N°13 - October 2026

OPINEL mag

Company Highlights



"A First International Meeting

Art Comes to the Factory Walls"

Editorial by Luc Simon

- managing director



Despite a turbulent economic climate that is significantly affecting confidence among businesses and economic stakeholders, Opinel, although far from immune to these challenges, is expected to achieve a fairly solid performance in 2026.
This confirms the resilience of our company and the strength of our brand, our industrial capabilities, our history and our products.
We build this resilience day after day, alongside our many partners.

We simply want to say THANK YOU.
To our employees.
To our industrial partners, suppliers and subcontractors.
To our service partners, transport providers, IT specialists, HR and financial service providers.
To our product development partners, R&D teams, designers and those who help raise awareness of our products (journalists, PR agencies).
To all our retailers in France and around the world.

Although we strive every day to be the best possible partner, we know that there is still room for improvement in many areas, starting with improving our service levels.
We also know that nothing can ever be taken for granted and that we can achieve even more together.
This gives us the energy to keep moving forward with all of you.

We want to pursue this growth while respecting the environment and strengthening our commitments.
This is an additional challenge that is also at the heart of our values.
We will discuss this in the next issue.

Until then, we wish you all a wonderful end to the year.

Sincerely, Luc SIMON.



Factory Updates

Installation of Evaporative Air Coolers

Periods of extreme heat have become an increasing challenge for our production workshops. The summer of 2026, which was particularly hot, demonstrated this once again. In response to this trend, Opinel has been implementing a programme over the past several years to sustainably improve working conditions for its employees during the summer months.

A Project Launched in 2024



The initiative began in late 2024 with the installation of the first evaporative air cooler in the new ring stamping workshop, created as part of the Bauges extension.
In 2025, the shaping workshop was also equipped.
The programme reached a new milestone in 2026 with the installation of several units covering the grinding and assembly workshops, as well as part of the shipping area.

The rollout will continue in 2027 to gradually extend coverage across our workshops.

Cooling Rather Than Air Conditioning

To carry out this project, Opinel opted for evaporative cooling, a technology particularly well suited to large industrial spaces.
The principle is simple: outside air passes through moistened panels. As the water evaporates, it absorbs some of the heat, allowing cooler air to be supplied to the workshop. The aim is therefore not to fully air-condition the buildings or maintain a precise temperature, but to create more comfortable conditions in targeted work areas and at specific workstations.
This technology offers a good balance between cooling efficiency, energy savings and improved working conditions. As it consumes significantly less energy than conventional air conditioning, it is also consistent with the company's CSR commitments.



Adapting Our Workshops to Tomorrow's Conditions

These investments are significant but necessary. They respond to lasting changes in our working environment. As periods of extreme heat are expected to become more frequent and intense in the coming years, gradually adapting our buildings and equipment is becoming essential.

Through this multi-year programme, Opinel continues to pursue the same ambition: to modernise its industrial facilities while making tangible improvements to the working conditions of those who use them every day.

Ensuring Continued Production of No. 13 Rings

Our commitment to local manufacturing and to our customers drives us to continuously improve **efficiency and safety** in our production processes.

Our **No. 13 knife** is a good example of this: we have updated its manufacturing process to ensure that production can continue here in Savoie. The rotating and fixed rings for the No. 13 had been produced for several decades using a press that was over 50 years old. The team worked to move production to a more modern stamping press.



This change has helped reduce certain costs, but above all, it has improved employee safety in this area: machine safety standards have naturally evolved considerably over the past 50 years! Beyond ensuring the long-term production of these components in Chambéry, the project has also reduced the number of manufacturing steps by combining several operations into one, resulting in **improved productivity** and consistency.



