

OPINELmag

« Your shop window,
your best salesperson »

New arrivals
to discover...

Communication & Partnership : meet *The Frenchie Gardener*



Editorial by Luc Simon

CEO

Dear Customer,

The turbulent political and economic context in France and in several other countries has not entirely spared Opinel, whether in the form of a slowdown in consumption in several markets, or through customs duties in the USA, to name but a couple of examples.

Our teams, men and women

As announced in the last mag, Markus Haid joined us on 10 June as Export Director. He has already met several of you, for example at the last Maison & Objet trade show.

Maxence Barral joined us on 13 October as Production Manager.

These two roles are absolutely key for Opinel, which has always sought to further its development both as a brand and as an industrial company.

From 6 October, we will also be welcoming Caroline Verger, a student on a combined work & study programme undertaking a two-year assignment dedicated to strengthening our CSR commitments.

It is also a desire that has been deeply rooted at Opinel for a very long time and which developments over the last 20 years have increasingly made a priority for our company and its employees.

Our customers and partners

In addition to the relationships that our sales team maintains with you throughout the year, Opinel was present at the Maison & Objet trade fair in Paris from 4 to 8 September.

We were delighted to welcome so many of you to join us.

And we're delighted with the response to our new products:

- The "Le Petit Gourmet" children's cutlery box set
- The Neeo6 black blade and ferrule
- The Cosmos editions.

Opinel was also present at the Host Milano trade fair from 17 to 21 October with a view to meeting up with customers involved in the hotel and catering industry.

Even if the current climate calls for vigilance, these initiatives and ongoing industrial investment mean that we can look forward to the end of 2025 and on into 2026 with great confidence.

We look forward to seeing you again soon, Luc SIMON.

Factory evolution

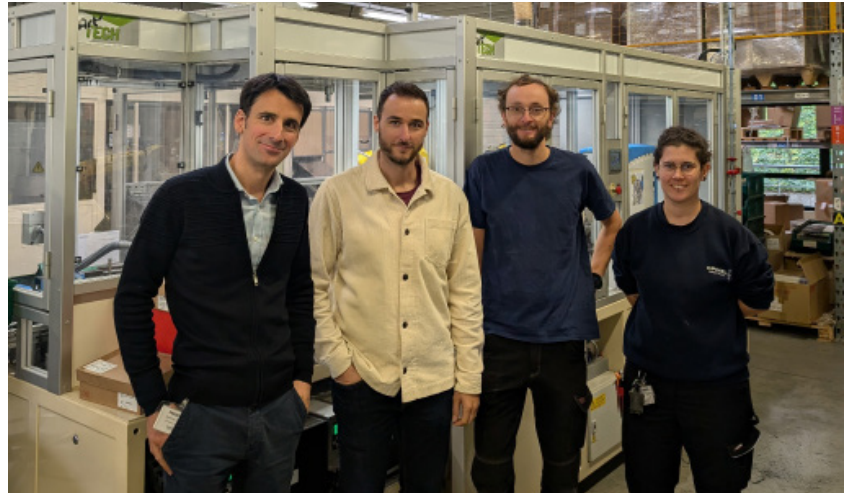
Representing a new era for the assembly workshop following its relocation in 2023, the workshop has seen the arrival of two new pieces of equipment since the start of 2025.

In January 2025, a new assembly line for our traditional folding knives was installed and commissioned, following a year's collaboration with the supplier based in Haute Savoie.

This new assembly line, named Line 6, joins the five already in operation. It has benefitted from the project team's experience with the use of the most reliable technologies, which have already been tried and tested on existing machines.

Line 6 has been dimensioned to assemble three sizes of knives, and currently two 'numbers' are produced on the line, No.08 and No.10, at an immediate rate of 600 knives per hour. There is still the possibility of adding an extra number to this line should this be required to meet our customers' needs.

