

OPINELmag

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FEBRUARY

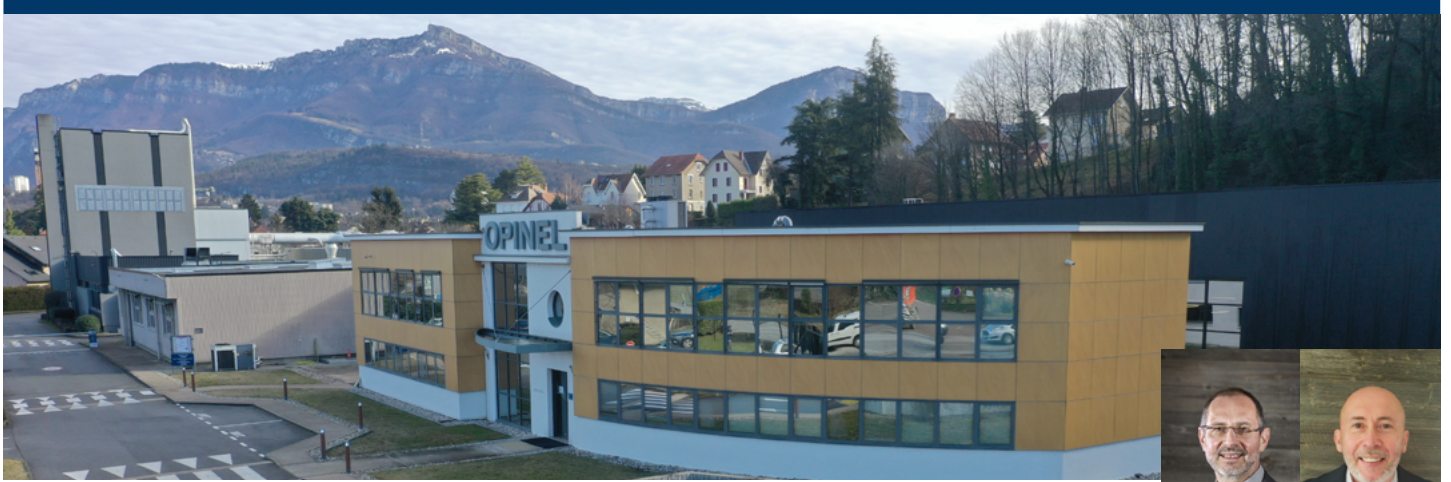
Evolution of the factory

Sales advice

News

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EDITORIAL



Positive...

Some aspects of the current international context, such as inflation and the geopolitical situation, may still be encouraging us to behave with a certain amount of prudence.

That said, and as you will see from this edition, we have much to be positive about in 2023.

- The extra machines introduced in 2022 have increased our production capacity. Our delivery rate started to improve in late 2022 and has grown even more in early 2023. We are beginning to build the stock we need for our brand to grow and for us to be able to offer the best possible service.
- As you will see on page 3, the factory is being transformed once more to create new opportunities for growth.
- The team is also growing (see page 4): we have gone from 167 staff in early 2022 to 181 staff today.
- We have just returned from the Ambiente trade fair in Frankfurt. We were delighted to see many of you at this event, which was as dynamic as ever.
- We have been pleased with the positive feedback many of our new products have received (see pages 8 and 9).
- Finally, moving on to our latest innovations, we have been thrilled to hear that almost all of you have enjoyed excellent sales with the picnic sets, and for those who have this as a focus, with the Perpétue Christmas range in particular.

So, rest assured that the whole Opinel team is working to help you succeed in 2023.



Luc Simon et Gérard Vignello, Managing Directors

EVOLUTION OF THE FACTORY

In the previous Opinel Mag (no. 5), we explained that work was starting on reconfiguring our production workshops to give us the space needed to install new blade-milling and assembly machines for our knives.

Before we could do this, we had to make better use of our space by introducing new ways of storing our items in production. We have now done this: 7 x 7-metre storage towers have been installed to replace the previous static storage.



