

OPINELmag

N°08 - 2024
March

Global Compact

Partnership

Opinel USA on TV

News

...

L'ÉDITORIAL



A major milestone in Opinel's history.



The company has moved several times since 1890 to further its expansion, particularly its industrial development.

First, in Albiez-le-Vieux, Joseph Opinel moved from his father's workshop to his own.

The company then moved further afield to Cognin in 1917, opening a second workshop in 1973 in Chambéry, which is close by.

This was followed by consolidating the entire site in Chambéry in 2013 and several further expansions. And once again our industrial site was beginning to reach saturation point.

We have just signed an agreement to acquire a 20,000m² site directly opposite our current site. This major step forward will allow us to continue to invest industrially and give all our staff a clear view of the company's future, with probably enough capacity for many decades to come.

With the same aim of continuing to develop the company while respecting the values that are important to us, we will manufacture two new ranges in France from the first half of this year.

The Parallèle range of large kitchen knives and the range of sheaths that our partner has been able to establish in Savoy and even in Maurienne, the home of the Opinel family.

The company is continuing its development in line with the values that are close to the heart of the Opinel family and the company as a whole:

- maintaining industrial skills and expertise
- concentration on the cutlery business
- production in France
- respect for the environment

This issue also features new products and initiatives from our CSR policy.

Most sincerely.

Luc Simon et Gérard Vignello, Deputy General Managers

Factory development

Antoine Claudel, Industrial Director

Continuing the investments we have made recently to increase our production capacity 2023 was an important year for the handle production workshop area. The workshop reached near saturation point at the end of 2023 despite 3-shift machine operating schedule.

As a result, two new production machines have been ordered: one for the handles for table and kitchen cutlery and the second is for traditional locking knives.

At the end of November 2023, the new “F11” machine arrived in the factory, and we await the arrival of the second early in 2024.

This computer-controlled machine is capable of machining handles for “Office” and its variations, “Bon Appétit”, “Petit Chef”, “Peucheur Petit Chef”, “Office Parallèle” and “Parallèle” large knives.

Flexibility and productivity were our guiding principles in designing this machine, to give us every opportunity to provide our customers with the best possible service in terms of these products.

It went into production at the beginning of January 2024.

The «F11» machine in its final configuration



The cyclofilter installed in early 2024 will double our dust and chip extraction capacity



The next machine, the “F12”, will arrive in with us in February 2024.

This machine will meet the demand for N°08 handles initially, then will become multi-purpose so that it can be used for handles from N°06 to N°10.

In line with our values, we are focussing on local collaboration by working on these two projects with specialist machinery manufacturers in the Chambéry region.



These investments in production equipment have also necessitated a change in the scale of our chip extraction systems. These wood chips are generated during the machining of the handles. This new facility, which will come on stream at the very beginning of 2024, will allow us to look to the future with peace of mind, with a significant reserve of extraction capacity.

CSR news

Opinel makes a commitment to the United Nations Global Compact!

At the end of 2023, our application to join the United Nations Global Compact was approved. Opinel is, therefore, committed to changing its operations to integrate the Global Compact and its Ten Principles into its strategy, culture, and day-to-day activities.

These Ten Principles are derived from the United Nations' fundamental documents on human rights, labour law, the environment, and the fight against corruption. The Global Compact's ambition is to develop the global impact of business by respecting these Ten Principles and achieving the 17 Sustainable Development Goals (SDGs).

 Droits de l'homme	 Normes internationales du travail	 Environnement	 Lutte contre la corruption
Les entreprises sont invitées à promouvoir le respect des droits de l'homme dans leur sphère d'influence.	Les entreprises sont encouragées à intégrer et promouvoir les normes internationales du travail.	Les entreprises sont invitées à accroître leur responsabilité sociale à travers des initiatives respectueuses de l'environnement.	Les entreprises sont invitées à prendre des mesures efficaces pour lutter contre la corruption sous toutes ses formes.

