskinen SIGMA

## From the kitchen counter to the SIGMA machine



En af flere udbygninger af den berømte maskine til rensning af korn. Ca. 1920. DAMAS' arkiv.

One of several updates of the famous grain cleaning machine. Approx. 1920. DAMAS archives.

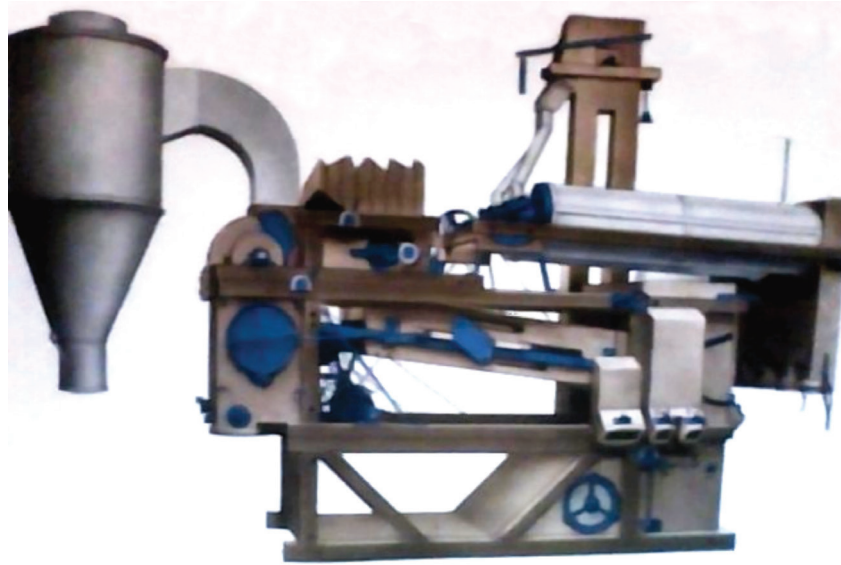
I forlængelse af Christian Druds overtagelse af firmaet blev der ansat flere medarbejdere, og fra året 1975 blev virksomhedens navn DAMAS Maskinfabrik A/S. Senere blev navnet ændret til det mere internationale navn DAMAS A/S. Hele økonomien saneredes fra top til bund, ligesom der indledtes et langt mere integreret samarbejde med fabrikant og administrerende direktør Christian Druds anden virksomhed A/S MICA.

Men vi spoler lige båndet lidt tilbage. Midt i 1960erne opstod der en idé hos oldebarnet Peder Borg, som han ikke kunne slippe, nemlig hvordan man mere effektivt kunne rense kornet ved hjælp af et andet princip end det kendte, som hans oldefar opfandt i 1863. Det skulle senere blive til Sigma-maskinen.

Following the take-over of the company by Christian Drud, more people were employed and in 1975 the company changed its name into DAMAS Maskinfabrik A/S. Later the name was changed into the more international name: DAMAS A/S. Company finances were reorganised from top to bottom, while much closer and integrated cooperation began with A/S MICA, a company also belonging to the factory owner and managing director Christian Drud.

But let us rewind a bit in the history of events. In the mid-1960s, the great-grandchild Peder Borg came up with an idea he could not let go of, namely how grains could more easily be cleaned using a different principle than the well-known one his great-grandfather had invented back in 1863. This would later result in the launch of the Sigma machine.





Peder Borg sad så derhjemme ved køkkenbordet og fik lavet en mindre model, og den fungerede faktisk ret fint. Så kom Malmø- filialen ind i billedet, og de skrinlagde udviklingen. Dir. Moesgård, som var ansat hos Kamas nogle få måneder, inden han blev direktør på fabrikken i Vester Aaby, kom en dag med skitserne under armen, og videreudviklingen af Sigma-maskinen begyndte. Teknisk set var den færdigudviklet i slutningen af 1960erne, men fordi Damas røg ind i krisen i 1970, standsedes udviklingen endnu engang. Men så endelig i 1980erne blev maskinen sendt i marken. Tidligere var de fleste maskiner af træ. Det nye rensprincip i Sigma-maskinen krævede, at man byggede den helt i stål.

Derfor blev der skabt en produktionsafdeling udelukkende med det formål at bygge Sigma-maskinen.

While Peder Borg worked at home at his kitchen counter, he produced a small-scale model that worked as expected. Then the Malmø subsidiary got involved, and they shelved the development. One day managing director Moesgård, who was at the staff of Kamas for a few months, before he was appointed managing director of the factory in Vester Aaby, came with the sketches under his arm, and it was now decided to continue the development of the Sigma machine. Technically, the development of this machine was completed in the late 1960s, but because DAMAS was suffering from the financial crises in 1970, the development was stopped again. But finally, in the 1980s the machine was introduced into the market. Previously, most machines were produced in wood. The new cleaning principle adopted in the Sigma machine required a complete steel unit. Consequently, a production department was set up for the sole purpose of building the Sigma machine.

Endnu en model af en maskine til rensning af korn, hvor der er tilføjet flere forbedringer. DAMAS' arkiv.

A variant of a machine for cleaning grain, in this case with several improvements. DAMAS archives.

# 1989 Murens fald i Berlin - DAMAS' styrke

## How DAMAS benefited from the fall of the Berlin Wall



DAMAS ca. 1980. Den nye hovedbygning ses ud mod Svendborgvej, og flere produktionsbygninger er kommet til. Ethvert spor af den engang så vigtige jernbane er forsvundet. DAMAS' arkiv.

DAMAS Approx. 1980. The new main building facing Svendborgvej together with several production buildings which were later added. There is now no trace of the former railway on which the company relied heavily. DAMAS archives.

Op gennem 1980erne skrumpede DAMAS. Man udviklede ikke virksomheden tilstrækkeligt, produktionsmaterialet blev forældet og markedet stadig mindre. Men så skete der noget. Muren mellem Øst- og Vestberlin faldt, og den tyske befolkning voksede fra 60 mio. til 80 mio., og der var hårdt brug for modernisering af det tidligere Østtyskland, ikke mindst inden for landbruget.

“Vi kunne slet ikke følge med”, husker Conni T. Madsen, der er marketing manager, og som blev ansat hos DAMAS i 1988.

“Salget eksploderer simpelthen”, og det betød, at omsætningen steg til næsten det dobbelte, og dermed kom DAMAS kortvarigt til fornyede kræfter.

I 1977 blev DAMAS-Büro Deutschland etableret med Charlie (Karl Hans Conrads) som daglig leder. “Büroet” og MICA-GmbH, der også var ejet af fabrikant Christian Drud, havde til huse i samme kontorbygning. Da muren faldt i 1989, stod kunderne nærmest i kø på DAMAS' tyske

The DAMAS operations contracted during the 1980s. Business did not grow sufficiently, produced equipment was becoming outdated, and the market continued to shrink. Then something happened. The Berlin wall fell, and suddenly the German population increased from 60 to 80 million people. The need for modernization in former East Germany was pressing, not just in farming.

“We could simply not keep up,” remembers Conni Madsen, marketing manager, and employed at DAMAS since 1988.

“Sales literally exploded.” This meant the turnover almost doubled, reinforcing DAMAS for a short period.

