

# From Garage Business into Global Success: Jimco Turns 20

*20 years have passed since Jimmy Larsen founded his business.*

*After a difficult start, the inventor's air purification systems have achieved considerable success.*

*The technology has received the EU Environmental Award and is today sold worldwide.*

The first years as an entrepreneur were hard for Jimmy Larsen, and he came close to throwing in the towel. But the inventor maintained faith in his idea, which was developed in a garage and has today achieved great recognition and deployment worldwide.

It all started with Mr Larsen being concerned by the bacteria levels in his private well in the late eighties. In this connection, he learned about water sterilization using ultraviolet light. The technology interested the educated plumber so much that he wanted to work with it. That was the beginning of Jimco in October 1993. – It was impossible to obtain financing, so I had to start out small for own savings. I ran the business from the garage

while still doing plumbing to pay the mortgage, he recalls.

## **The World's First Air Purifier Using Ultraviolet Light**

Shortly after the start, Jimmy Larsen was contacted by a Southern Danish engineering firm. – They wanted to know if ultraviolet light could also be used to purify the air. I replied that at least in theory it would be possible, recalls Jimmy Larsen. The reason for the query was fire hazards at a food factory where cooking oil residues constantly deposited on the exhaust hoses.

– They had tried all kinds of filters, but no matter what the hoses were covered by oil. I therefore developed a pilot plant which turned out to remove all the grease. Afterwards, I rushed to patent the technology, says the inventor, who had developed the world's first air purification plant using ultraviolet light.

After Jimco was awarded the EU Environmental Award in 2000, the

company really started to grow and to boost exports. Since then, plenty of well-known corporations have emerged on the Jimco list of references, including a number of international chains. In addition, the company today has distributors and resellers in Europe, North and South America as well as the Middle and Far East.

Celebrating the Anniversary in New Headquarters  
Prior to the anniversary, Jimco

took over the premises of the former radiator factory in Rudkøbing, Denmark. The new headquarters cover a total area of over 5000 m<sup>2</sup>, providing Jimco with plenty of room for further growing and producing even more. – We shall especially need the extra space for producing our new disinfection systems, Jimmy Larsen concludes.

