



The Company

J. C. Jacobsen already established a quality policy: "The work at Carlsberg should always have the goal of brewing beer at a high and honorable level."The international Carlsberg Group pursues this claim to this day, and so the company is also one of the leading brewery groups in Germany. Carlsberg Germany includes the Holsten Brewery in Hamburg and the Mecklenburg Brewery in Lübz, combined in the Carlsberg Supply Company Deutschland GmbH - CSCD, the Carlsberg Deutschland Logistik GmbH and the Carlsberg Deutschland GmbH for sales and marketing activities, as well as the Carlsberg Deutschland Holding GmbH as the umbrella organization.

Our local and international brands stand for enjoyment, quality and joy of living. Through consistent market and customer orientation and constant further development coupled with responsible action, we enrich not only the beer and beverage range, but also the environment and society.

Our Aim

Our goal is clear. In the markets in which we operate, we want to be the most successful, professional, and attractive brewery group:

We aim to positively differentiate ourselves from our competitors, to be the preferred partner for our customers with high-quality products and services, and to enhance the value of the company for our shareholders, employees and society.

To achieve these ambitious goals, we are currently building a new, modern brewery in Hamburg Hausbruch..



Um unserem hohen Anspruch zu entsprechen, nachhaltig Verantwortung gegenüber unserer Gesellschaft und unserer Umwelt zu übernehmen, konzentrieren wir uns auf insgesamt sieben verschiedene Handlungsfelder, in denen wir uns in besonderer Weise aktiv engagieren.

An important field of action for us is the area of environmental protection

An essential part of this is the reduction of fresh water consumption and thus the minimization of wastewater pollution, as well as improved cleaning processes and production sequences.

This is associated with a reduction in costs and an increase in quality in all production processes.

In order to achieve an improvement here, the use of good measurement technology is crucial!

Best measurement technology for best quality

Mr. Jan Dufour, Head of the Electrical Engineering Department, can say the following through his experience in using the latest equipment technology:

"For several years, we have been successfully using the latest measuring technology from Seli for process control.

Turbidity meters control and monitor our products in our filter cellar and control our separators. Thanks to these new measuring devices, we have been able to completely eliminate the use of process air compared to the devices previously in use. Shifts in the measurement results and the associated falsification of the product due to fogging of the previously used optics has also been completely eliminated and has not occurred again. Since the use of the devices, the maintenance intervals and the associated costs, also with regard to cleaning procedures, have been significantly reduced. The result is additionally the product assurance, saving of water and waste water and cleaning costs.

Phase separations are made at other points in our processes. Here it is important to detect and control our products, the process water and the cleaning drive as quickly as possible and as safely as possible. By using the turbidity meters and conductivity meters from Seli, we have the fastest devices currently in use here. Detection of the correct measured value can take between 70ms and 9 sec, depending on the application. Here, too, we achieve significant savings in all areas compared to the methods previously used. Less waste water, less fresh water, more product in the bottle.

In addition, the new measurement technology has a very high stability. Less equipment downtime, less maintenance, less cleaning....

Easy to check, calibrate, and put into operation!

At various points in our processes, we are now able to quickly detect products, perform safety functions, make cleaning processes more efficient and safer, and thus make a further contribution to sustainability. In view of the possibilities for increasing efficiency in our processes, the ROI for the investment in this measuring technology can be described as excellent.

Durch den modularen und intelligenten Aufbau der Geräte des Hauses Seli waren wir von Beginn an in der Lage, unsere Lagerkosten zu minimieren und die Verfügbarkeit an den Anlagen zu erhöhen. Diese Standardisierung auf wenige, gute Geräte im Prozess steigert unsere Effizienz und trägt zur Sicherstellung unserer Produktion sowie der Einsparung von Ressourcen und Zeit entscheidend bei.

Wir werden zukünftig jeden unserer wichtigen Prozesse durchleuchten, auf Machbarkeit prüfen und den Einsatz der Geräte forcieren.