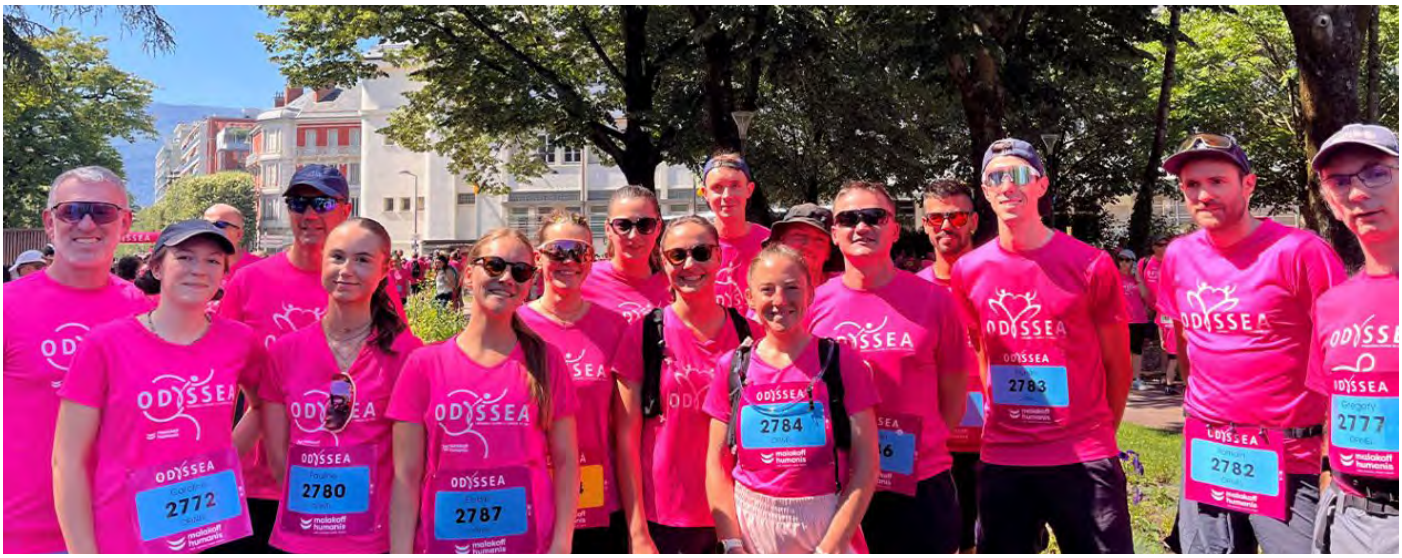
As this press is already used to manufacture other rings, the teams are familiar with its operation, making it easier to use and reducing training requirements.
We would like to recognise the extensive work carried out first by **Gaétan DAGALLIER** and then by **Cyril JAGER,** our two most recent apprentices in the Industrial Methods Department, as well as **Mathias BRYOIS**, our technical expert in this area, who all contributed to the successful completion of this project.



Antoine Claudel, Industrial Director

Highlights

The Odysséa Run



On Saturday 23 May, the Opinel teams took part in Odysséa Chambéry for the third consecutive year, as the event celebrated its 20th edition.

This anniversary edition saw record participation, with impressive figures reflecting a remarkable show of solidarity:

13,100 participants **€136,500 raised**

The funds will be donated to three local organisations working in **cancer research, patient support and prevention.**

It was a wonderful day of solidarity and togetherness, and we are proud to have contributed to it!



The Mural

In July 2026, an artistic mural was created on one of the walls of our factory.

A wonderful way to showcase our craftsmanship, our history and our passion for creativity through an original and colourful work of art.

Created by Medianeras, an artistic duo, the mural brings a new artistic dimension to our production site. It illustrates the meeting of two worlds: art and craftsmanship, where creativity, precision and attention to detail play an essential role.

A project that brings tradition and modernity together while celebrating Opinel's identity and values.



* François Opinel with the Medianeras artists

Interview with the Artists:

What is "Medianeras", and who is behind the name? Could you introduce yourselves and describe your artistic vision in a few words?

MEDIANERAS is an Argentinian artistic duo made up of Vanesa Galdeano and Analí Chanquia, now based in Barcelona. We have been working together since 2015, mainly focusing on mural art and art in public spaces.
Our work stems from the relationship between space and form. We explore portraiture, perspective, light and anamorphosis, and we are particularly interested in how an image interacts with its surroundings and changes depending on the viewpoint from which it is observed.
For us, perception, identity and beauty are never fixed. That is why we aim to create open-ended works that leave room for different interpretations.

What are your sources of inspiration, both in general and for this particular project?

Our main source of inspiration is usually the location itself: its architecture, scale, perspectives and the way people move through the space.

For Opinel, we wanted to highlight the craftsmanship that has shaped its history, as well as the act of sharpening a blade. The sparks produced during this process gradually turn into lines and light, before finally becoming the mountains of Savoie, creating a connection between knife-making and Opinel's home region.



How would you describe Opinel in three words?