Line 6 is fully automated, with two robots distributing the components onto two turntables for assembly, and a third robot extracting the assembled knives. Each of the turntables has a control system (one for the OPINEL marking on the handle and the other for the rivet) to guarantee the quality of the knives. The second piece of equipment was installed



in mid-July, following a year-long collaboration with the Savoie-based supplier. This equipment automatically loads components into the Line 3 assembly machine.

The loading principle was inspired by that of line 6, with two robots depositing the components in the

already boasted an output of 600 knives per hour, but it has eradicated the need for one manual station.

The arrival of these two pieces of equipment meant that the assembly workshop had to be reorganised in a number of ways.



existing line.

The addition of automatic loading has not altered the assembly line's performance, which



The selection of local suppliers has facilitated exchanges and enabled us to have machines tailored to our needs.

These two new pieces of equipment will enable us to increase our production capacity for folding knives while maintaining a stable workforce. They also aim to ensure that knife assembly can continue to take place in Chambéry.

I'd like to thank the entire multi-disciplinary project team for their investment and hard work, the production teams for their constructive feedback and our suppliers for the quality of the equipment. This teamwork has resulted in two reliable production tools, which are MADE IN SAVOIE and will enable us to assemble millions of iconic OPINEL knives.

Quentin Demarchi, Methods Technician

CSR news



Since March 2025, we have been a proud member of the 1% for the Planet® collective. In practical terms, this means that we donate 1% of the sales of our polymer range to approved environmental associations.

1% for the Planet® is a global network of thousands of companies and environmental organisations, working together to protect the planet and the people who live on it.

Today, it has more than 4,466 member companies worldwide and supports more than 7,265 approved environmental associations.

Committed to life and the planet

The team is growing !

Mathias BRYOIS – Process expert

Maxime BOUCHER - Manufacturing operator

Elvis FAFULOVIC – Setting operator

Markus HAID – Export director

Jérôme PELERIAUX – Opérateur de fabrication

Cyril JAGER – Junior project management

Pauline FACCHIN – Junior HR

Laurent CASTRO – Night team supervisor

Maxence BARRAL – Production manager

Caroline VERGER – Junior project CSR manager

They are Opinel

Anthony GABRIELE

Can you introduce yourself ?

My name is Anthony and I've been working at the Laser Engraving / Pad Printing workstation for 5 years, as a Laser Operator.

Tell us about your career path and what brought you to Opinel

Before joining Opinel, I worked for 10 years in the catering industry in several establishments in Chambéry and the surrounding area, then as a pastry chef. From 2020 onwards, there were several professions I wanted to explore. So I started out as a temp at Opinel, and I ended up staying here!

Can you tell us about your job ?

The laser workshop is not just a production area, as you might think. I work in collaboration with the BtoB department to create, adapt and produce the best possible engravings, to best meet customer requirements. For each knife, we try to ensure that the engraving is as perfect as it possibly can be and, of course, corresponds to the customer's wishes or to our standard catalogue.

How many knife engravings do you complete per year ?

It's hard to say, as it varies enormously from year to year. But engraving is becoming more and more popular, and my job is expanding all the time.

A favourite engraving ?

I particularly like the engravings that have a great deal of detail! That produced for the Air Force, for example.



What do you like best about your job ?

I love creating the graphics that are subsequently engraved on the knives. The whole 'creative' component is interesting and highly varied. Starting with an idea, I get to create a visual, edit it and see the final result on the knife. I also like to start from scratch, although this doesn't happen very often. My job is fairly varied, so I'm lucky enough to be able to work on a number of different projects.

If you had to describe your profession in just three words...

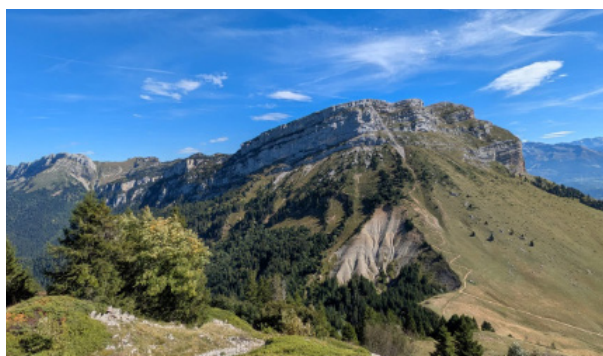
Exciting, Demanding and Rewarding.