These storage towers are all connected to a centralised computer system and have been in use since October 2022 under the supervision of our Industrial Logistics department. As well as fulfilling the main objective of creating floor space, they have made it easier to track stock levels for items in production and improve accuracy.

With this key phase of our reimplantation project now complete, we can move on to the final stage, which involves moving our knife assembly lines and creating our large milling workshop in March 2023.

Antoine Claudel, Industrial Director

CSR POINT

We try to waste as little as possible in our manufacturing process.

We regulate the burning of the wood chips after shaping the handles, the energy released by the air compressors, and the heating used for the workshops and offices.

Furthermore, we work with specialized outside firms to verify that we comply with regulatory requirements. This means that air, water, dust and noise emissions, as well as energy consumption and waste, are measured regularly.

We also sort our waste. Our paper, cardboard, wood, scrap metal, scrap steel and plastic are 100% recycled or reclaimed.



THEY ARE OPINEL

Learn about **Amandine's** role as customer assistant.

Can you introduce yourself in a few words?

I'm a Client Services Assistant and I look after our relationship with clients in a particular sector. I manage client accounts, orders, input and integration through to billing, and also track overdue invoices. What's more, I share product availability and settle all disputes about pricing, hauliers and client satisfaction.

I work with various central buying services that monitor commercial operations more closely. I manage certain intellectual property issues, where I look for knives that have been modified, engraved or sculpted and put on sale. I'm often in contact with our law firm about trademarks, models and patents, as well as to renew them. I update items to add to our CRM and multimedia library. I manage bookings (flights, hotels, transfers, etc.) for business trips and trade fairs. Finally, I work in partnership with sales and management, and in close collaboration with other assistants on the team. My role has a lot of different aspects to it.



Can you sum up your job in a few words?

Sales administration is about organization and responsiveness. You have to be an expert at office tools. You also seem to need a good capacity for analysis and synthesis. The diverse nature of the roles means you end up with a broader and more interesting position.

What made you want to work at Opinel?

It's an iconic brand with solid values, and it's all made in France. I am a huge fan of the knives and a loyal brand ambassador. It's one of those brands everybody loves; everybody's got an Opinel story.

How did your friends and family react when you told them you were going to work at Opinel?

They were super proud! They all have at least one Opinel knife.

What values would you say that the company holds dear?

Simplicity, high standards, and it's definitely a people company.

Discover all the interview [here](#)

THE TEAM IS GROWING

Lauer Alicia - Assembly Workshop
Fernandes José - Steel Workshop
Aubouy Jérôme - Grinding workshop
Chapapria Marie - BtoB Department

Barry Alpha - Grinding workshop
Najtegaal Jorgen - Grinding workshop
Billiet Simon - Maintenance Department

AUSTRIA : HAUSA DUISBERG SHARE IS EXPERIENCE

Interview with **Kollerics Andreas**, head of Purchase.

Can you introduce us to the company HauSa Duisberg?

Since the beginning 140 years ago, Duisberg made its name as the specialist for top brands in Austria, Central- and Southeastern Europe.

Over the decades, the company established brands like Gillette and many more. Always looking for the most valuable partners, Duisberg started a very fruitful cooperation with Opinel years ago with the goal, making the brand stronger and enlarge business at the various channels. Based on structural considerations during the generational transition and to sharpen our idea of sustainability, European regionalism and design, we decided to transfer the Austrian Business to HauSa Duisberg at the end of 2022 under the lead of Mr. Ivan Saric. We are following our conviction, sharpening the profile and using our creativity and experience to find, additional to our important channels, new ways of business.

HauSa DUISBERG

Qualität aus Tradition – seit 1881

How long have you been working with Opinel?

We started our partnership back in 2011 with the wish, making every single Austrian happy with an own Opinel knife. We are on a good way.

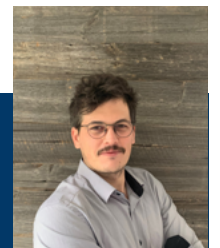
What is the knife that sells the most in Austria?

For sure, the Opinel No 8 is selling very well ! But, compared to other countries, an exotic is the winner : the Mushroom knife in all kind of packaging!



