

OPINELmag



Les Alpes by Opinel

People at the heart of industry

New arrivals :

Colorful

SPORTY   



Éditorial by Luc Simon

CEO

Dear customer,

Over the course of 2025, our entire management team set about defining our priorities for 2030.

Identity and mission

First of all, we took some time with the Opinel family to confirm the **identity** and **mission** that we propose to pursue as a company.

- To remain first and foremost a cutler (this is our core business, and we believe we can continue to offer new ranges that will be beneficial to all).
- Family-run and independent.
- An industrial company committed to manufacturing in France and respecting our environment.
- To offer sustainable products that can be passed on.
- Products for all the good times in everyday life, to help you discover nature and enjoy cooking and sharing meals together.

Our priorities

With a view to continuing to strengthen our business and our contribution, we have set ourselves three priorities for the next five years:

- To develop our employer brand, firm in the conviction that people will be at the heart of our success.
- To improve our service level, so as to be the best possible partner.
- To improve awareness of our brand and Opinel ranges throughout the world, which is necessary for our development both abroad and in France.

We want to continue to achieve all this with you.

Of course, product innovation remains a major means by which to boost our markets and embodying these values.

In this issue, you will find new ranges presented at the latest Ambiente trade fair in Frankfurt.

Best regards, Luc SIMON.

Factory evolution



***Developing industrial skills:
a structural commitment for the future***



Against a backdrop of profound change in French industry, the issue of expertise has become central. For a number of years now, manufacturers have been facing a well-known reality: the scarcity of trained technical staff, from machine operators to senior technicians.

The gradual de-industrialisation of the country, combined with an – albeit unjustified – lack of interest in technical occupations, has weakened the pool of skills available on the job market. For an industrial company committed to its expertise and the quality of its products, this situation represents both a challenge and a responsibility.

At Opinel, we have chosen to take action.

Making skills a strategic lever

Historically, internal knowledge transfer and mentoring have always been part of our industrial culture.

Our mastery of techniques, our detailed understanding of processes and our demand for quality have been established across multiple generations, through apprenticeships with experienced teams.

However, in the face of today's challenges, this dynamic needed to be structured, formalised and expanded.

About a year ago, we launched a long-term initiative to develop our industrial skills. This is a structuring mechanism that will become a permanent part of our organisation.

Its ambition is clear:

- to develop technical business skills,
- to empower employees,
- to improve the overall performance of our workshops,
- to secure our industrial expertise over the long term.

Process experts: catalysts for skills development

To support this approach, process expert positions have gradually been set up in some of the workshops, and these must now be developed further.

Reporting to production managers and working closely alongside them, these experts have a key role to play:

- defining the job descriptions,
- encouraging teams to develop their skills,
- supporting employees in their technical development.



» *A structured and demanding methodical approach*

1. Precise definition of expectations by business line

Each business line is analysed in depth, taking the following into account:

- specific technical skills,
- quality requirements,
- safety rules,
- organisational aspects,
- as well as other skills, such as IT.

This work led to the development of a skills grid for each profession, a common reference framework and a basis for progress.

2. Objectively assessing skills

Employees are then assessed against this grid to assess their achievements, identify their strengths and highlight areas for development.

3. Identifying and prioritising areas for improvement

On the basis of these assessments, the development points are identified and then prioritised by the production manager at the workshop level, in line with the operational challenges.

This step helps to align individual development and collective performance.

4. Implementing and providing support in the long term

Development actions take different forms:

- targeted in-house training,
- workplace simulations,
- support from process experts or workshop coordinators,
- ongoing evaluations to measure progress,
- identification of external training needs.

This approach favours hands-on learning, as close to the field as possible, to ensure that skills are permanently embedded.

» *Impact on both a human and an operational level*

A year after its launch, the approach is gradually being rolled out across all our workshops. It offers a range of benefits:

For employees:

- structured skills development with recognition of expertise,
- greater autonomy at the workstation,
- personal and professional development.

For the organisation:

- improving industrial performance,
- securing processes,
- more versatile teams,
- strengthening the quality and safety culture.

As well as operational indicators, this approach helps to restore the full value of technical professions, by affirming that they are at the heart of our industrial excellence.

Investing in skills to prepare for the future

Within an environment where industrial skills are becoming a strategic issue, we are choosing to develop them, especially in-house.