The 17 sustainable development goals (SDGs)

 1 PAS DE PAUVRETÉ	 2 FAIM «ZÉRO»	 3 BONNE SANTÉ ET BIEN-ÊTRE
Éliminer la pauvreté sous toutes ses formes et partout dans le monde.	Éliminer la faim, assurer la sécurité alimentaire, améliorer la nutrition et promouvoir l'agriculture durable.	Permettre à tous de vivre en bonne santé et promouvoir le bien-être de tous à tout âge.
 5 ÉGALITÉ ENTRE LES SEXES	 6 EAU PROPRE ET ASSAINISSEMENT	 7 ÉNERGIE PROPRE ET D'UN COÛT ABORDABLE
Parvenir à l'égalité des sexes et autonomiser toutes les femmes et les filles.	Garantir l'accès de tous à des services d'alimentation en eau et d'assainissement gérés de façon durable.	Garantir l'accès de tous à des services énergétiques fiables, durables et modernes, à un coût abordable.

To find out about the other 10 objectives of the **Compact** go to : <https://pactemondial.org/>

They are Opinel

Let's meet **Céline Francois**, who has been at Opinel for three and a half years!

Can you introduce yourself in a few words?

I'm Céline, and I'm 44. I live in the Paris region with my partner and our 7-year-old daughter (and her 2 half-sisters part of the time).

We also have two little rabbits: Noirot and Pampinou.

I enjoy spending time with family and friends and do a lot of activities with my daughter, including cooking.

Can you tell us what your job entails?

I'm a key account manager. My job involves negotiating commercial contracts, product listings, catalogue communications and other media with central purchasing agencies.

On a day-to-day basis, I'm responsible for developing our customer portfolio and building loyalty, as well as seeking out new opportunities. I work closely with our sales force, communicating information that's important to them for their work in the field, with marketing for communication and product creation, logistics, accounting and, of course, the sales department.



I have a sales team that helps me keep track of files on a day-to-day basis. I also look after a number of shops in Paris, especially concept stores, and I organise trade fairs, including the Salon de l'Agriculture and Made in France.

If you had to describe your profession in just three words, what would you say?

Cross-functional, strategy, figures

What values would you say that the company holds?

In a working environment, I attach a great deal of importance to team spirit, benevolence and trust, and that's what I find at Opinel.

Opinel offers long-lasting, affordable products that are made with respect for the environment, and that's a real plus for me.

What is your favourite Opinel knife?

- Black oak for outdoor use
- Facette for table knives
- Chef Forgé for the kitchen

The team is growing

Czajka Vincent - Manager Maintenance and General Resources

Goutagny Louis - Maintenance Technician

Lujan Lopez Jessica - Customer Service Assistant

Jay Mathias - Wood Leader

Cleenewerck Romain - Toolmaker

Hussain Fahad - Operator

Mawuko Amen - Order picker

Seine Gaetan - Manufacturing Operator

Zagaglia Thierry - RS Rhône-Alpes

Margueron Antoine - QSE Manager

Gavin Mathieu - Operator

Hadjal Sami - Operator

Martin Mallaury - Customer Manager

AMBIENTE

Jérôme Le Cañec, Export Director

AMBIENTE is the leading international trade fair for household goods. It attracts visitors from all over the world, so it is a great opportunity to meet our distributor partners. Many of our European partners were present at the 2024 event, along with some from further afield, including Chile, Colombia, and the Middle East. We were exhibiting all our ranges on a very attractive stand, highlighting our latest innovation: the Barbecue set.

The feedback was very positive, despite lower attendance than last year, partly due to train strikes in Germany. The majority of our partners say that we are the fastest-growing of all the brands they represent. Our British partner, Whitby & Co., is one of the best examples, and we are the brand with the strongest growth. This is due to the attractiveness of the brand and the products as well as their investment in promoting our kitchen and tableware ranges, which has enabled them to broaden their customer base.