In 1977, DAMAS-Büro Deutschland was founded with Charlie (Karl Hans Conrads) as general manager. This company shared premises with MICA-GmbH, also owned by Christian Drud.

After the fall of the wall in 1989, customers were practically lining up outside DAMAS' German office, especially since DAMAS was well-



kontor, ikke mindst fordi DAMAS var kendt som en pålidelig leverandør, der gav god rådgivning, korrekte priser og montering af maskinerne til tiden.

Men i begyndelsen af 1990erne skete der en langsom afmatning på det tyske marked. DAMAS blev samtidig tilknyttet SKIOLD Gruppen. Det betød ændringer.

På de indre linjer i DAMAS var der også sket forandringer. Den administrerende direktør Torben Jørgensø sad i chefhjørnekontoret i den nye administrationsbygning, men bag nedrullede gardiner, og Conni T. Madsen husker, at hun først så ham et halvt år efter, at hun startede i 1988, og det var ved et jubilæum. Kort tid efter afløstes Torben Jørgensø af Allan T. Christoffersen som administrerende direktør.

Hjørnekontoret i hovedbygningen var dog stadig den administrerende direktørs, som det havde været siden 1969, men den nye direktør var tidligere sælger, så hans dør stod altid åben, og ledelsen blev dermed

known as a reliable supplier with practical advice, the right pricing and reliable assembly and delivery of ordered machines.

At the beginning of the 1990s, the German market gradually declined. At the same time, DAMAS was affiliated with the SKIOLD Group, which would result in many changes.

Internally at DAMAS, transformation was also under way. The new managing director Torben Jørgensø settled down in the corner office in the new administration building, however, behind closed curtains. Conni T. Madsen remembers that she saw him for the first time during a celebration half a year after she started in 1988. Shortly after this, Torben Jørgensø was replaced by Allan T. Christoffersen as managing director.

The corner office in the main building was still used by the managing director, as it had been since 1969, but the new director was a former salesman and always kept his door open. This also made manage-

Kontorgang i hovedbygningen på DAMAS. Foto Jesper Böttzauw

Office corridor in the DAMAS main building. Photo: Jesper Böttzauw



Goliath-Mølle fra Damas.  
DAMAS' arkiv.

The Goliath Mill from Damas.  
DAMAS archives.

meget mere synlig for medarbejderne. Samtidig blev Conni T. Madsen udnævnt til chef for den interne salgsafdeling, og dét var der mange af mændene, der bestemt ikke brød sig om. De følte sig forbigået, for de var jo meget ældre, og så var de mænd. Men stillingen som intern leder betød også, at Conni T. Madsen kom med i ledergruppen som første kvinde nogensinde i virksomhedens historie. Conni T. Madsen satte fokus på andet end blot det tekniske i virksomheden og lagde også vægt på et bredt samarbejde med et større hensyn til firmaets personalepolitik.

Tiderne var svære for forandringer, og rent fysisk ændrede DAMAS sig ikke meget, selv om Jens Nyeng afløste Allan T. Christoffersen som administrerende direktør i 1993.

ment much more visible to the employees. At the same time, Conni T. Madsen was promoted to manager of the internal sales department. Promoting a female employee to this position was highly disliked by many of the male employees as they felt looked over, were senior and, of course, male. Nevertheless, the position as an internal manager also meant Conni T. Madsen would get involved in the management group, as the first female ever in the company's history. Conni T. Madsen focused on many other things than simply the technical aspects of the enterprise; she emphasized extensive cooperation with more consideration to staff policies.

With all the implemented changes, the times were not easy, but DAMAS did not change much in physical terms, even after Jens Nyeng took over the managing director position after Allan T. Christoffersen in 1993.

## 1998 DAMAS bliver en del af SKIOLD-koncernen DAMAS becomes part of the SKIOLD group



I begyndelsen af 1990erne gik det altså stadig godt for DAMAS, fordi det tyske marked boomed. Men fra 1993 begyndte en afmatning at sætte ind for DAMAS. Virksomheden satsede ikke længere på salg eller udvikling, og det betød, at mange efterhånden mente, at DAMAS helt havde tabt pusten og nærmest var blevet et arbejdende museum.

Men så skete der pludselig noget. I 1998 døde fabrikant Christian Drud, der havde været stærkt traditionsbunden. Jens Nyeng forlod virksomheden som administrerende direktør, og SKIOLD Holding fra Sæby kom ind med ny energi og frisk kapital. Firmaet blev moderniseret og mere innovativt end det tidligere havde været. Det virkede næsten skæbnebestemt, at DAMAS blev en del af SKIOLD-koncernen. De havde nemlig en historie, der rakte næsten lige så langt tilbage som Jens Niensens Maskinfabrik og DAMAS, samt et arbejdsfelt, der med tiden fint matchede med DAMAS.

At the outset of the 1990s things were fine with DAMAS, largely thanks to the booming German market. However from 1993, business started to decline at DAMAS. The company no longer was concentrating on sales and development, and many gradually came to believe DAMAS had lost its “go” and turned into a museum case.

Then something suddenly happened. In 1998, factory owner Christian Drud passed away. He was in truth a person strongly affected by traditions. Jens Nyeng left the company as managing director, while SKIOLD Holding from Sæby entered the picture full of energy and with fresh capital.

The company underwent another wave of modernisation and became much more innovative. For DAMAS to become a part of the SKIOLD group almost seemed like destiny. This group of companies also had a history that stretched almost as far back as Jens Niensens

Montagehal DAMAS ca. 1960.  
DAMAS' arkiv.

Assembly hall at DAMAS.  
Approx. 1960. DAMAS archives.



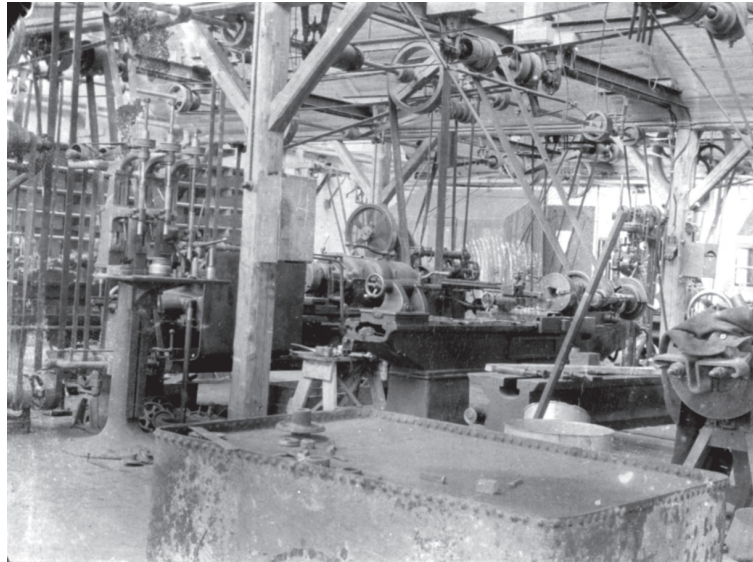
Eksempel på SKIOLD-koncernens moderne produktionsanlæg.  
Foto SKIOLD.