Training, transferring and structuring expertise: this is how we ensure the long-term future of our industrial facilities and the recognised quality of our products.

Antoine Claudel, Industrial Director

The team is growing !

Quentin FUMAROLA – Manufacturing Operator

Camille HEMMERLE – Accountant

Simon VIERGE – Area Manager

Tony ALVES – Manufacturing Operator

Mathieu BELINGHERI – Manufacturing Operator

Ali KOCAK – Manufacturing Operator

Robin NANTERME – Order Processor

Marianne STRAKA – Order Processor

Adrien CHRISTMANN – Quality Technician

Marie GALLARD – Manufacturing Operator

The new Opinel running club, bringing together employees from several departments, took part in the 10 km race in Aix-les-Bains on Sunday, March 29, alongside 7,000 participants of all levels.

In a friendly and sporty atmosphere, the team placed 8th out of 33 in the company ranking. A successful first participation that highlights the group's strong team spirit.





Can you introduce yourself?

My name is MWUKO GADOSSEH AMEN, and I'm an order processor in the customer service and shipping department.

Tell us about your background / how you came to be at Opinel.

I have a rather unusual background.

I did a BTS in international trade and then became the owner of a mini-business in Togo, the country in which I grew up.

I joined Opinel in 2022 as a temporary worker in the Shipping department, and was retained as a permanent employee in 2024.

Can you tell us about your job?

My role in the Shipping department is to prepare orders and parcels for dispatch around the world. We're at the end of the factory chain, but we're part of the Customer Service department, which means we meet a lot of people.



What do you like best about this job?

I like the fact that I get to work with different departments within the company as I get to meet lots of people. I'm an extrovert who likes to learn from others.

I also love the 'active' aspect of the job. My job allows me to move around a lot.

Is there a particular moment that has stood out for you since you started working here??

There was one situation when I arrived that stood out for me: it was the end of the month and on the final day we had a lot of orders to finish in order to reach our monthly sales target.

They are Opinel

Mwuko Gadosseh Amen

We worked together as a team, running all over the place right up until the last minute, and we managed to pull it off. It was like we were a family working towards the same goal. That's what has kept me here until now.

3 words to describe your job ?

Efficiency, mutual support and dynamism

Which is your favourite Opinel knife ?

It's the Picnic+ set. As a keen traveller and nature lover, I really appreciate this product.

CSR news



My name is Caroline Verger, and I'm a CSR officer on a two-year sandwich course at Opinel.

My role is to support the development of our responsible approach, contributing to the continuous improvement of our practices and mobilising our teams around CSR issues.

Today, we want to step up our commitment and are preparing an EcoVadis assessment. More than a simple assessment, this approach will enable us to objectively measure our performance (in terms of the environment, ethics, responsible purchasing, etc.), identify our strengths and areas for improvement and structure concrete actions for the coming years.



EcoVadis is a platform that helps companies assess their CSR risks, actions, impact and performance. It then enables them to better manage these issues and contribute to ESG compliance within their value chain, while supporting sustainable development objectives.

Export side

We recently tapped into the Mexican market, thanks to the Liverpool department store chain (the name of the port from which they began importing from Europe in 1847). The buyers met us at our booth at Maison & Objet in September and, thanks to the presence of our colleague Ben Quesnel in Mexico City on behalf of the US subsidiary, we were able to finalise our expansion. At the same time, Ben has set up two distributors, one specialising in Outdoor and the other in Indoor (kitchens, tables, grocery), who have started ordering direct from France. In this way, we are promoting direct sales without paying customs duties, whereas we were previously hit twice if we went through the United States.



Following my trip to Atlanta in January for a trade show, I was able to go to Mexico City to meet Ben and our new partners and confirm the potential of this market. Vamonos!

J rome Le Cainec, Deputy Export Director

News



Ambiente, focus on interior design

The Ambiente 2026 trade fair, held in Frankfurt from 6 to 10 February, attracted more than 145,000 visitors.

Our participation was a great success. As one of the world's leading consumer goods fairs, Ambiente provides an essential platform for brands such as Opinel to raise their international profile and assert their position within the sector.

It was a valuable opportunity for Opinel to present its latest innovations and new products to the market, while gathering important feedback from professionals and buyers alike.

Ambiente also represents a valuable opportunity to reconnect with many of our long-standing distributors and further strengthen our trusted partnerships.