We strongly encourage all our partners to follow this example and implement resources and actions (trade fairs, press relations, etc.) to target this market. Fieldwork is the next step in following up on all the contacts made at the show. The forthcoming recruitment of zone managers will help to achieve this.

New partnership!

We are delighted to announce our partnership with Itzel Marie Diaz for the next two years. Itzel is a journalist from Savoy who lives in Lorient, Brittany, and has a passion for sailing. She is preparing for the Mini Transat 2025, a single-handed transatlantic race on a small 6.50 m boat. Over the next two years, she will be taking part in the qualifying stages for the start of this ocean challenge.

This partnership is a real pleasure, and we're proud to be equipping it and supporting it over the next two years.

You can find the full interview with her **[here](#)**.



THE VOICE OF AMERICA !

Alex Delecroix, Director of Sales & Operations

Opinel USA TV !

The challenge of having a large number of specialist shops in a large country like the United States led to the creation of a video channel. Our main objective in creating Opinel USA TV was to provide a convenient and easy way for our retailers and their staff to become more familiar with Opinel. Alongside this content, we provide brand and product information, as well as merchandising tips to inspire our retailers and increase sales.

To find out more: Link - Opinel USA TV (opinel-usa.com)



News

Françoise Detroyat, Directrice marketing & communication

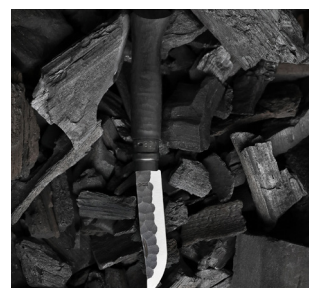
The Ambiente trade fair in Frankfurt at the beginning of the year gave us the opportunity to present the new products we have planned for the early spring to our international partners.

Following its preview launch at MAISON&OBJET, the barbecue set has once again proved popular with customers. It is the highlight of this spring's show and will be the subject of a showcase competition for our network of French and European retailers.

Other launches have also attracted a great deal of attention.

N°08 Forge

The limited edition ebony N°08 Forge was a big hit with visitors. This knife, produced in a limited edition of 6,000, combines two completely new components: an irregularly faceted ebony handle and a carbon blade forged from high-carbon steel for exceptional cutting performance and ease of sharpening. The raw materials and rough edges of N°08 Forge give it elemental, handcrafted poetry, playing with codes that are both primitive and luxurious to create a fascinating result. The knife is packaged in a specially decorated box and comes with instructions.



Sheats collection France

Another new product that reflects the company's values - made in France and respect for the environment - was particularly well-received. Our collaboration with our subcontractor of more than 10 years is changing. After starting production in China, our partner chose France as the location for their workshop, developing and updating their existing expertise by buying a sewing company specialising in bags for mountain and forestry professionals. This company, based in the heart of Opinel territory in Savoy, allows us to offer a collection of sheaths made in France. This French manufacturing process also goes hand in hand with a responsible choice of materials: the reclaimed leather comes from industrial leather scraps to which natural latex is added, the R-PET felt is made from recycled plastic bottles, and the high-quality leather comes from an Italian tannery using an environmentally friendly process. The new collection is made up of 5 five sheaths with simple, timeless lines designed by the BIG GAME design studio. Each sheath has a small tricolour flag to highlight its origin, and they can also be displayed in-store on a new rotating counter display to encourage additional sales.



Parallèle olive

This spring, the olive tree will take pride of place among the best-sellers in our Parallèle kitchen collection: the Trio, the bread knife, and the cheese set, significantly enhanced by the spectacular grain of this Calabrian wood. These new items will be available in early May. Great gift ideas for Mother's Day, Father's Day and the summer table!



Sylve Forks

We continue to celebrate wood with the new «Sylve» fork, a refined and classic accessory that echoes Opinel's design codes and is in perfect harmony with our wood collections. Table knives with wooden handles: Facette, Bon Appétit and Table Chic. Sylve forks are available in boxes of 12 for individual sale in three complementary species: light ash, olive and dark ash.

