

DISRUPTION DISRUPTION

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Disruption

Hurtigt skiftende markeder, forbrugermønstre, der ændrer sig dag for dag. Nye teknologier, der gør eksisterende teknologier overflødige og uhensigtsmæssige for såvel erhvervsliv som forbruger.

Det er virkeligheden for mange virksomheder i dag. Hvad der er en god forretning i dag, kan være et fallitbo i morgen.

I nogle brancher kan forandringer registreres i tide. Det gælder de ressourceudnyttende industrier inden for f.eks. olie- og mineralindustrien. I Danmark er det virkeligheden for det, der en gang var en tørveindustri til industriel energi og til opvarmning i husholdninger. Erhvervet har hele tiden vidst, at en dag ville ressourcen være udtømt i vores moser.

Under 2. Verdenskrig gjorde Hitlers ubåde søtransport af olie og kul over havene farlig, og herhjemme indså man, at der hurtigt skulle findes et alternativ. Alle kræfter blev sat ind på at få startet udnyttelse af de få brunkulsressourcer og tørvene i de danske moser. I Lille Vildmose

blomstrede tørveindustrien hurtigt op.

Efter krigen gik der ikke mange år, før tørv som energikilde til industrien og til opvarmning af boliger, igen blev udkonkurreret af olie og kul.

Det kunne være blevet til en situation med disruption i de virksomheder, der levede af energimarkedet, og mange virksomheder lukkede da også ned.

Men andre virksomheder fandt alternativ anvendelse til tørvene og spagnum. Fokus blev rettet mod anvendelse af tørvestrøelse som gro-medium til planter i gartnerier, haver og i vores urtepotter.

Disse forandringer gav f.eks. Pindstrup Mosebrug et nyt, fordelagtigt marked. Men selv om ressourcen spagnum er en fornyelig ressource, der gror frem igen under de rigtige betingelser, så var der ikke tale om en bæredygtig produktion. Og allerede i starten af 1990'erne måtte virksomheden se sig om efter alternativer til spagnum fra de danske moser. Nye ressourcer blev

opkøbt i andre lande.

På grund af klimaforandringerne og fokus på CO2-problematikken er det i dag erkendt, at det ikke er bæredygtigt at anvende spagnum som gro-medie for planter. Tørve- og spagnumproduktionen i Danmarks største højmose, Lille Vildmose, forventes helt at blive tilendebragt i år eller næste år.

Derfor er Pindstrup Mosebrug i disse år på udkig efter alternativer til anvendelse af spagnum. På fabriksområdet i Sønder Kongerslev afprøves i disse år nye produktioner af alternative gro-medier som træfiber, kompost af forskellig art, kokostrevler og -nøddeskaller.

Ugens foto er billeder af Pindstrup Mosebrugs fabriksområde i Sønder Kongerslev og billeder fra Lille Vildmose fra de sidste år af spagnumproduktionen. I dag er højmosen blevet Danmarks største naturfredningsareal med fortsatte bestræbelser på naturgenopretning på de tidligere industri-marker.

Disruption

Rapidly changing markets, consumer patterns shifting from day to day. New technologies rendering existing ones obsolete and impractical for both businesses and consumers.

This is the reality for many companies today. What may be a thriving business today could be bankrupt tomorrow.

In some industries, changes can be anticipated. This applies to resource-exploiting industries such as the oil and mineral industries. In Denmark, this is the reality for what once was a peat industry for industrial energy and household heating. The industry always knew that one day the resource would be depleted in our bogs.

During World War II, Hitler's submarines made sea transportation of oil and coal hazardous, and in Denmark, it was realized that an alternative had to be found quickly. All efforts were made to start utilizing the limited brown coal resources and peat in the Danish bogs. In the bog, Lille Vildmose, the peat indus-

try quickly flourished.

After the war, it did not take many years before peat as an energy source for industry and home heating was once again outcompeted by oil and coal. This could have led to a situation of disruption in the companies dependent on the energy market, and indeed, many companies shut down.

However, other companies found alternative uses for peat and sphagnum. The focus shifted to the use of peat as a growing medium for plants in market gardening, in private gardens, and in our flowerpots.

These changes provided, for example, Pindstrup Mosebrug with a new, advantageous market. But even though peat is a renewable resource that grows back under the right conditions, it was not a sustainable production. Already in the early 1990s, the company had to look for alternatives to peat from the Danish bogs. New resources were acquired in other countries.

Due to climate change and the focus on the CO2 issue, it is now recognized that it is not sustainable to use peat as a growing medium for plants. Peat and sphagnum production in Denmark's largest raised bog, Lille Vildmose, is expected to be completely discontinued this year or next.

Therefore, Pindstrup Mosebrug is currently searching for alternatives to the use of sphagnum. At the factory site in Sønder Kongerslev, new productions of alternative growing media such as wood fibre, various types of compost, coconut fibres, and coconut shells are being tested.

The photo of Pindstrup Mosebrug's factory area in the village, Sønder Kongerslev, and photos from the bog, Lille Vildmose, from the last years of peat production are the photos of the week. Today, the raised bog has become Denmark's largest nature reserve area, with ongoing efforts for nature restoration on the former industrial fields.



Pindstrup Mosebrugs fabrikk, Sdr. Kongerslev, 1958

Pindstrup Mosebrug, the factory, Sdr. Kongerslev, 1958



Lille Vildmose, juli 2003

The bog, Lille Vildmose, July 2003



Lille Vildmose, maj 2004

The bog, Lille Vildmose, May 2004



Lille Vildmose, juli 2005

The bog, Lille Vildmose, July 2005



Lille Vildmose, juli 2005

The bog, Lille Vildmose, July 2005



Lille Vildmose, august 2005

The bog, Lille Vildmose, August 2005



Lille Vildmose, juli 2005

The bog, Lille Vildmose, July 2005



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Lille Vildmose, juli 2005

The bog, Lille Vildmose, July 2005



Pindstrup Mosebrugs fabriksområde i Sdr. Kongerslev, april 2023

Pindstrup Mosebrug, the factory Sdr. Kongerslev, April 2023

KOLOFON

Ugens foto: Disruption
Af Keld Jensen

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Kilde til oplysninger om Pindstrup Mosebrug A/S er dels et foredrag af Claus Jensen, Pindstrup Mosebrug A/S i februar 2024, dels diverse oplysninger om Pindstrup Mosebrug A/S fra virksomhedens webside, opslag marts 2024.

Kilde til fotografier af fabriksområdet i Sønder Kongerslev er Skråfoto fra Styrelsen for Dataforsyning og Infrastruktur, download og bearbejdet marts 2024. Det historiske luftfoto er hentet fra Det Kongelige Biblioteks samling "Danmark set fra luften", download og bearbejdet marts 2024.

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COLOPHON

Photo of the week: Disruption
By Keld Jensen

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Sources of information about Pindstrup Mosebrug A/S include a lecture by Claus Jensen, Pindstrup Mosebrug A/S in February 2024, as well as various information from the company's website, accessed in March 2024.

Sources of photographs of the factory area in Sønder Kongerslev are 'Skråfoto' from the Danish Agency for Data Supply and Efficiency, downloaded and processed in March 2024. The historical aerial photo is retrieved from the Royal Library's collection "Denmark seen from the air," downloaded and processed in March 2024.

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