Examples of modern production facilities supplied by SKIOLD.  
Photo: SKIOLD.

SKIOLD A/S blev grundlagt i 1877 som Sæby Jernstøberi & Maskinværksted. I løbet af få år blev virksomheden én af de største i Nordjylland, hvor man bl.a. producerede stål til kakkellovne, smelteovne og vinduer. I 1927 overtog familien Hougaard ansvaret for firmaet og begyndte at udvikle mølleværne til landbruget i Danmark og i mindre omfang til eksport. I 1950'erne og 60'erne udvikledes produktionen af fodringssystemer, kaldet TOMAL, og i 1970'erne begyndte SKIOLD en eksport til Østeuropa af de standardiserede fodringssystemer, der kunne benyttes af forskelligartede landbrug. SKIOLD-koncernen udvidede langsomt sine markedsområder med produktion af siloanlæg og individuelle løsninger for afgrøderne, altså opbevaring, tørring og rensning. Derfor opstod der flere virksomheder under samme firma: SKIOLD Datamix A/S, Echberg Foderanlæg A/S og Echberg Ventilation A/S. Undervejs blev disse sammenlagt under SKIOLD A/S, og da DAMAS ved årsskiftet 1998/1999 blev en del af SKIOLD-koncernen, betød det samtidig, at DAMAS også voksede til en større international

Maskinfabrik and DAMAS, and operated in an industry sector that over time finely complemented that of DAMAS.

SKIOLD A/S was incorporated in 1877 as Sæby & Maskinværksted as an iron foundry and machine workshop. In just a few years, the company became one of the largest in North Jutland, producing among other things stoves, melting furnaces and windows. In 1927, the Hougaard family took over the company and started developing mill grinders for agriculture in Denmark, and to a lesser extent abroad. In the 1950s and 60s production expanded to include feed plant systems under the TOMAL brand, and in the 70s SKIOLD began exporting its standardized feed plant systems to East Europe for use by various types of farms. SKIOLD gradually expanded its operating areas to include production of silo systems and customized solutions for crops, i.e. storing, drying and cleaning. This is why many companies came to exist in the group, e.g. SKIOLD Datamix A/S, Echberg Foderanlæg A/S and Echberg Ventilation A/S. These companies were collected under



virksomhed. SKIOLD etablerede sig i Moskva i 2003 og siden også i Sverige, Polen, Australien og Kina.

Med SKIOLD-koncernens overtagelse af DAMAS ønskede man altså, at man ikke bare sad i Vester Aaby og groede fast. Man måtte følge med og se, hvad der skete ude i den store verden. Det betød på den ene side, at man skulle sikre, at medarbejderne i DAMAS blev omstillet til de nye tider og samtidig have forståelse for ældre medarbejdere, der havde sværere ved denne proces.

Selv om konkurrencen var skærpet på det globale marked, så havde DAMAS den store fordel, at der i realiteten kun var få virksomheder, der beskæftigede sig med netop deres område.

Det betød, at navnet DAMAS var kendt i hele verden, og dét betød så igen rigtig meget, når man skulle etablere sig i et nyt land på et nyt marked eller deltage i en messe et sted ude i verden.

the parent SKIOLD A/S, and when DAMAS became part of the SKIOLD group at the turn of 1998/1999, this also meant that it became part of a larger international corporation. In 2003, SKIOLD set up operations in Moscow, and later also in Sweden, Poland, Australia and China.

When the SKIOLD group took over DAMAS, they had an objective to make sure the company did not simply stay behind in Vester Aaby where everybody would become rooted. It was necessary to keep up with trends and developments and step into the big wide world. On the one hand, this meant making sure DAMAS employees were upgraded to new conditions, while on the other hand it was important to understand older employees that found it hard to adapt to this new world.

Even though competition on a global level had become fiercer, DAMAS still enjoyed a big advantage because there were only a few companies active in their specific business field.

Produktionshal fra ca. 1935.  
DAMAS' arkiv.

Production hall from around 1935.  
DAMAS archives.



Klaus Gaarde i sit nye kontor.

Klaus Gaarde in his new office.

Omvendt var mange små enheder blevet meget store ude i verden, og det betød så igen, at frem for at købe en enkelt maskine så købte man nu i højere grad projektløsninger.

Alligevel oplevede den nuværende administrerende direktør Klaus Gaarde, der tiltrådte i efteråret 1999, en virksomhed i stilstand. Markedet havde ændret sig, og DAMAS havde blot tilpasset sig ved at gøre virksomheden stadig mindre, med færre ordrer og færre ansatte.

Og ligesom engang, hvor hver eneste by havde deres eget andelsmejeri, som i dag for længst er væk, så havde korn- og foderstofkompagnierne også konsolideret sig og var blevet store virksomheder. DAMAS svarede igen op igennem 1990'erne ved at blive mindre. Man ville ikke længere lave projekter, men satsede kun på at lave rense- og sortere-maskiner.

As such the DAMAS brand was known the world over, which subsequently made it easier to enter new markets or participate at trade fairs in different parts of the world. Conversely, many small units transformed into big players in the global work market, and trends changed from customers buying a single machine to investing in complete project solutions.

All the same, the current managing director Klaus Gaarde, who took over in autumn 1999, witnessed a stagnating company. The market had changed, and DAMAS had responded simply by contracting its operations with fewer orders and fewer employees.

And just like in the past, when each village had its own co-operative dairy works, which today is a long-past relic, the grain and foodstuff companies consolidated into very large operations. Throughout the



“Der var ingen produktionsmæssig udvikling, og alt udstyr var totalt nedslidt. Ingen nye produkter, ingen nye kunder, der kendte virksomheden”, erindrer Klaus Gaarde.

Desuden var der interne stridigheder i virksomheden, og det forhindrede ændringer. Bl.a. var der to kantiner på DAMAS og en voldsom modstand mod at slå dem sammen til én, hvilket ville være både økonomisk sundere og skabe et større fællesskab. Der måtte gøres noget. Strategien gik derefter ud på at producere opdaterede maskiner og skabe løsninger, som kunderne efterspurgte og derefter komme ud på det store verdensmarked, som på trods af afmatning i den primære produktion i landbruget trods alt var meget stort. Men når medarbejderne ringede til kunderne, var spørgsmålet ofte:

“Nå, DAMAS, eksisterer det virkelig stadig endnu?”

Så der skulle virkelig knokles for atter at være med på det store og meget velkendte marked, som man jo havde erfaringen med gennem mere end hundrede år. Medarbejderne kørte hårdt på, og op gennem 00erne konsoliderede og udvidede virksomheden sig. Man havde ændret meget i firmaet, og de to kantiner var også blevet til én fælles kantine for de ansatte, et symbol på de nye tider.

I 2007 og 2008 steg kornpriserne voldsomt, og dét mærkede DAMAS i form af en stærkt stigende produktion, som passede med de nye strategiplaner.

1990s DAMAS had responded by contracting. There was no longer any incentive to bet on new projects, and investments were only limited to producing cleaning and sorting machines.

“In terms of production, development had stopped and all the equipment was completely worn down. No new products, no new customers who knew the company,” recalls Klaus Gaarde.

