

OPINELmag



New : néo6

Factory evolution

Ambiente & SIRHA

CSR report & compost bin



everyday, all day

Éditorial by Luc Simon & Gérard Vignello

Dear Customer,

Opinel has achieved several milestones in the first quarter of 2025.

IT system

After several months of intense preparation, we launched Abas, our new IT system, on 3rd March.

This tool is essential for optimising production management, from planning to delivery.

This new software will help us improve the entire process, and we hope you will see the positive effects in a few months. This tool is geared to meet one of this year's main objectives: a high and stable service rate until the end of the year.

As with any major change, there may be a slight slowdown and a few errors during the first few weeks, but we hope this will be limited.

If this is the case, please get in touch with your usual contact.

Company organisation

After 15 years of joint management, with Gérard Vignello as site manager and Luc Simon overseeing sales and marketing, we are tweaking our organisation.

Gérard Vignello will handle finance and HR management, while Luc Simon has taken on the role of Managing Director. We are also delighted to announce the arrival of an Export Director, Markus Haid, who will take up his post on 10th June.

Jérôme Le Caïneg will be working alongside him, with more direct responsibility for Northern Europe and the USA.

This reorganisation will help us implement the next steps in the company's development.

néo6

Many of you discovered a new pocket knife at the last Ambiente trade fair in Frankfurt: the néo6.

The néo6 is the fruit of several years' R&D, followed by major industrial investments. These efforts align with our goal to design an easy-to-use, everyday pocket knife that's particularly useful in urban environments. The launch of the néo6 on 6th March 2024 marked a new chapter in our brand's history. The néo6 showcases Opinel's DNA to complete and enrich our collection. A different, reassuring design that will allow us to reach a broad target, from existing brand fans to a fresh audience. This new model aroused a great deal of interest among our resellers and distributors as soon as we started to present it, and it quickly caused a buzz among the general public. The néo6 was immediately understood and adopted, as if it had been long awaited.



We hope this year has got off to a cracking start and that we continue to contribute to your success.

Best regards - Gérard Vignello & Luc Simon

Factory development

Site expansion and development of industrial activity

Antoine Claudel, Industrial director

2024 saw the expansion of Opinel's Chambéry site!

This 700 m² building project came to fruition at the end of 2024 after 7 months of construction works and the installation of a car park.

This extension will give us the floor space we need to develop our industrial activity, notably our handle shaping and steel cutting departments. This major investment reflects Opinel's commitment to continually adapting its infrastructure and strengthening its Chambéry roots.



This extra surface area means we will almost double our production capacity for wooden handles in the long term. We can now also envisage the development of our steel cutting department, benefit from additional storage space and adapt our office space.

This building is in keeping with the aesthetics of previous constructions and benefits from a high level of sound insulation, so we don't disturb our residential neighbours.

CSR news

”

Carbon footprint:

A key step in Opinel's commitment to a sustainable future

Respect for the environment has always been part of the company's DNA.

As part of our CSR approach, Opinel wanted to take a decisive step forward by carrying out a carbon audit.

The methodology for quantifying greenhouse gas emissions is complex and requires specific expertise. Opinel called on the services of a cooperative company comprised of change-makers: AIR coop (Annecy).

All activities, from production to travel management, were examined with a fine-tooth comb to assess the impact of each stage.

The audit was completed last month, whereupon we received the results and were shown areas for improvement. An internal “action plan” workshop was then organised to define a priority action plan to reduce our overall carbon footprint.



The compost bin gets a makeover

At the start of this year, Opinel upgraded its composting system with the installation of a sustainable bin made in the Auvergne-Rhône-Alpes region in our supplier's socially-inclusive reintegration workshops. It is made from natural Douglas fir with the “Bois de France” label, a hard-wearing and rot-proof wood. It is larger than the previous bin and also fitted with a rodent-proof grille to deter pests.

Employees can now easily join in with our collective effort to recycle food waste. The aim? To address a worrying fact: 30 kg of food per person is thrown away every year and a third of the waste sent to incineration or landfill sites is organic.

Employees were treated to tasty seasonal fruit supplied by local producers to mark the inauguration of our new compost bin.

Lina Tourrette, CSR project manager

They are Opinel



Can you introduce yourself in a few words?