Tradition
Creativity
Precision
”

The Mural

The structure of the factory itself also determined the horizontal layout and direction of the composition. We wanted to create a work that was not simply an image painted on a wall, but one that responded to and interacted with the characteristics of the surrounding space.

How did this project come about?

Éternelles Crapules invited us to create a mural for Opinel at its factory in Chambéry.

From there, we began exploring the company's history and manufacturing process in greater depth. Using the photographs, videos and documents we were given, we developed a concept that focuses not only on the knife itself, but also on the work and craftsmanship involved in making it.

The design then evolved through discussions with Opinel and Éternelles Crapules. In particular, we adjusted the sharpening gesture and certain details of the knife to ensure the artwork accurately reflected the actual manufacturing process.



How long did the project take, and what were the different stages?

The project developed over several weeks, involving research, design, sketches and adjustments to the concept. Painting the mural in Chambéry took us around ten days.

Before we start painting, we are very precise about dimensions: we measure the entire surface and determine the exact position of each element. In this particular case, we also incorporated certain features of the factory façade into the composition, including the ventilation unit in front of the wall and the texture of the metal cladding.

Painting the mural coincided with several particularly hot days in Chambéry. We therefore worked mainly in the mornings, taking advantage of the shade cast by the factory during the hottest hours of the day.

Did you know Opinel before this project? If so, do you have a particular anecdote or memory associated with the brand?

Yes, we already knew Opinel as an iconic French knife, but this project allowed us to learn much more about its history and the company behind the brand.

We were particularly interested in discovering the special editions and collaborations with artists. We really appreciate the way Opinel combines tradition, design and new ideas, while maintaining its attention to detail and strong family identity.

After this project, our perception of Opinel knives changed, and we ended up becoming big fans of the brand.

How would you describe Opinel in three words?

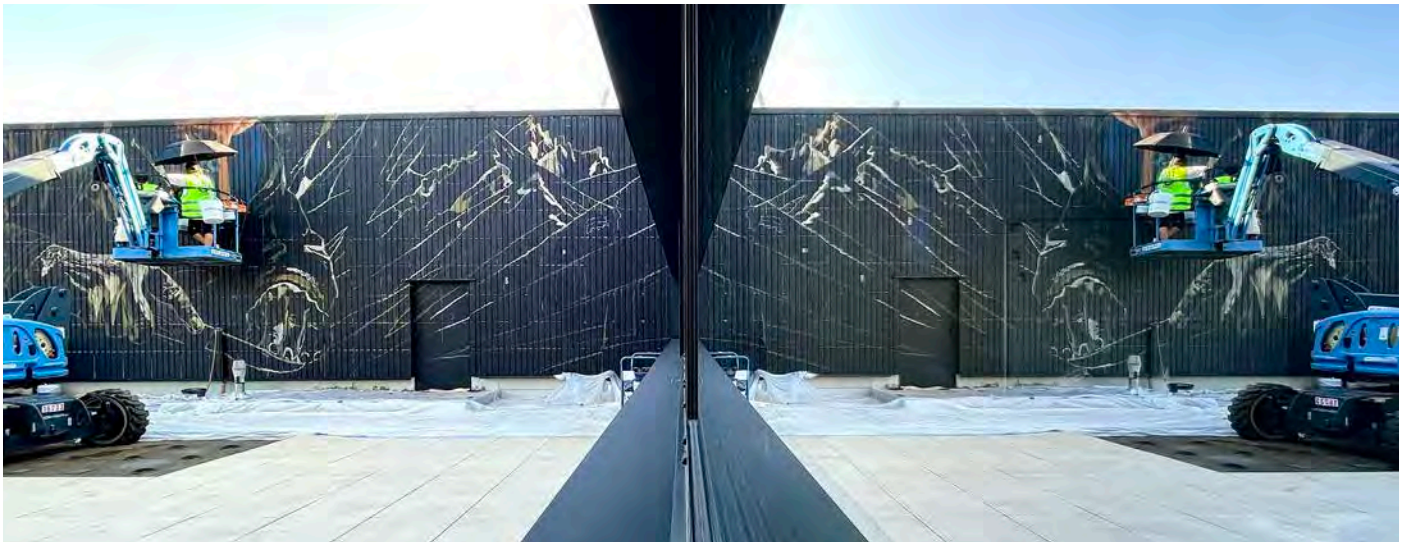
Tradition, precision and creativity.

Tradition, for its family history and craftsmanship; precision, for its attention to detail and quality; and creativity, for its ability to evolve without losing its identity.