Moreover, there were internal disputes that completely prevented change. To give an example, DAMAS had two canteens and there was vehement resistance to merge them into one, which could otherwise have helped reduce costs and contribute to improved solidarity. Something had to be done. A strategy was drawn up to produce up-to-date machinery and create solutions that customers requested and then enter the big world markets, which despite a slowdown in primary agricultural output still were very big. But when the salespersons started calling customers, the question often was:

“Wow, does DAMAS still exist?” In other words, a lot of hard work was required if the company were to re-enter and become an active player in the global market, which it had successfully done more than a century ago. All employees worked tirelessly and in the first years of 2000, the company was consolidated and started to expand. Changes had been aplenty in the company, and the two canteens had finally become one, a symbol of the new times.

In 2007 and 2008, grain prices sharply increased, a fact immediately noticed at DAMAS when production rapidly expanded right in line with the plans in the new strategy.

## **2008** Det amerikanske boligmarked bryder sammen og starter en finansiell krise The US housing market collapses - a new financial crisis sets in

Men så ramte verdenskrisen DAMAS i december 2008, da bunden gik ud af det amerikanske boligmarked og den amerikanske banksektor. Og det gav store problemer, fordi man havde gearret voldsomt op i 2008 på grund af de mange nye ordrer, DAMAS skulle følge op på. Derfor måtte man pludselig fyre folk i 2009, nedskære produktionen og foreløbig standse op med nye projektløsninger. Alligevel fastholdt man strategien med investeringer og produktudvikling, dog i et langsommere tempo. Det gavnede DAMAS i 2009 og 2010, og ganske særligt i 2011 og 2012, hvor virksomheden igen kom ind i smult vande og kunne tjene penge på verdensmarkedet. Årsregnskabet for 2012 udviste således det bedste økonomiske resultat i nyere tid.

På de indre linjer skete der også forandringer. Udover at tilføre virksomheden mere tidssvarende materialer og understyr skiftende Klaus

Then in December 2008, the global financial crisis hit DAMAS when the US housing market collapsed and pulled the American banking sector off its feet.

This caused severe problems since DAMAS had expanded greatly in 2008 to be able to meet the large order inflow. So in 2009, it suddenly became necessary to give notice to many employees and temporarily halt the release of new project solutions. The strategy with continued investments and product development was still in place, albeit the pace slowed down somewhat. This benefitted DAMAS in 2009 and 2010, and especially in 2011 and 2012 when the business again got wind in its sails and could earn money in world markets. The annual accounts for 2012 showed the best financial results in modern times.

Inside the company many things have also changed. Besides equip-



Gaarde også kontor. Hjørnekontoret havde været den administrerende direktørs siden 1969, da hovedbygningen blev opført, men i den nye tids ånd flyttede han til et andet kontor midt i hovedbygningen med en dør, der altid står åben for henvendelser. Eller som han selv udtrykker det:

“I min verden er der ikke noget, der er helligt i en virksomhed. Vi skal arbejde sammen og få det hele til at virke. Intet kontor eller andre symboler skal stå, hvis de er til hindring for udviklingen.”

Ikke alene var hjørnekontoret blevet åbnet permanent, men de gode traditioner var blevet fastholdt, mens de mindre gode var fjernet.

ping the operation with modern tools and equipment, Klaus Gaarde also moved out of the old director's office. The corner office had served the managing director since 1969 when the main building was erected, but in the spirit of the new times, Klaus Gaarde moved to another office right in the middle of the main building, always leaving his door open for everyone to approach him. Or, as he puts it himself:

“In my world, nothing is sacred in a company. We need to work together and to reach results. No office or other symbols shall be left in place if this is an obstacle to growth.”

Not only was the corner office permanently converted for other use, but this way old traditions were respected while obstacles were overcome.

Hjørnekontoret, som Klaus Gaarde i dag har forladt, og som i stedet er blevet åbnet og overdraget til én af DAMAS' øvrige ansatte.

Foto Jesper Böttzauw

The corner office that Klaus Gaarde left, which today has been taken over by another DAMAS employee.

Photo: Jesper Böttzauw

# 2013 Fremtiden tegner lys

## The light of the future

På flere felter er DAMAS under forandring, når 150 års fødselsdagen fejres søndag d. 15. september 2013.

Virksomheden er stærkt repræsenteret i Vesteuropa, men er også godt på vej ind i Østeuropa og Rusland, men det stopper ikke dér. Der er også kunder i så fjerne egne af kloden som Sydamerika og Indien. Krisen er ved at komme på afstand.

Men hos DAMAS ønsker man hele tiden at tænke fremad. Set fra DAMAS' synspunkt, så har landbruget på verdensplan det rigtig godt. Med den stigende befolkningsudvikling i verden og det faktum, at landbrugsjord er blevet en begrænset ressource, så ser fremtiden for maskinleverandører til korn- og foderstofindustrien lys ud, da det er uhyre vigtigt, at markens afgrøder over hele kloden udnyttes optimalt. Og her spiller DAMAS en helt afgørende rolle for at sikre, at jordens ressourcer forarbejdes bedst muligt. Og fabrikken, ja den ligger såmænd stadig på Industrivej 2 i landsbyen Vester Aaby på Sydfyn i Danmark. Den producerer fortsat kornrense- og sorteringsmaskiner i mange udgaver samt reservedele og projektløsninger til korn- og frøindustrien. DAMAS har ca. 50 ansatte i Danmark og har samarbejdspartnere over det meste af kloden. Man har ingen planer om at flytte fra Vester Aaby. Og opfinderen og fabrikanten Jens Nielsen, der begyndte det hele i 1863, er heller ikke blevet glemt. Han har ligefrem fået en vej i Vester Aaby opkaldt efter sig.

When DAMAS celebrates its 150-year anniversary on Sunday September 15, 2013, it is a company that is witnessing change in many different areas.

The operations have a strong presence in Western Europe, and it has made good inroads in Eastern Europe and Russia, but will not stop there. Potential customers can be found in other parts of the world, like South America and India to name a few. The financial crisis has now faded somewhat.

But at DAMAS the desire is to plan ahead. In the eyes of DAMAS, farming on a global scale has fared tremendously well. With rising populations worldwide and the fact that arable fields have become a finite resource, future prospects of machine suppliers to the grain and foodstuff sectors look bright because it is of utmost importance that crops are optimally used on a global scale. This is where DAMAS can play a decisive role to ensure that the resources of the earth are efficiently processed.

As to the factory, it is still there on Industrivej 2 in the village of Vester Aaby, in the south on the picturesque Danish island of Fyn. To this day, it still produces grain cleaning and sorting machines in many different models together with spare parts and turn-key solutions geared at the grain and seed industry. DAMAS has around 50 employees in Denmark and collaborators in many different countries across the world. There are no plans of abandoning Vester Aaby. And the inventor and factory owner Jens Nielsen who started it all in 1863 has not been forgotten. As a matter of fact, there is now a road named after him in Vester Aaby.