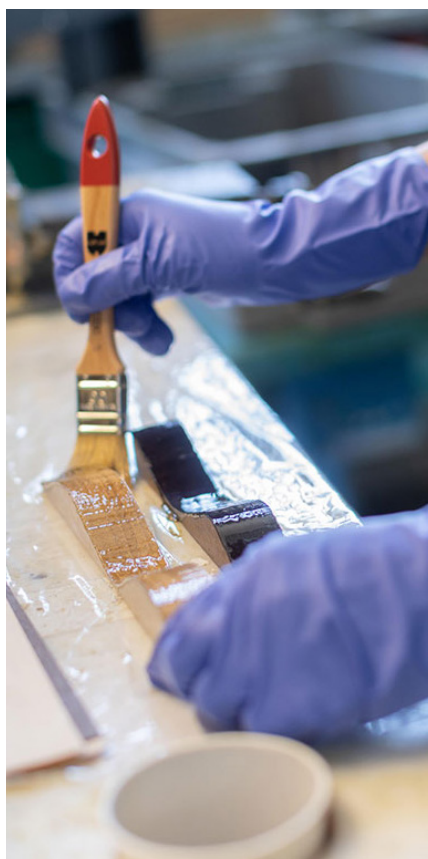
I'm Audrey Pinton, and I've been with Opinel for 6 years and have worked in the woodworking department for 5 years.

What made you want to work at Opinel?

The opportunity presented itself, and once I was offered the chance to work for Opinel, I immediately accepted, as it's an iconic Savoie brand that ticks all my boxes.

What does your job entail?

My job is to make the blanks that will become handles by hand, using cutting, gluing and marquetry to combine different varieties of wood. I also finish these handles as well as the finish on some of the more precious woods.



What do you do at the workshop?

Could you explain the different stages involved in making a knife handle in the wood workshop?

We cut pieces of various types of wood using a band saw and a router, and assemble them by gluing them together, in some cases with veneer. It's therefore a type of marquetry work. For some products, we make new cuts, so we can then re-combine the wood pieces for a second gluing stage. Once this work is complete, we trim our blanks and cut them to the right size for the next stage: shaping. Once the wood has been shaped, it's time for the finishing touches, which is either sanding followed by buffing, or oiling.

What's your favourite part of the process? And why?

I love every step in the making of a blank or a handle. But if I had to choose, it would be the finishing stage, because it allows us to see the result of our hard work.

Do you have creative freedom?

Yes, sometimes. The Atelier, Ellipse and Cime models were designed and developed in this workshop.

What do you like most about your job?

I love everything about it.

3 words that sum up your job?

Sensitivity, creativity and attention to detail!

What's your favourite Opinel knife?

The Chaperon, because we made it in the workshop. It's based on our feelings, and our moods in terms of its cut, making every model truly unique. And I just love making it!

The team is growing

Alexandre BONTE – Maintenance technician

Morgan BONNEFOY-CUDRAZ - Forklift operator

Eden GRANDCHAMP – Manufacturing operator

Théo CASTANIER – Manufacturing operator

Romane DESMECHT – Setting operator

Noël RIVIERE – Methods and Industrial Projects Manager

Robin PINSON – Maintenance technician

Export side

We're off to Greece, a Mediterranean country where Opinel is extremely popular.

Our long-standing partner is Vrachnos, founded in 1932 and based in Piraeus, near Athens. Check out their dynamic and inspiring Instagram account ([vrachnos_knives_and_tools](#)). Jenny Vrachnos and her father Spyros, along with their entire team (Efi, Costas, Giannis) devote all their energy and enthusiasm to promoting Opinel in Greece, and the market in Crete in particular is booming.

The largest island in Greece and 5th largest in the Mediterranean (8,335 km²) it's a particularly fertile Opinel market, with almost 300 customers, including the prestigious Cretan Knives Skalidakis cutlery company.



Last but not least, we also greatly appreciate the invaluable support of Greek Chef Vasilis Patsis, who posts numerous videos and photos on his Instagram account ([v_patsis](#)) where he passionately showcases the use of Opinel knives and accessories when preparing his delicious Mediterranean dishes!

Xavier Bonnard, Area Manager Europe South / Latin America

Events

The Ambiente show attracted more than 148,000 visitors and 4660 exhibitors

Ambiente 2025 which took place from February 7 to 11, was a highly successful event, with 50% more visitors to our stand than last year.

The brand continues to attract attention thanks to our strong values, including Heritage, eco-responsibility and, of course, our excellent value for money.