Which is your favourite Opinel knife?

The No.08 Classic Beech for the different engraving possibilities it offers. I also really like the No.10 Shiori Brut de forge for its understated, elegant appearance and its unusual blade.



Export side



My name is **Markus HAID** and I was born in Salzburg, Austria. I studied international business in Innsbruck, Austria, then in Ottawa, Canada, before moving to France in 2005. I've been working in trade and export for 20 years now, in the outdoor sports sector in particular.

My mantra :

"If Plan A doesn't work, don't panic, the alphabet still has 25 other letters."

I love mountain sports - hiking, mountain biking and skiing - and ever since I arrived in France 20 years ago, the Opinel knife has quickly become a faithful companion on my adventures in the great outdoors.

So it was with great enthusiasm that I joined Opinel at the beginning of the summer. My first experiences with the company only reinforced the already very positive image I had of the brand.

By meeting with our customers in France, the United States, the Benelux countries, Austria and Germany, I was able to witness the great diversity of our distribution network - from delicatessens to sporting goods stores. But above all, I've been able to see how attached customers are to our brand and our products.

One of the highlights for me was getting to know our plant and our production teams. After working in a sector in which the majority of manufacturing was outsourced to Asia, I'm proud to be contributing to a company that promotes local, responsible expertise.

I would like to thank everyone for the warm and friendly welcome I received. It's a pleasure to be part of the Opinel adventure and to contribute to the growth of the brand and its international history.



News

The Maison & Objet trade show attracted over 50 000 visitors and brought together 2 125 exhibitors.

From 4 to 8 September, we took part in the Maison&Objet trade show in Paris, where we had the opportunity to present our new products for the end of the year and meet up with a large number of partners, professionals and attending delegates.

At this event, the Opinel team was decked out in blue in honour of our collaboration with the French brand Atelier Tuffery, which designed tailor-made jackets in the company colours. The team wore these un with pride!



We were also privileged to receive the Grand Prix de l'Image 2025 in the New Product category for our neo6 knife, awarded by Home Fashion News.

This prize recognises excellence in visual design within the lifestyle segment. This serves as great recognition for our work on this new model, designed to combine innovation, practicality and aesthetics.

Well done and many thanks to photographer Arnaud Childeric, from the Kalice agency, for bringing our new product to life.

Opening of a new Opinel shop in Chambéry

It's now official: the new Opinel shop has opened its doors in the heart of Chambéry, to the delight of Savoyards, and is now ready to welcome all you Opinel fans.

Come to **172 rue Croix d'Or in Chambéry** to discover all our collections: pocket knives, kitchen knives, table knives, children's knives, garden knives, etc.

It's the perfect place for enthusiasts, curious minds and travellers to discover or rediscover the world of Opinel.



The voice of America

Morgan Huguet, Inside Sales Coordinator

This summer, Opinel USA launched its very first U.S.-only edition: the National Parks Collection. Created in partnership with the organization Leave No Trace, the collection pays tribute to some of America's most iconic landscapes while supporting the protection of natural spaces.

Featuring designs by local artists inspired by Yellowstone, the Great Smoky Mountains, and the Grand Canyon, the project reflects both Opinel's heritage of craftsmanship and our commitment to responsible outdoor recreation.



This launch marks an important milestone for the U.S. team, highlighting Opinel's ability to honor tradition, celebrate artistic collaboration, and strengthen our connection to the outdoors.



News

Maison et Objet 2025 took place from 4 to 8 September in Paris. It was an opportunity to showcase the entire Opinel universe and present the new products that will be launched at the end of the year.

le petit Gourmet

Designed by Franck Fontana

This October, the Children's collection has been extended with the arrival of the Le Petit Gourmet children's cutlery set.