# Data fra A/S Jens Nielsens Maskinfabriks historie

## Events from the history of A/S Jens Nielsens Maskinfabrik

**1863 - 1867** Jens Nielsen overtager den 15.9.1863 i en alder af 20 år faderen Niels Jensens tømrerforretning i Vester Skerninge. Fremstilling af kornrensemaskiner efter opgave påbegyndes til afløsning af de daværende primitive rensemetoder. Firmaets grundlæggelse regnes derfor pr. 15.9.1863.

**1867 - 1874** I 1867 udtager Jens Nielsen sit første patent på en rensemaskine. Tømrerarbejdet opgives, da fremstillingen af rensemaskiner giver tilstrækkelig helårsbeskæftigelse for virksomheden. Et større værksted bygges.

**1878** Jens Nielsen udstiller maskiner på den 12. Danske Landboforsamling i Svendborg.

**1888** Jens Nielsen udstiller maskiner på den Store Nordiske Udstilling i København.

**1900** Jens Nielsen vinder guldmedalje for sin kornrensningsmaskine ved verdensudstillingen i Paris. Virksomhedens navn ændres til: Maskinfabriken Vester Aaby - Jens Nielsen.

**1901** Nye værksteder bygges i Vester Aaby.

**1863 - 1867** Jens Nielsen at an age of 20 years on September 15, 1863, takes charge of the carpentry business of his father Niels Jensen in Vester Skerninge. Production of job-specific grain cleaning machines commences, replacing existing primitive cleaning methods. As a result, the foundation of the company is assumed as September 15, 1863.

**1867 - 1874** In 1867, Jens Nielsen applies for his first patent for a grain cleaning machine. The carpentry business is discontinued in favour of producing grain cleaning machines that offers sufficient year-round employment for the business. A bigger workshop is erected.

**1878** Jens Nielsen exhibits his machines at the 12th Danish Agricultural Trade Fair in Svendborg.

**1888** Jens Nielsen exhibits his machines at the Grand Nordic Expo in Copenhagen.

**1900** Jens Nielsen is awarded the Gold Medal for his grain cleaning machine at the Paris World Exhibition. The name of the company is changed to: Maskinfabriken Vester Aaby - Jens Nielsen.

**1901** New workshops are built in Vester Aaby.

**1911** Virksomheden omdannes til et familieaktieselskab, hvor Jens Nielsen optager sine 3 børn som aktionærer og medarbejdere. Fabrikation af små tærskværker påbegyndes, og samtidig udvikles fabrikationen af frørensmaskiner.

**1917 - 1921** En helt ny fabrik bygges ved Vester Aaby station til afløsning af den gamle virksomhed på Strandvejen i Vester Aaby.

**1921** Den 12. august nedbrænder den netop nyopførte fabrik til grunden.

**1921 - 1923** Fabrikken genopbygges. I genopbygningsperioden var afsætningsforholdene for rensmaskiner blevet afmattet. Det blev derfor nødvendigt atter at slå ind på tærskværksfabrikationen, der næsten var ophørt i krigsårene 1914-1918, under 1. verdenskrig. Selvom Danmark er neutral i krigen, er forbruget af kornrensningsmaskiner/ landbrugsmaskiner til Europa og ganske særligt Rusland næsten sat på vågeblus.

**1923 - 1925** Den gamle fabrik på Strandvejen i Vester Aaby bliver endeligt nedlagt i 1923 og omdannes til en landbrugsvirksomhed ved tilkøb af en del jord med det formål at tjene som forsøgsgård for afprøvning af fabrikkens maskiner.

**1925** Jens Nielsen, grundlæggeren af verdens mest effektive kornrensningsmaskine, dør 83 år gammel.

**1925 - 1950** Firmaet føres videre af Jens Niensens 3 børn. Ledelsen overtages af sønnerne Johan og Niels. Senere overtages ledelsen af direktør Johan Niensens søn Jens Morten Nielsen.

**1911** The company is transformed into a limited company, where Jens Nielsen sets up his three children as shareholders and active employees. Production of small threshers commences, while the manufacture of seed cleaning machines is developed.

**1917 - 1921** A brand-new factory is built next to Vester Aaby station, replacing the old operations at Strandvejen in Vester Aaby.

**1921** On August 12, the new factory burns down.

**1921 - 1923** The factory is rebuilt. During the rebuilding phase, the marketing conditions for cleaning machines declines. As a result, it becomes necessary to again pursue the production of threshers that had almost stopped in 1914-1918 during World War I. Although Denmark remained neutral during the war, the demand for grain cleaning machines and agricultural machinery in general in Europe, and especially Russia almost stalls.

**1923 - 1925** The old factory at Strandvejen in Vester Aaby is completely abolished in 1923, and following the purchase of new fields it becomes a farm operation for the purpose of making a profit as a test ground for the company's machines.

**1925** Jens Nielsen, the founder of the world's most efficient grain cleaning machine, passes away at the age of 83.

**1925 - 1950** The company continues under the management of Jens Nielsen's three children. Management is taken over by the sons Johan and Niels. Management is later taken over by Johan Nielsen's son, Jens Morten Nielsen.

**1948 - 1952** Fabrikationerne af gaskomfurer og vibratorer udvikles.

**1952** Direktør Jens Morten Nielsen omkommer sammen med sin gravide hustru og deres tre børn. De drukner i Svendborg havn.

**1952** Firmaet videreføres kortvarigt under ledelse af en medarbejder direktør Vestergaard. Direktør Vestergaard overtager fabrikationen af vibratorer og udtræder derfor af virksomheden. Fabrikant P.A. Holm, som er gift med en datter af Johan Nielsen og leder fabrikationen af gaskomfurerne, overtager derefter firmaets ledelse. Virksomheden er i store økonomiske vanskeligheder og på randen af konkurs.

**1953** Fabrikken ved togstationen i Vester Aaby overtages af DAMAS og videreføres under navnet A/S Jens Niensens Maskinfabrik, Vester Aaby. Fabrikant P.A. Holm fratræder, og fabrikkens ledelse overtages af direktør Knud Olsen fra DAMAS.

Salget af virksomheden omfatter ikke komfurfabrikationen. Denne fabrikation videreføres under navnet Jenni af fabrikant P.A. Holm.

Kilde: Svend O. Hansen

**1948 - 1952** Production of gas cookers and vibrators starts up.

**1952** Jens Morten Nielsen, the managing director, dies with his pregnant wife and their three children, as they all drown in Svendborg harbour.

**1952** For a brief period, the company continues under the management of one of the colleagues, now managing director Vestergaard. The managing director Vestergaard takes over the production of vibrators and leaves the company. The factory owner P. A. Holm, married to one of Johan Nielsen's daughters and in charge of the gas cooker production, takes over management of the company. The company faces big financial difficulties and is on the brink of bankruptcy.

**1953** The factory next to the railway station in Vester Aaby is taken over by DAMAS and operations continue under the name A/S Jens Niensens Maskinfabrik, Vester Aaby. Factory owner P. A. Holm retires and managing director Knud Olsen from Damas assumes control of the factory. The company sale does not include gas cooker production. Instead this activity continues under the Jenni brand, led by its owner P. A. Holm.