Which is your favourite Opinel knife?

What a great question! After working on this mural, we became big fans of Opinel knives. We particularly like the No. 05, especially since discovering that Picasso used this model to carve small figurines.
We love the idea that an everyday object, however small, can also become a tool for artistic creation.

We are also very fond of the classic No. 08: simple, recognisable and iconic.



Our Team Is Growing!

Opinel Through the Years



Staff photo -1920



Staff photo -1955

Julien BOURJAILLAT : Team Leader

Marion CHEVALLET : CFO

Bertrand LIORET : Workshop Manager

Virginie MARC : Team Leader

Emeric PORTIER : Machine Operator and Setter

Clément FLORET : IT Technician

Jason BAYER : Production Operator

Carine LAUWERS : Customer Service Assistant

Manny JEAN-PROST : Production Operator

Elise COMBEY : Production Operator

Thomas TIXIER : Production Operator

Orlane JOGUET : Trade Marketing and Brand Experience Officer

Camille MARTEEL : Export Sales Development Assistant

Emma TERRO : Communications Apprentice

Walid KHATER : Maintenance Apprentice



Staff photo -2026

News from America

Ace Fall Convention

In September, the Opinel USA team attended the Ace Fall Convention in Orlando, Florida, for the first time. The event brought together more than **5,800 Ace Hardware stores** from across the United States.

Ace Hardware is a cooperative network of independently owned hardware and DIY stores, offering a wide range of products for the home, garden, tools and outdoor activities.



* Alex & MaryLynn

The convention gave the Opinel USA team the opportunity to meet numerous retailers, showcase the brand's collections and strengthen its relationships within the Ace Hardware network. A successful first appearance and another step forward in Opinel's **development in the US market!**

Morgan Ward, US Inside Sales Coordinator

International Meeting

Day 01 / An Immersive Experience

The First-Ever Opinel International Meeting: A Landmark Event for Our International Development

In June, we experienced an unprecedented event: our very first Opinel International Meeting. Over two days, we had the pleasure of welcoming 16 of our largest international partners, representing 16 different nationalities and a total of 29 people, for a fully immersive experience in Opinel's home region, combining heritage and ambition.



The first day was dedicated to following in the footsteps of the Opinel family along the traditional **Opinel route**, rediscovering our history.
This was far more than a simple visit: the journey became a real adventure. At each stop, participants took on challenges featuring new products from our sports range, earning a knife component at every stage.

After **visiting the museum**, everyone had the opportunity to assemble their own iconic folding knife by hand at the forge workbench. This memorable experience, centred on the transmission of craftsmanship and expertise, offered our partners a fully immersive journey into the brand's heritage, from its legendary origins to the finished knife they could take home.

Day 02 / Vision 2030

Beyond the workshops and visits, the event was also a wonderful opportunity to **connect on a personal level**, as each international partner brought a taste of their culinary culture to the heart of the French Alps.We shared these flavours from around the world with all our administrative and production teams, turning our break rooms into spaces for a truly international buffet.



We dedicated the second day of our sales meeting to sharing our ambitions and presenting our Vision 2030. To achieve this, we organised several workshops so that representatives from each of our key markets could share their sales and marketing challenges. These discussions gave our partners the opportunity to get to know one another and realise that they often faced the same challenges, even though they had previously thought they were dealing with them alone.

It was important to us to take our 29 guests on a journey into the past before looking towards the future. Even 136 years after the creation of the first Opinel knife, remembering where we come from remains essential to understanding where we are going.

Ultimately, the event here in Chambéry was filled with emotion, meaningful exchanges and discoveries. This first International Meeting demonstrated the strength of the bond between Opinel and its partners around the world. Given the unanimous enthusiasm and overwhelmingly positive feedback from these two days, one conclusion is clear: this groundbreaking event was only the first of many.

See you in 2028 for the next edition!

Camille Marteel, Export Sales Development Assistant



The **Juste Duo** brings together two essential knives to accompany you in all your food preparation.

The **paring knife,** compact, precise and easy to handle, is ideal for everyday tasks such as peeling, trimming, cutting and preparing ingredients that require a delicate touch. Its short, pointed blade provides excellent control.

The **Santoku knife**, inspired by Japanese tradition, is the perfect partner for more substantial food preparation. Versatile and practical, it allows you to slice vegetables, finely chop herbs, cut meat and prepare fish with precision. Its wide blade also makes it easy to scoop up and transfer chopped ingredients.