Does the history and the notoriety of the Opinel brand influence the sales on the Austrian market?

Yes, of course! The long term partnership allowed and allows us to build up the brand in a constant, successful way. Sustainability, historical story and close relationship with nature are main topics for Austrians. Quality to a reasonable price, made in Europe, this is what we are looking for. We made Opinel products to « Feel good » gadgets, thanks to the quality Opinel is producing. The end of the successful journey is far from in sight !



“

It is a great pleasure for me to work with the HauSa team. I met them all for the first time on the occasion of their 140th anniversary in Vienna. It was an opportunity to see how much tradition is a shared value between our two companies. For my second visit in May 2022, it was again a warm welcome in a friendly atmosphere. I was able to visit many points of sales in Vienna and talk with their team. Really pleasant! Now I am looking forward to welcoming them in Chambéry next February».

Jules Curtil, Northern Europe Area Manager

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CASSE-CROÛTE FESTIVAL

In late October, we took part in the first Casse-Croûte Festival in Chamonix. This hybrid festival celebrates gastronomy, wine, culture and nature, which is why Opinel participated. The event had over 1200 attendees.



Aurélien Ducroz x La Route du Rhum

Asad but convincing tale of the importance of always doing your best.

In early November, Aurélien Ducroz set off on the Route du Rhum yacht race. But after three days, having sailed 350 miles off the Spanish coast, he lost his mast in challenging weather conditions. This marked the start of a whole other adventure.

He found himself adrift for five days with makeshift rigging and buffeted by aggressive sea and wind conditions before he was able to reach A Coruña. But thanks to his strength of mind and drive, he overcame this challenging situation and is already thinking about his next challenges.



“First, we’ll need to try and work out why the mast broke. There are questions to answer. I also have to come to terms with the frustration of what happened. Blood, sweat and tears went into this project and this Route du Rhum. It was hard to see it all end so soon, although there are lots of reasons to be cheerful despite everything. During my first four days in the race, the conditions were challenging but I felt like everything was going well. Sleep, manoeuvres, etcetera were all going smoothly. I really felt I knew exactly what to do and where to go. I was moving at speed and tacking well. It was exhilarating. Things felt great and I was having the time of my life. So, all of that was obviously very positive. Now everything has to be made operational again. It’s a huge challenge, but we can do it, and we’re going to do it so I can go again next spring”, promised Aurélien Ducroz.

THE VOICE OF AMERICA



This past December, the Opinel USA team brought a pop-up to Chicago retailer, Northwestern Cutlery. During the event, customers and staff had the opportunity to discover a full collection of Opinel knives while tasting some local French cheeses.

Founded in 1972, Northwestern Cutlery is a third-generation family-owned business offering the finest cutlery and cooking tools to the Chicago area.

Customers were impressed by the depth of the Opinel line. Picnic+, Bon Appetit Table knives and Parallele Chef Knives were among the favorites. Opinel USA has committed to doing more events with local retailers with the goals to strengthen partnerships and raise brand awareness locally”.

Alex Delecroix, Director of Sales & Operations OPINEL USA

SALES ADVICE FROM...