Source: Svend O. Hansen

# Data fra A/S DAMAS Maskinfabriks historie

## Events from the history of A/S DAMAS Maskinfabrik

**1867 - 1898** Jacob Ferdinand Jensen, søn af møller Chr. L. Jensen i Roskilde og uddannet som møllebygger, grundlægger 10.5.1867 en virksomhed på Vodroffsvej i København. Produktionen omfatter fremstilling og levering af møllesten og møllebyggerarbejde, senere også rensemaskiner og møllerimaskiner. Filial med lager af møllesten oprettes i Malmø, formentlig også i 1867.

**1898 - 1992** Ferdinand Jensen afdør ved døden, 54 år gammel, i 1898. Hans virksomhed videreføres af familien under navnet Ferd. Jensen's Enke. Familienavnet ændres til Wintermark. Sønnen Franklin Wintermark overtager ledelsen af filialen i Malmø.

**1922** Firmaet Ferd. Jensen's Enke sammensluttet med Københavns Møllebyggeri, N. Nielsen & Co. De sammensluttede virksomheder overgår til aktieselskabsform under navnet Københavns Møllestensfabrik og Møllebyggeri, Ferd. Jensens Enke, N. Nielsen & Co.

**1922 - 1932** DAMAS' filial i Malmø overgår til selvstændigt aktieselskab med navnet AB Kvarnmaskiner under ledelse af Franklin Wintermark. I samme periode kommer det danske firma i stærk tilbagegang. Det overtages af AB Kvarnmaskiner ved køb af aktiemajoriteten med henblik på en rekonstruktion.

**1867 - 1898** Jacob Ferdinand Jensen, the son of the miller Chr. L. Jensen in Roskilde and trained as a millwright, on May 10, 1867, starts a business at Vodroffsvej in Copenhagen. Production covers manufacturing and supplying millstones and building mills, later also cleaning machines and milling machines. A subsidiary with stock keeping of millstones is established in Malmö, most likely also in 1867.

**1898 - 1992** Ferdinand Jensen passes away at the age of 54, in 1898. The family takes over his business and continues operations under the name Ferd. Jensen's Enke. The family name is changed to Wintermark. The son Franklin Wintermark takes over management of the Malmö subsidiary.

**1922** Firmaet Ferd. Jensen's Enke is merged with Københavns Møllebyggeri, N. Nielsen & Co. The merged companies become a limited company under the name Københavns Møllestensfabrik og Møllebyggeri, Ferd. Jensens Enke, N. Nielsen & Co.

**1922 - 1932** The DAMAS subsidiary in Malmö becomes an independent limited company named AB Kvarnmaskiner and run by Franklin Wintermark. During the same period, business at the Danish company rapidly declines. It is taken over by AB Kvarnmaskiner through acquisition of a major shareholder stake and reconstruction commences.



**1932** Virksomheden flytter til lejede lokaler på hjørnet af Esrom- og Hillerødgade i København, samtidig med at en helt ny funktionærstab, under ledelse af F. Bülow Nielsen, indsættes.

**1933** Efter rekonstruktionen kom det danske firma i en stabil udvikling med samme produktion som hidtil. Dog leveres større rensesmaskiner og specielle møllerimaskiner fra Malmø.

**1936** Virksomheden flyttes til større lokaler på Rentemestervej 23, København nordvest. Disse lokaler var også lejet.

**1938** Lokalerne på Rentemestervej overtages af et af F. Bülow Nielsen stiftet ejendomsselskab, stadig udlejet til Kjøbenhavns Møllestensfabrik og Møllebyggeri, osv. Firmaets navn ændres til DAMAS, Dansk Møllemaskin A/S. Nyt værksted for møllebyggerne bygges.

**1938 - 1945** I denne periode under 2. verdenskrig, hvor Danmark var besat af tyskerne, var produktionen uændret og foregik som hidtil med møllerimaskiner og rensesmaskiner. Men på grund af krigen havde virksomheden sin helt egen fabrikation, men havde stadig et uændret antal beskæftigede. Teknisk bistand kunne stadig ydes fra Malmø, der som by i det neutrale Sverige kunne levere materiale, mandskab og fabrikation.

**1932** The operations move to new rented premises at the corner of Esromgade and Hillerødgade in Copenhagen, while a completely new management team under the control of F. Bülow Nielsen is put in place.

**1933** Following reconstruction, the Danish company recovers to stable growth with the same production as before. Deliveries of larger cleaning machines and custom-made milling machines, however, continue from Malmö.

**1936** The company moves to larger premises at Rentemestervej 23 in the northwest of Copenhagen. These premises are also rented.

**1938** The premises at Rentemestervej are taken over by a property company belonging to F. Bülow Nielsen, but is still rented out to Kjøbenhavns Møllestensfabrik og Møllebyggeri, etc. The company name changes to DAMAS, Dansk Møllemaskin A/S. A new workshop for building mills is erected.

**1938 - 1945** In this period during World War II, when Denmark was occupied by the German forces, production remains unchanged with continuous output of milling machines and cleaning machines. As a result of the war, the company had all production in-house, while the number of employees remained unchanged. The company in Malmö, situated in neutral Sweden, was able to supply materials, staff and components.

**1946** Direktør F. Bülow Nielsen dør. Firmaet ledes derefter af prokurist Ernst Petersen og efter dennes død af ingeniør Aarup. I begge tilfælde med AB Kvarnmaskiner som overordnet ledelse.

**1948** Erik Wintermark, søn af direktør Franklin Wintermark, udnævnes til direktør for DAMAS.

**1952 - 1954** Omkring 1952 overtager Erik Wintermark stillingen som administrerende direktør for Ab Kvarnmaskiner og for hele koncernen. Knud Olsen udnævnes til direktør for DAMAS.

På grund af DAMAS' stadige udvikling og da der ikke var nogen udvidelsesmuligheder på Rentemestervej, overvejer man i nogen tid en udflytning til større lokaler. Efter at forskellige muligheder er overvejet og undersøgt vælger AB Kvarnmaskiner at overtage Maskinfabrikken Vester Aaby - Jens Nielsen, da denne virksomhed på grund af et dødsfald var til salg.

Kilde: Svend O. Hansen

**1946** The managing director F. Bülow Nielsen passes away. After this, the senior clerk Ernst Peterse continues to lead the company, and after he passes away engineer Aarup takes over. In both cases, AB Kvarnmaskiner remained in overall control of the company.

**1948** Erik Wintermark, son of managing director Franklin Wintermark, is appointed as managing director of DAMAS.

**1952 - 1954** Erik Wintermark assumes the position of managing director for AB Kvarnmaskiner and the entire group around 1952. Knud Olsen is appointed as managing director for DAMAS. As a result of DAMAS' continuous growth and the limited space available at Rentemestervej, management considers relocating to bigger premises. Having contemplated the various possible options, AB Kvarnmaskiner decides to acquire Maskinfabrikken Vester Aaby - Jens Nielsen since the business is up for sale due to death.