From 6 months to 7 years, mealtimes are all about little adventures: first movements, first victories, first habits. Consisting of a knife, a fork and a spoon, Le Petit Gourmet has been conceived to support these steps, combining comfort and fun with a view to developing fine motor skills, encouraging tidying up, and promoting independence...

Le petit Gourmet combines Opinel's DNA
- wood, functional simplicity and quality -
with a resolutely modern approach.



*It is rooted in tradition and yet
is also innovative.*



4 sets to please all little gourmets and help them learn : Olive green, Rain blue, Coral, Assorted colours.

A click, a game, a meal...

3 items of cutlery that can be stacked, are easy to store, and are perfect for teaching kids how to handle utensils. Perfect for little hands, they help children to grow up...

Recommended retail price : €39



Édition COSMOS

Look up and let yourself be carried away by infinity and mystery...

Every two years we call upon artists to come up with collections that really get you dreaming. For this 5th edition, we have created Cosmos, which evokes this universal fascination and the unspoken connection between us and the stars.

To finish off our iconic No.08 pocket knife, three artists explored the skies:

Asile

is an artist and illustrator, and the creator of a cheerful, colourful world populated by plump characters. His illustration speaks of the balance and harmony between day and night, imagined not as a duel but rather as a complementary duo.

Prix public conseillé : €42

8 200 of each model produced, design applied to the hornbeam handle using the sublimation technique.



Benjamin Jeanjean

is a visual artist and tattooist who likes to combine black humour and contradictions in his work. His illustrations explore the cosmos through geometric motifs in which tradition and modernity intertwine.

Prix public conseillé : €46

DALKHAFINE

is a multidisciplinary artist who has created a colourful universe. His illustration celebrates the constellations of the Tiger and the Mermaid, combining power and a delicate touch.

Recommended retail price : €42

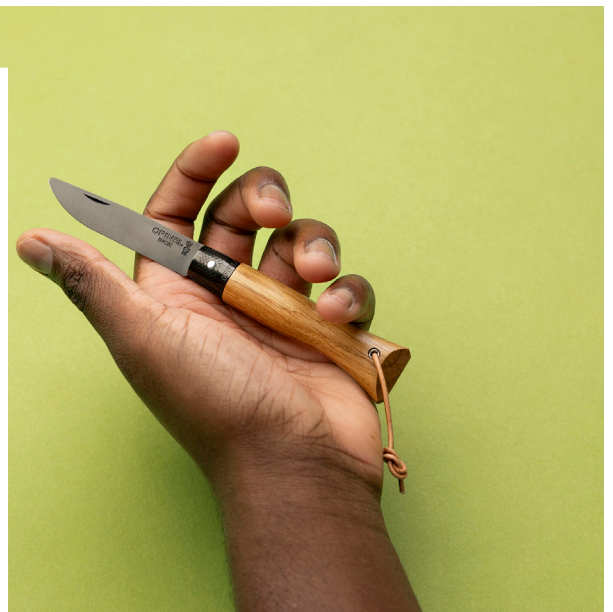
néo6

OPIFLEX®

Following its launch in March, the Néo6 range expands with a new model — still easy to carry, durable, and elegantly designed: the Néo6 Oak Black.

This version features a handle made from oak wood sourced from French forests, paired with a black blade and rotating collar, thanks to a sleek PVD finish. Compact and lightweight, it is equipped with the Opiflex mechanism, which reinvents the pocket knife experience by keeping the blade securely in either the open or closed position — without locking it. Modern and refined, the Néo6 Oak Black makes a perfect gift idea as the holiday season approaches.

Recommended retail price : €35



Françoise Detroyat,
Marketing et Communication Director

Sales advice

Lacking the time or inclination to attend to it, or because it's not always easily accessible, we sometimes tend to neglect our shop window.

However, there are many reasons why it is essential that we devote time to this silent seller.

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The shop window, your best salesperson!

To attract attention

It's the first point of contact with your customers and it simply must make an immediate impact. Studies into consumer behaviour show that you have 3 seconds (sometimes less) to capture the attention of passers-by.