The Juste Duo covers 95% of everyday kitchen tasks!

Together, these two knives complement each other perfectly, combining precision, comfort and efficiency to meet all your kitchen needs.

From chopping vegetables to preparing meat and fish, as well as fruit and aromatic herbs, these two knives are enough to handle almost any kitchen task.


16 cm
9 cm
An **ergonomic V-Grip** handle made from reinforced recycled polypropylene.
OPINEL
Juste
Just what you need
16 cm
6.3"
9 cm
3.5"
made in France

Communications & Partnerships

This year, our communications and partnerships have been marked by exciting discoveries, inspiring collaborations and several key moments that have helped strengthen Opinel's visibility and brand awareness.

Sport & Outdoor: Authentic Collaborations

Wadeck Gorak: An Exciting New Partnership for Opinel

In 2026, Opinel began collaborating with Wadeck Gorak, a professional freeride skier from the Southern Alps and winner of the 2019 Xtreme Verbier competition. Also a filmmaker and founder of the South Line Series, he shares Opinel's strong values of mountain culture, authenticity and adventure.

This partnership has resulted in several videos shared on social media and will continue in 2027 with new content combining mountain adventures, cooking and family moments. Opinel will also be present at South Line Series competitions, further strengthening its visibility within the outdoor community.







Pilgrimage: A Partnership at the Heart of Adventure

For the past three years, Opinel has been an official partner of Pilgrimage, an event that brings together trail running and cycling enthusiasts from around the world on the trails of the French Alps. Far from being competitive, this shared adventure focuses on discovery, connection and enjoying time together.

In 2026, two events marked the year:

-28 June to 3 July: the first edition, dedicated to trail running.
-September: a second edition, dedicated to gravel cycling.

A partnership that perfectly reflects Opinel's DNA, placing nature, adventure and shared experiences at the heart of its values.

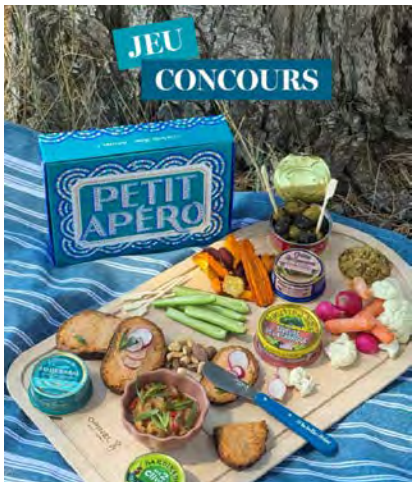


When Brands Bring Their Worlds Together

This year, several giveaways were organised on our social media channels in collaboration with well-known brands such as Mobalpa, La Belle-Iloise, Tormek, the High Five Festival and **Hysope.**

These successful collaborations helped introduce our brands to new audiences and strengthen our connections with our communities.







Events: Opinel in the Spotlight

At the Maison&Objet trade fair in September 2026, Opinel received the **Grand Prix de l'Image** award in the Tableware category, presented by HOME FASHION NEWS OFFICIEL.

This prestigious recognition celebrates the presentation of our **Bon Appétit!** collection, refreshed with new colours designed by **Bente Elmer** and beautifully showcased through **Aurélie Jeannette's** photography.



CSR

Our Commitments, Our Actions, Our Progress

Corporate Social Responsibility (CSR) is an integral part of our approach and our commitment to acting more responsibly. Discover our CSR report on our website, in the “Our Commitments” section.

As part of the Mai à Vélo Challenge, Opinel teams enthusiastically came together to promote more sustainable mobility and encourage cycling for everyday journeys.

Throughout the challenge, a total of 1,632 km were covered by bicycle, helping to avoid approximately **32.8 kg of CO2e** emissions.

Thanks to this collective effort, Opinel **ranked 7th** among participating companies in Chambéry!

Caroline Verger, CSR Project Officer





The People Behind Opinel

Luce Bouterige

“I feel like I solve a problem for every customer by offering them exactly what they were looking for, even if they didn’t know it.”



Could you introduce yourself?

My name is Luce Bouterige. I was born in Thiers, a town renowned for its knife-making heritage, in 1968 (I’ll let you work out my age), and I’ve been the manager of the Opinel store in Lyon since it opened. I come from a family of knife-makers: both my brothers work in the trade, and my grandfather was also a knife-maker between the two World Wars. However, I originally worked as a communications manager.