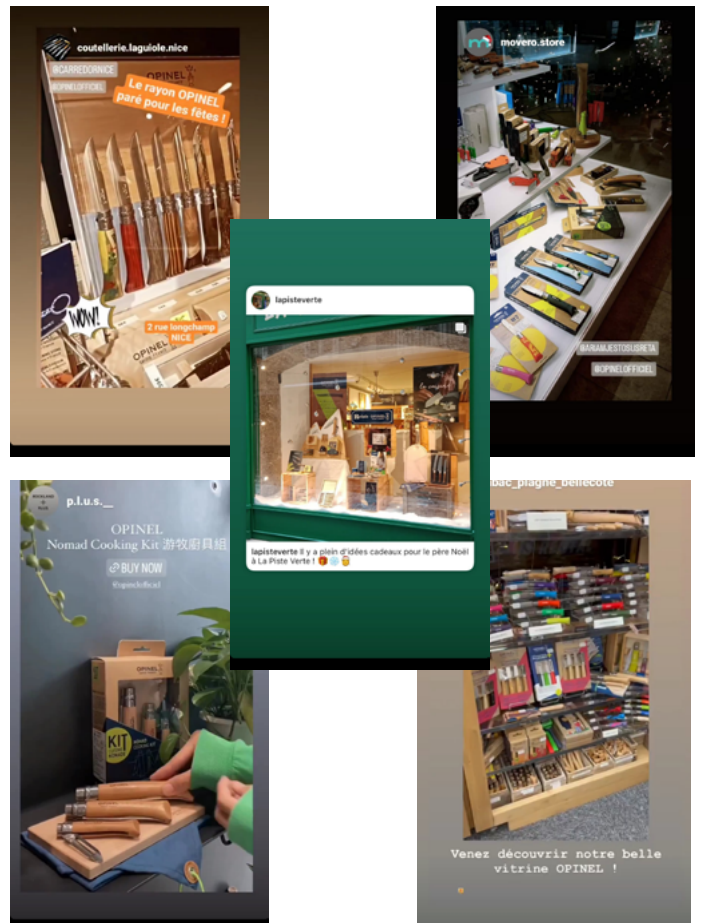
Frédéric Pautet, National Sales Manager

A store front with a message

Your store front is one way to communicate with clients and win them over. We have three seconds to catch the attention of passers-by. Your store front is a place to showcase your different products and tell clients about products and brands available from your store. This can encourage them to enter the store and ideally make a purchase. It is estimated that 30% or 40% of turnover is generated by a shop window.

With the arrival of the digital era, social media is a new way to tell your clients about the products they can buy from your store. We can now use our social media reach (133k followers on Instagram, 67k on Facebook and 8k on LinkedIn) to share your content and market your stores outside your usual catchment area.

Just post a story tagging us @opinelofficiel or send us your photos via direct message.



NEWS

MAINTENANCE KIT ✂

We can considerably reduce items' environmental impact by making them to last, and this aim is key to our product development strategy.

Because of its design and the materials used, an Opinel knife lasts for decades and can even be passed down the generations. All it needs is some maintenance. Our Maintenance Kit offers the consumer a solution to help them maintain their knife and make it last.

The kit contains:



Odourless easy-to-apply vegetable oil
Metal can 150 ml



Natural Pyrenean whetstone, fine grain, equivalent to 1000 grain, 140 x 50 x 14 mm



Microfibre cloth 200 x 200 mm

These 3 products are stored in a metal box.

Discover our video tutorial [here](#).



facette

The Opinel “Table” product offering has evolved considerably in recent years. We have added to our premium segment with the arrival of Facette. Designed by the BIG-GAME studio, Facette table knives are made in France and have a range of benefits to suit a variety of consumers.

The classic chic bistro lines work perfectly with any style or table for everyday use or when hosting guests. The handle features complementary materials and colours: two natural woods (ash and olive), stabilised wood (dark ash), and the new compressed-paper Vitter® eco-material, in white and slate. The Vitter® material feels soft and means the products can go in the dishwasher.

There are two types of blades: a smooth blade for a smooth cut and a resharpenable blade, and a micro-serrated blade for an effective cut that is maintenance-free exclusively for the slate Vitter®. This product is ideal for restaurants.

Facette is sold in a set of four units. For an original table look, we also have our Mix set (ash, olive, dark ash, white Vitter®).



Francoise Detroyat, Marketing & communication Director

NEWS

le petit Chef

kids cook with Opinel

To celebrate its 10th birthday, the Le Petit Chef set is now available in two new colours : green and blue.



LES essentiels du CUISINIER

The Primo set comes in three key colours for a sophisticated contrast.



N°08 le Savoyard

Opinel: the must-have souvenir from a holiday in the mountains. This is the new No. 8 Le Savoyard, which reflects where we are and where we come from.



Perpétue

Our Perpétue collection designed by BIG-GAME is made in Europe and has grown with four new steel dessert designs for puddings and coffee.