In the same way, refreshing the content of your display is crucial, as a “static” shop window will quickly lose all its power of attraction. Ideally, it should be redesigned every 15 days to 1 month. The aim, of course, is to bring “ordinary passers-by” into the shop and convert them into potential customers.

To show who you are

Your shop window should say as much as possible about your shop: your identity, your positioning, your professionalism.

You announce your style, the quality of your product offering and the atmosphere of your shop in a clear and understandable way to a passer-by - who may be in a hurry.

This gives you the opportunity to stand out from the competition. Whether you're on a high street or in a shopping centre with lots of shops, a good shop window will be a crucial differentiator in encouraging passers-by to come to you... rather than go somewhere else.

To encourage purchases

It's a question of staging and dramatising your offer, by telling a story or creating an atmosphere designed to generate an immediate desire.

For example, you can link the promotion of your best products or new products to an event or a season.

To communicate

Your shop window will also be the ideal place to inform your customers about promotions, sales or the launch of new collections.



The few studies carried out in the field of retail and merchandising confirm the effectiveness of an attractive shop window.

It is estimated that regularly improving the attractiveness and dramatic appeal of the shop window can generate significant increases in in-store traffic (in some cases by between 20% and 50% or more) during high-impact campaigns or major changes.

This is also confirmed when we observe the trend in spontaneous awareness of shops that endeavour to renew their window displays regularly and frequently.

Some people view the shop window as a genuine marketing investment,

often generating an excellent return on investment.

Consumer surveys show that, for more than 20% of these, the shop window is the preferred medium because it is “tangible” and “avoids irritating customers”.

A good window display (= attractive and frequently refreshed) is therefore the most profitable advertising medium for a shop.

Of course, some markets are more sensitive than others, with Luxury and Fashion considered to be the most impacted by the quality of window displays, whereby their primary role is to sell a dream, tell a story and serve the image of the brand.

Next come local and independent retailers, whose shop windows are their primary - and sometimes only - advertising medium.

This is followed by specific services or products (pharmacies, agencies, banks, etc.) whose shop windows are designed more to inform and communicate than to encourage immediate purchase. And finally, the sector that is least sensitive to the quality of shop windows is mass retailing (hypermarkets and supermarkets), whose appeal is essentially based on price.

To sum up, the more the product is sold as an impulse purchase, the more the quality of the window display will serve as a direct and essential sales lever.

All the more reason to continually tend to this silent, efficient and active seller.

Frédéric Pautet,
Sales Manager France

Communication & Partnership

Patrick Vernuccio, also known as The Frenchie Gardener, is a French content creator with around 2 million followers across all platforms (Instagram, Facebook, YouTube & TikTok). Passionate about urban gardening, he is the author of several practical guides designed to inspire city dwellers to grow their own vegetables — even in urban environments!

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I've been gardening for six years now - first on a balcony, then in a real garden - and Opinel has been with me on all these adventures. For me, Opinel is much more than a brand: it's a symbol of French heritage, a guarantee of quality, authenticity and expertise. It's a story that spans generations, and one that has been able to renew itself brilliantly over the years, launching innovative products while respecting its traditions.

For me, the Frenchie Gardener, working with a French brand of this stature was an obvious choice. When I discovered the garden range, it was love at first sight! I'm proud of this collaboration and of being able to share the French expertise that inspires me on a daily basis with the rest of the world.



Good pruning shears are a gardener's best friend. But like any tool, they require a little care and attention to make them last. Over time, soil, moisture and sap can allow rust and dirt to accumulate. but throwing them away is simply out of the question!

In my latest Reel, I share a simple tip: a bath in white vinegar, a night's rest, a quick brush... and your tool will enjoy a new lease of life.



With Opinel pruning shears, you can even take this one step further: they are easy to dismantle meaning you can clean each part, sharpen the blades with a whetstone, then apply a drop of oil to protect the wood – thanks to the Opinel maintenance kit. The result: a clean, precise cut and tools that last.

A simple, eco-friendly and effective ritual that will prolong the life of your gardening companions and make every job in your vegetable garden even more enjoyable and sustainable!