Source: Svend O. Hansen

# Fælles data fra A/S Jens Nielsens Maskinfabrik og A/S DAMAS Maskinfabriks historie

## Mutual events from the history of A/S Jens Nielsens Maskinfabrik and A/S DAMAS Maskinfabrik

**1954 - 1957** Virksomhederne i Vester Aaby og i København drives sideordnet, dog med sidstnævnte under afvikling.

**1956 - 1957** Kontorbygningen i Vester Aaby ud mod Industrivej nedrives, og den nuværende ca. 1.000 m<sup>2</sup> store montagehal opføres.

**1957 - 1962** Virksomheden i København ændres til en service- og salgsafdeling i mindre lokaler, men stadig på den gamle adresse.

**1959 - 1960** Fabrikant Knud Olsen flytter til Vester Aaby, dog også med bopæl i Svendborg.

**1962** I januar måned dør direktør Erik Wintermark. KAMAS og koncernen føres videre med fru G. Wintermark som direktør.

**1963** I januar måned afløses fru G. Wintermark af direktør Klemming. Denne, der kommer fra Asea, får til opgave, foruden at virke som administrerende direktør, at rationalisere driften af AB Kvarnmaskiner og af virksomhederne i Vester Aaby, såvel som en strukturændring af alle virksomhederne.

**1954 - 1957** The operations in Vester Aaby and Copenhagen are coordinated, however with the latter to be wound up.

**1956 - 1957** The office building in Vester Aaby facing Industrivej is torn down to be replaced by the current approx. 1,000 m<sup>2</sup> large assembly hall.

**1957 - 1962** The operations in Copenhagen are converted into a service and sales department in smaller premises, but still at the old address.

**1959 - 1960** The Knud Olsen family moves to Vester Aaby, however still with an official address in Svendborg.

**1962** In January, the managing director Erik Wintermark passes away. KAMAS and the group itself continues under his wife Mrs G. Wintermark as managing director.

**1963** In January, Mrs G. Wintermark is succeeded by managing director Klemming. In addition to his role as managing director, Mr Klemming who came

Med udvidelse for øje indkøbes et 25.000 m<sup>2</sup> stort areal lige ved siden af fabrikkens arealer i Vester Aaby.

100 års jubilæum fejres for Jens Nielsens Maskinfabrik A/S.

Virksomhederne sammensluttet formelt under navnet DAMAS - Jens Nielsens Maskinfabrik A/S, men drives under navnet DAMAS.

**1964 - 1966** Ingeniør Jens Mosgaard udnævnes til direktør for virksomhederne i Vester Aaby i stedet for Knud Olsen. Han udnævnes til medlem af koncernens direktion med rådgivende funktioner. Tre produktions- og lagerhaller, på i alt ca. 3.000 m<sup>2</sup>, opføres.

**1966 - 1967** AB Kvarnmaskiner skifter navn til KAMAS Kvarnmaskiner AB. KAMAS kommer i finansieringsvanskeligheder på grund af den igangsatte rationalisering og strukturændring, hvilket medfører, at direktør Klemming må fratræde. Dette giver vanskeligheder for DAMAS, som derfor af direktør Jens Mosgaard søges udskilt af koncernen.

**1967 - 1968** DAMAS - Jens Nielsens Maskinfabrik A/S overtages af A/S Incentive. Stadig under ledelse af direktør Jens Mosgaard, men nu med overordnet styring af direktør Holck Andersen, A/S Incentive. Knud Olsen ansættes som ingeniør i salgs- og projektafdelingen.

**1968 - 1969** Ny administrationsbygning opføres. Firmaet Jensen & Poulsen A/S (J&P) Seden ved Odense overtages af A/S Incentive. Dette firmas fabrikation, som bl.a. omfatter tørrerier og transportapparater for korn, flyttes til DAMAS - Jens Nielsens Maskinfabrik A/S i Vester Aaby. J&P sammensluttet med DAMAS under navnet DAMAS - Jensen & Poulsen A/S, med Jens Mosgaard som administrerende direktør og med den hidtil værende direktør for J&P, Peter Hansen, som underdirektør. Udviklingsarbejdet med SIGMA-maskinen påbegyndes. På grund af uoverensstemmelse med direktør Holck Andersen fratræder

from Asea is tasked with rationalizing the operations at AB Kvarnmaskiner and those in Vester Aaby, and also with implementing structural changes in all the companies.

With the clear intent of expansion, the company purchases a 25,000 m<sup>2</sup> large plot of land next to the factory in Vester Aaby.

Celebrations of the 100-year anniversary of A/S Jens Nielsens Maskinfabrik. The companies are merged under the formal name of DAMAS - Jens Nielsens Maskinfabrik A/S, but operations continue under the name DAMAS.

**1964 - 1966** Engineer Jens Mosgaard is appointed as managing director for the companies in Vester Aaby, replacing Knud Olsen. He is also appointed as a member of the group's board of directors in an advisory capacity. Three production and warehouse halls totalling 3,000 m<sup>2</sup> are built.

**1966 - 1967** AB Kvarnmaskiner changes its name to KAMAS Kvarnmaskiner AB. As a result of the previous decision to rationalize operations and perform structural changes, KAMAS faces financial difficulties with the result that managing director Klemming resigns. This causes problems to DAMAS, and on the request of managing director Jens Mosgaard he is requested to resign from the group.

**1967 - 1968** DAMAS - Jens Nielsens Maskinfabrik A/S is taken over by A/S Incentive. Managing director Jens Mosgaard continues to lead the company, but now under the overall control of CEO Holck Andersen at A/S Incentive. Knud Olsen is employed as engineer in the sales and project department.

**1968 - 1969** A new administration building is built. The company Jensen & Poulsen A/S (J&P) Seden in Odense is acquired by A/S Incentive.

direktør Jens Mosgaard. Derefter overtager direktør Holck Andersen midlertidigt ledelsen af DAMAS.

**1969 - 1970** A/S Incentive sælger sine aktiver i DAMAS til en kreds af sine egne aktionærer. S.J. Rasmussen udnævnes til administrerende direktør. Udviklingsarbejdet med SIGMA-maskinen fortsættes.

**1970** DAMAS har stor tiltro til SIGMA-maskinen, og der satses derfor meget på udviklingen af denne maskine. Dette var imidlertid meget kapitalkrævende. Fra aktionærernes side bliver man betænkelig over dette kapitalkrav. Dette i forbindelse med en stagnerende udvikling af virksomheden medfører, at man beslutter en frivillig likvidation, medens virksomheden endnu har mulighed for "at svare enhver sit", som det hedder fra ledelsen.

Alle funktionærer og arbejdere opsiges.

**1970 - 1975** I marts 1971 overtages virksomheden af direktør Christian Drud, hvorefter direktør S.J. Rasmussen fratræder. DAMAS saneres grundigt, gamle forpligtigelser indløses, nogle af de tidligere funktionærer genansættes, og et samarbejde etableres med direktør Christian Druds anden virksomhed A/S MICA, der ligger i Aarup, også på Fyn.

**1975** DAMAS Maskinfabrik A/S stiftes. DAMAS - Jens Niensens Maskinfabrik A/S ændrer navn til Jens Niensens Maskinfabrik A/S, men virksomheden videreføres udadtil under ovennævnte. Aage A. Laustsen afløser direktør Christian Drud som administrerende direktør.