The stand was beautifully presented and displayed all our ranges. We've been able to set up shop in some top department stores (including Copenhagen and Mexico City!), motivate our loyal partners and, above all, demonstrate the brand's potential.

Jérôme Le Caine, Directeur Export



“SIRHA, a new opportunity for Opinel to develop in the CHR sector”

Opinel took part in its first Salon International de la Restauration, de l'Hôtellerie et de l'Alimentation (SIRHA) which was held in Lyon between 23rd and 27th January.

This is a flagship hospitality sector trade fair, attracting a wide range of professionals from all walks of life. This year, a record attendance was set, with more than 257,000 visitors over the 5 days.

The large turnout allowed us to raise awareness of our range of kitchen and table knives among restaurateurs

and numerous other visitors, both professionals and private individuals interested in the gastronomy world. While everyone is familiar with the brand and classics such as the N°08 pocket knife, fewer people were aware of the breadth of our kitchen and tableware ranges.

This meant numerous chefs discovered and were able to try our products. The Les Forgés and Intempora ranges received particularly good feedback.

We also benefited from their experience and expertise, which allowed us to learn more about the use of knives and identify potential areas for development to better meet market expectations.

Lastly, we met with restaurant owners and distributors interested in our knives, meaning we could offer advice and select the products best suited to their needs.

SIRHA was a great opportunity to raise our profile and strengthen our presence in the catering sector.

Quentin Lafouge, Work-study CHR sales development manager

An official Opinel store soon in Chambéry

We will shortly be opening an official Opinel shop in Chambéry. Following Annecy in 2017 and Lyon in 2024, we will be opening our next official Opinel shop in Chambéry in the spring of 2025. We are therefore delighted to announce that we will be taking over La Piste Verte, an iconic shop dedicated to knives and craftsmanship which first opened in 1996. This new space will showcase the Opinel world, our products and our unique expertise.

This initiative aims to offer our customers an immersive experience in the Opinel world, and is the latest stage in our company's expansion while remaining faithful to our roots and commitments.

The voice of America



We are excited to share that Opinel USA is partnering with l'Académie Culinaire de France, an esteemed institution dedicated to celebrating and preserving French cuisine and art de vivre in the U.S. and Canada. This partnership reflects our deep appreciation for the chefs and restaurants that bring French culinary excellence to life.

As we join the annual Congress in Washington, D.C. this March, we were forward to connecting with passionate chefs and showcasing why Opinel knives remain a trusted favorite in kitchens around the world.

This collaboration is a wonderful way for us to honor tradition while continuing to support the future of French gastronomy.



News

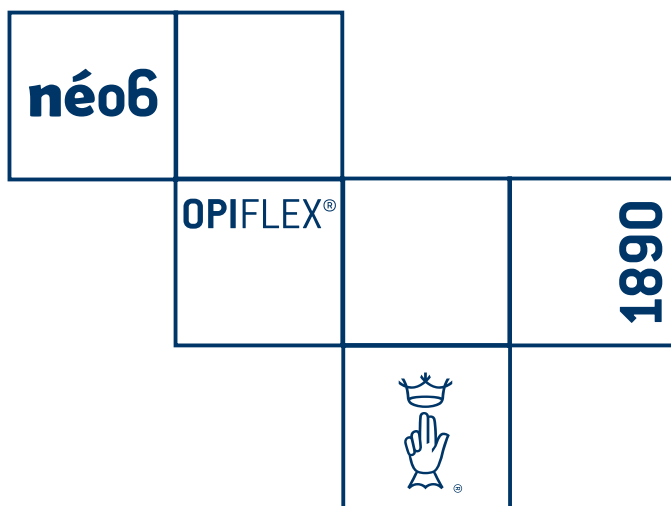
2025 will mark a new chapter in the history of the Opinel brand, with the addition of a new pocket knife to our collection: the néo6.

Today, 80% of Europe's population lives in cities. Urbanisation is a global phenomenon, and it's changing the way we live.

Despite this, the knife, as one of mankind's earliest tools, is an indispensable accessory outside the home, even in urban environments. To eat lunch, carry out odd jobs, open a parcel, peel an apple or slice your birthday cake at the office... Opinel has answered this demand with a knife that meets consumer expectations: the easy-to-use and reassuring néo6.

The néo6 is a versatile knife with a meticulous design that remains faithful to Opinel's origins and features noble materials.