Tell us about your career and how you came to join Opinel?

My husband Gérard and I were business partners in a knife shop selling multiple brands that we opened in 2010. We really enjoyed running the shop, but Gérard was ready for a well-deserved retirement.

We therefore sold our business to Opinel in 2024 to create this new store. I was offered the opportunity to manage it from the day it opened.

Could you explain what your role involves?

Part of my job is, of course, to sell the products in our range as effectively as possible. But a large part of my role also involves administration, including accounting, human resources and managing the day-to-day operational needs of the store.
I also try to organise events and maintain a positive image of the brand. I am involved in a local retailers' association and the Tourist Office, as I want to contribute to the life and vitality of the city.

How has the Opinel store been received in Lyon?

Quite well! The transition went smoothly, and fewer and fewer people miss the old shop. Above all, local residents and tourists are discovering the full breadth of our product range, which is very rewarding.

Which is your favourite Opinel knife?

The most Lyonnais of them all: the No. 10 with corkscrew! With this knife, you can enjoy good food and good wine!



Which Opinel knife sells best in the store?

The classic No. 08, of course! But I also make a real effort to promote our kitchen and table knives.





What do you enjoy most about your job?

Without a doubt, interacting with customers.

I strongly believe that customer loyalty comes from having welcoming, caring people who know how to listen. Local retail allows us to build genuine relationships, sometimes over many years.

I feel like I solve a problem for every customer by offering them exactly what they were looking for, even if they didn't know it.

Do you have a memorable Opinel story?

Several years ago, a customer gave me a No. 01 knife that he had found in his attic. He didn't want it and couldn't see any use for it. I was delighted with the gift. Unfortunately, it has now become a painful memory because I lost it when we moved the shop, and I still feel terribly guilty for not having taken better care of it.
Whenever I come across an old box, I think it might be inside. I still hope that one day I'll get my (crowned) hands on it again…



What qualities are needed for this job?

Enjoying interacting with people, being organised and bringing energy to everything you do.

From the Archives

1926: One Factory Destroyed, Another Reborn



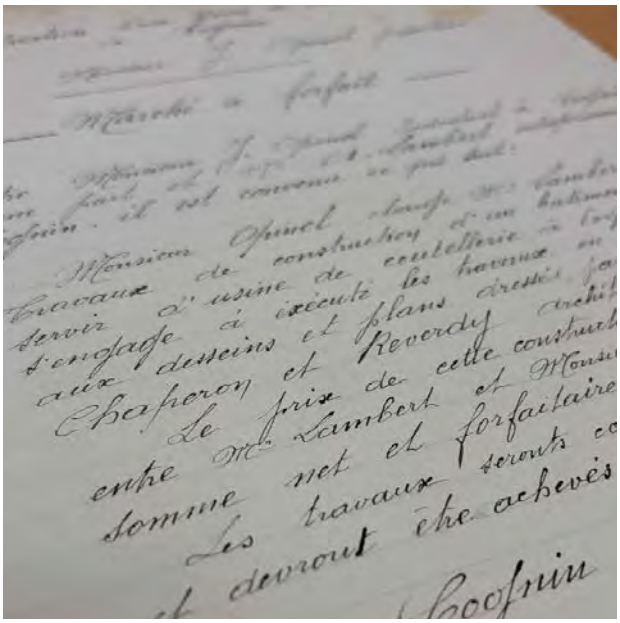


Today, the company archives hold several documents that bear witness to this event: correspondence with equipment manufacturers, electrical installation plans, letters from suppliers, and a letter from Joseph Opinel to his customers informing them of the situation:

> *“As you have no doubt heard, a devastating fire has completely destroyed my factory, and much of my equipment is now entirely unusable.”*

Excerpt from the letter sent by Joseph Opinel to his customers following the fire.





* Opinel's Swiss retailer, Mr René Boch, announces the construction of the new factory to his customers.

In the same letter, he reassured his customers that he would still be able to supply them with knives, as his stock had fortunately been spared by the flames.

Joseph Opinel and his sons, Marcel and Léon, then decided to rebuild the factory on the same site. They called upon Mr Lambert, a builder from Cognin, who constructed the new building during the second half of 1926. Modern for its time, this reinforced concrete factory quickly became an iconic landmark, both for the Opinel company and for the town of Cognin.

Sara Wurtz, Heritage Officer