**1975 - 1977** Direktør Aage A. Laustsen fratræder efter aftale på grund af langvarig sygdom. Direktør Christian Drud, der har vikarieret for Aage Laustsen, overtager igen hvervet som administrerende direktør.

ive. This company's production, that among others include driers and transport equipment, moves to DAMAS - Jens Niensens Maskinfabrik A/S in Vester Aaby. J&P is merged with DAMAS under the name DAMAS - Jensen & Poulsen A/S and with Jens Mosgaard as the managing director, while Peter Hansen, the former manager of J&P, becomes deputy managing director. Development work of the SIGMA machine begins. Managing director Jens Mosgaard resigns as a result of disagreement with the company director Holck Andersen. Following this, Holck Andersen temporarily assumes control of DAMAS.

**1969 - 1970** A/S Incentive sells its holdings in DAMAS to a group of the company's shareholders. S.J. Rasmussen is appointed as managing director. Development work of the SIGMA machine continues.

**1970** DAMAS has confidence in the SIGMA machine and thus stakes a lot in the development of this machine. This, however, is a capital-intensive project. The shareholders worry about the capital needs. Hand in hand with stagnating growth, they decide on a voluntary wind-up of the company, while everyone "can still save their skin," as the management politely puts it. All white-collar and blue-collar employees are given notice.

**1970 - 1975** In March of 1971 the company is taken over by Christian Drud, after which the managing director S.J. Rasmussen resigns. DAMAS undergoes complete reconstruction, old liabilities are settled, some of the previous salaried workers are reemployed and cooperation starts with Christian Drud's other company, A/S MICA, in Aarup also on the island of Fyn.

**1975** DAMAS Maskinfabrik A/S is established. DAMAS - Jens Niensens Maskinfabrik A/S changes its name to Niensens Maskinfabrik A/S,

**1978** Torben Jørgensø afløser direktør Christian Drud som administrerende direktør.

**1981** Ole Ewald afløser direktør Torben Jørgensø som administrerende direktør.

**1983** Torben Jørgensø afløser direktør Ole Ewald som administrerende direktør.

**1989** Allan T. Christoffersen afløser direktør Torben Jørgensø som administrerende direktør.

**1993** Jens Nyeng afløser direktør Allan T. Christoffersen som administrerende direktør.

**1998** Christian Drud (født 23. juli 1914) dør i slutningen af juni måned.

**1999** Klaus Gaarde afløser pr. 15. oktober Jens Nyeng som administrerende direktør og bliver medejer af DAMAS.

**2013** DAMAS kan d. 15. september fejre sit 150 års jubilæum. Samme år får DAMAS et nyt logo og design.

Kilde: Svend O. Hansen og andre

but to the outside the company continues its operations led by the above-mentioned Aage A. Laustsen who takes over after Christian Drud as managing director.

**1975 - 1977** As a result of a long period of sickness and following agreement with the management, managing director Aage A. Laustsen resigns. The director Christian Drud, who for a while has been acting as replacement for Aage Laustsen, once again takes up the position of managing director.

**1978** Torben Jørgensø succeeds Christian Drud as managing director.

**1981** Ole Ewald succeeds Torben Jørgensø as managing director.

**1983** Torben Jørgensø succeeds Ole Ewald as managing director.

**1989** Allan T. Christoffersen succeeds Torben Jørgensø as managing director.

**1993** Jens Nyeng succeeds Allan T. Christoffersen as managing director.

**1998** Christian Drud (born on July 23, 1914) passes away towards the end of June.

**1999** On October 15, Klaus Gaarde takes over after Jens Nyeng as the new managing director and at the same time becomes co-owner of DAMAS.

**2013** On September 15, DAMAS celebrates its 150-year anniversary. In the same year, the company gets a new logo and design.

Source: Svend O. Hansen and other people

# Tak

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# Forfatteren

## The author

Jesper Böttzauw (f. 1957) er journalist og forfatter. Han står bag en række dokumentarprogrammer til danske tv-stationer, herunder *Yderzoner* til Kanal 2 og Tv-Danmark, *Jagten på Gud* og *Mødet med Gaddafi* til DR samt dokumentarfilmen *Next to Me* til International Documentary Film Festival Amsterdam (IDFA).

Jesper Böttzauw har udsendt den selvbiografisk baserede roman *Silkevejens Hemmelighed* i 2011, og i 2012 den samfundskritiske fremtidsroman *2060*, der beskriver feministernes magtovertagelse af den vestlige verden. Bogen er oversat til engelsk under titlen *Women in Power* og udkommet på Amazon.com i 2013. Samme år udkom bogen *Myrdede og Savnede*, der er en krimidokumentar om uopklarede politisager af dræbte eller forsvundne børn og teenagere i Danmark siden 1952.

Jesper Böttzauw (born in 1957) is a Danish journalist and author. He has made a number of documentaries for Danish TV stations, including *Outer Zones* for Kanal 2 and Tv-Danmark, *The Hunt for God* and *Meeting with Gaddafi* for DR as well as the documentary *Next to Me* for the International Documentary Film Festival Amsterdam (IDFA).

In 2011, Jesper Böttzauw published the autobiographic novel *The Secret of the Silk Road* and in 2012 the futuristic, socio-critical novel *Women in Power*, which describes the feminist takeover of the Western world. The book has been translated into English and was published on Amazon.com in 2013. In the same year he published the book *Murdered and Missing*, a detective documentary of unsolved police cases involving murdered or missing children and teenagers in Denmark since 1952.







DAMAS 150 år beskriver den spæde start i 1863, hvor den driftige tømrer Jens Nielsen opfinder en helt unik kornrensningmaskine, der vinder så stor anerkendelse i hele verden, at Jens Nielsen får en guldmedalje ved verdensudstillingen i Paris i 1900 - og videre frem til den driftige virksomhed i dag, hvor man fremstiller mange forskellige produktløsninger og et utal af rensningmaskiner til salg overalt i verden.

Det internationale og velfungerende firma DAMAS har i næsten hele sin 150-årige levetid ligget i midten af Danmark i den sydfynske landsby Vester Aaby - og dér vil den også i fremtiden være at finde. Portrætbogen fortæller historien om et dynamisk og enestående firma, som i 2013 kan fejre sin 150 års fødselsdag.

**DAMAS**  
MEMBER OF THE SKIOLD GROUP

150 ÅR YEARS

Industrivej 2, Vester Aaby | DK-5600 Faaborg  
mail@damas.com | damas.com

"DAMAS - 150 years" relates the story of how a Danish company evolved from the feeble start in 1863 by the enterprising carpenter Jens Nielsen who invented a completely unique grain cleaning machine that wins wide recognition around the world and is awarded the gold medal at the Paris World Exhibition in 1900 - and goes on to develop into an active business operation today that includes the production of numerous different product solutions and a wide range of cleaning machines that are sold across the world.

Throughout its 150-year past, DAMAS an international and competent company has operated from its origins in the middle of Denmark, in the village of Vester Aaby to the south on the picturesque Danish island of Fyn - and from here it will continue to operate also in the future. This portrait work relates the history of a dynamic and exceptional company that in 2013 celebrates its 150-year anniversary.