The néo6 is the latest pocket knife to join our collection, which is a plus in itself. Add to that its unique identity and universe designed to accompany our current customers in their everyday lives as well as appeal to new targets, including women and younger, more urban consumers.



néo6, a strong identity for powerful communication.

«**Everyday, all day**» is the néo6 slogan. The knife that accompanies us every day, all day long. This promise has formed the basis for our comms content which expresses the knife's strong identity. A specific visual charter comprising a logo with round lettering refers to the passing day, combined with reassuring, warm, soft colours.

We also produced an offbeat animated short featuring the néo6 in different situations. Finally, a studio photo shoot has presented the néo6 in different hands to emphasise the close relationship users have with their much-loved, much-used pocket knife.

néo6, a knife that showcases Opinel's DNA

Made in our workshops in Chambéry, the néo6 features all the strengths of the Opinel brand. 100% made in France, it features a curved ergonomic wooden handle for a perfect cut. It also benefits from Opinel's love of innovation with the incorporation of an ingenious new mechanism: the Opiflex, for which a patent has been filed. This ring keeps the blade open or closed without it locking. This new blade-securing system makes the knife easy to open and close, so it's suited to all users.





Likewise, the néo6's other technical features meet our target market. It's small and lightweight, making it easy to carry around; its rounded tip provides a smoother cut, and it has a riveted hole with a lanyard on its end for a sleek finish. The use of premium woods such as olive, black walnut and ebony makes it a middle to top-of-the-range knife, perfect for a gift or to treat yourself.

It costs between €25 and €60, depending on the wood used, making it excellent value for money and appealing to a wide target audience.

Two other new products were also presented alongside the néo6 at the Ambiente trade fair in February:



N°08 MARMOT

The oak N08 with its engraved marmot, a nod to our mountain roots.

N°08 CLIMBING

The beechwood N08 with a climbing motif to complete our alpine sports range.

The Ambiente trade show was also an opportunity to highlight our new Essentiels wood colours: the landscape range and the Essentiels Pop80 box set, as well as our superb N10 Opinel x Shiori collaboration that combines Japanese know-how with an iconic French brand. This exceptional multi-layer VG7 steel blade was crafted in Japan by master blacksmith Nigara Hamono, and has a wavy, buffed maple handle with a black PVD butt. The knife comes wrapped in logo-printed tissue paper, presented in a maple pencil box. This first edition, priced at €360, has been on sale since the first week of March.



Françoise Detroyat,
Marketing & Communication Director

Sales advice

How to introduce a product like neo6 into an already complete collection ?

néo6

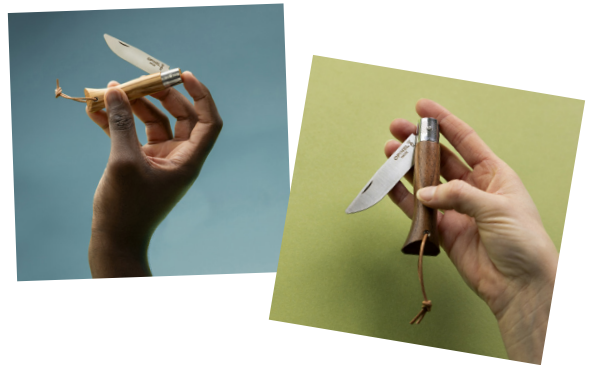
The neo6 is the new compact, lightweight knife with a rounded blade, which we use every day to peel an apple, open a parcel, share a cake at the office or do a little DIY.

Its Opiflex system keeps the blade open or closed without locking.



But it's more than just another new knife...

It's a new story, a new 'universe' and an opportunity to attract new consumers and therefore new customers to our distributors. It's a way of adapting to changes in society (today 80% of the population lives in urban areas) and meeting the day-to-day needs of as many people as possible.



This range does not replace or undermine our current offering; it complements and enhances it. It makes our offering even more contemporary and relevant.

Our carbon, stainless steel or colourful versions of the n°06, remain just as sought after for numerous tasks. Our "luxury tradition" range continues to be a superb knife collection gift, or if customers want a special knife to use during a special occasion.

The néo6 is a perfect combo of practicality and style; it's a superb gift idea, or you can treat yourself to an anywhere, anytime knife.



This range sells best when it's easily visible, the entire selection is displayed and shop staff can explain its different uses to customers.

Please feel free to contact your sector manager if you have any questions whatsoever.

Frédéric Pautet,
Sales Manager France