Outdoor, the hub of innovation in outdoor sports

We will be taking part in the Outdoor show in Riva del Garda, Italy, from 17 to 19 May. This European trade show has long served as a benchmark for the international outdoor industry, and for more than 30 years has been the must-attend summer event for the sector.

First held in Friedrichshafen from 1994 to 2018, then in Munich in partnership with ISPO from 2019 to 2024, the Outdoor trade show took a break in 2025 but is set to return with even more energy this year in Italy, with over 250 exhibitors.

For Opinel, this is an opportunity to showcase our expertise and innovations to an audience of outdoor enthusiasts.

The OUTDOOR trade show is the perfect opportunity to present our adventure knives, such as the No.12 Explore and the Picnic+ set, but also - and perhaps most importantly - our new sports knives: the No. 09 Océan, the No. 08 Horizon and the neo7 Alpine; products that focus on functionality and durability.

It's also a great opportunity to meet European distributors, partners and media representatives, to strengthen our international presence and assert our position as a key player in French outdoor equipment.



Come and visit us at booth C20 in pavilion D!

New arrivals

A multi-universe, multi-target, and multi-price offering!

Sport range

MADE FOR THE ELEMENTS

08 horizon

The multi-sport outdoor pocket knife with a smooth 8cm blade and polyamide handle with whistle.

Available in three colours: Grey Khaki, Sand Orange and Black Mustard.



09 Ocean

The perfect companion for performance at sea, specially designed for boating and sailing.

It features a semi-serrated blade with a hook, and a polyamide handle with a whistle and scraper.



néo7 ALPINE

Was developed in collaboration with the Ecole Nationale de Ski et d'Alpinisme in Chamonix to meet the needs of alpine athletes.

It has a serrated blade, an Opiflex mechanism that holds the blade in place without jamming, and a polypropylene and cork handle with a whistle.



Screwdriver bit holder.



The Numéro 13

Designed as a gift item, the No. 13 Pencil Box showcases the knife with carefully considered presentation. It features an engraved handle and comes with instructions.



N°13

Le plumier

The voice of America

Morgan Huguet, Inside sales Coordinator

This winter, Opinel USA celebrated another milestone with the opening of its very first showroom in the United States, in Atlanta, withing AmericasMart Atlanta, in January.

This space offers American retailers a first-hand experience of Opinel's French craftsmanship, heritage and 'savoir-faire', bringing our knives to life in a way that was previously only possible overseas.

The launch marks a key moment for the US team, underlining Opinel's commitment to strengthening its presence, building relationships with its retail partners and sharing the tradition, quality and craftsmanship that define the brand.

Communication & Partnership

Nestled between lakes and mountains, Savoie is the birthplace of Opinel – an authentic land where craftsmanship, nature, and simplicity come together.

We had a simple idea: to create an online guide highlighting the artisans, chefs, enthusiasts and creators of Chambéry, Annecy, Chamonix and the Maurienne, through a series of articles.

“Les Alpes by Opinel” takes you on a tour of the Alps to meet the men and women who keep the spirit of Opinel alive, to help you discover our beloved region and celebrate the history of the Opinel brand.

The first two articles are already available on our **blog**!



We will be back soon with the chance to discover a new destination!

A little hint:



From the heart of our archives...

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The travelling exhibition: a new feature packed with old knives!

Opinel's well-hidden archives contain an extremely rich collection, bearing witness to the life of the company since its foundation: letters from the founder, centenary packaging, photographs, machine plans, catalogues and, of course, an abundance of knives.

To share this fascinating history and the richness of our production, we have selected a unique range of historic, rare and collectible items to create a travelling mini-museum.

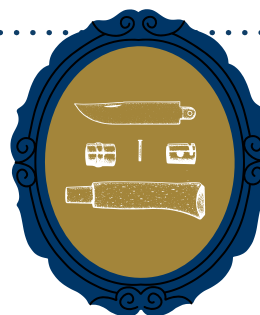


This nomadic exhibition features both vintage products - such as knives from Opinel's historic brands, razors and scissors, as well as old advertising and packaging - and more recent, iconic and rare limited editions. All in all, it's a great way for both connoisseurs and novices alike to discover the evolution of the brand.

a

heritage

to discover



The travelling exhibition will be offered **free** of charge to sales outlets that wish to host a part of our history for the duration of an exhibition.

Sara Wurtz,
Heritage Officer