

OPINELmag

N°01 - 2021

retrospective review
hello 2021!

Life in the factory

Opinel x Confiture Parisienne

The Petit Chef success story

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EDITORIAL



Dear partners,

None of us could have imagined what would happen in 2020. 2021 remains uncertain, although improvements in treatment and especially the vaccine give us reason to hope that there are better times to come.



Here at Opinel, we humbly but very sincerely hope to contribute as much as possible as an economic partner. We will continue manufacturing the finest products possible that are efficient, long-lasting, affordable, and made in France. In this way, we hope to make a positive contribution to all those happy moments that form the fabric of our daily lives: from quick snacks to gourmet cuisine, from weekday dinners to celebratory feasts, from picnics with friends or family to working in the garden, exploring nature and participating in outdoor activities. Friendly times, links and transmission between generations, great moments of passion and discoveries, and respect of nature, are at the heart of our contribution.

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More than ever, we want to remain a human size company that prioritizes relationships.

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From 2005 to 2020 we were able to successfully manage the development of our product lines. Our revenue tripled, from 8 million to 26 million euros. Unfortunately, 2020 and the arrival of the pandemic had a negative impact on our service rate. Please accept our sincere apologies. Top priority for our company for the coming year and those to follow is to continue investing industrially in our Chambéry site in order to improve our service rate. The travel restrictions and cancellation of trade fairs due to the pandemic also had a negative impact on communication and customer relations. More than ever, we want to remain a human size company that prioritizes relationships.

The purpose of this Opinel newsletter is to keep you informed about how our company is doing, three times a year.

Let's meet up in Spring for our next review.

Luc Simon and the entire Opinel team

A VISIT TO OUR FACTORY

They say that companies with happy employees are the companies that perform best. We like to believe that's true, and we kept that goal in mind as we navigated 2020.

CSR POINT

Last May, with the dual goal of reducing pollution in the Chambéry region and discouraging sedentary lifestyles by supporting physical activity, **we made five electric bicycles available for employee use.** This addition was the result of our work with Dvélos, a business located in Savoie and Haute-Savoie. Employees took part in a training that gave them an opportunity to try the electric bikes and learn about their various features.



Find out more about our environmental work [here](#)

The renovation of our cafeteria and the completion of a new break room were completed in 2019, just in time to help us follow social distancing measures!

We also added a splash of color with new furniture in October, to make our common areas even cozier.

Our confidence in the future encouraged us to follow through with the investments and work originally planned for 2020.

An additional robot cell was added to our grinding shop at the beginning of January to help with the increase in volume.

We continued modernizing our machines in the handle-shaping shop.

A new sealer allowed us to significantly reduce the amount of plastic used to group our products before sending them out to customers.

Air conditioning was added to the woodworking shop and the infirmary, making them more comfortable. Opinel also went electric with a fleet of bicycles for employee use and a new car charging station.

These are only a few examples of our continued momentum in 2020.

When we think back on this unexpected year, we'll remember the way it demonstrated, once again, the dedication and adaptability of our teams.

This evidence of our resilience has allowed us to start 2021 with the confidence we need to continue working efficiently and cheerfully!

Patrice Perinetti, Industrial Manager

MEETING WITH...

Confiture Parisienne

Confiture Parisienne was founded by Nadège Gaultier and Laura Goninet, and produces exceptional jams with unique flavors. **Quality products, traditional know-how and manufacturing in France:** we have a lot of things in common.

Our partnership resulted in a gift box that includes two jars of jam, chestnut-pear and mirabelle from Lorraine flavours, a No. 07 Chestnuts, Garlic and Pitting knife, and a recipe of a jam to reproduce at home.

It's decorated with drawings by Tosca (@toscaandyou).

This limited edition is available through the Confiture Parisienne [website](#).



THE VOICE OF AMERICA!



Le Petit Chef – an American success story

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Our Le Petit Chef cutlery collection, designed to bring families together in the kitchen, has seen tremendous success in the United States. As lockdowns and school closures kept families home, parents searched out new ways to spend quality and educational time with their kids at home. **Praised by leaders in the North American culinary industry such America's Test Kitchen**, these beloved tools are building a new generation of Opinel fans.”

Alex Delecroix, Director of US Sales & Operations

THEY ARE OPINEL

Meet one of our employees: **Denis Gouzou**, Sales Manager for south-west France, who works at Opinel since 2004.

What do you consider to be the most important selling point?

The brand as such, and what it represents. There's always a story to tell with Opinel: emotions, memories, first times... In addition to their cutting prowess, the fact that our products are Made in France and provide excellent value for money hit the mark, particularly at this moment in time.

What do you like most about your job?

I love the contact, the clients and our interactions. I also really enjoy participating in market and brand growth.




Can you sum up your job in a few words?

For me, you need to be passionate about the job. It's a job that requires a lot of energy and it can affect the work/life balance. It's a slightly solitary job, but compensated by wonderful professional and personal encounters.

What values would you say that the company holds?

We are a humane, honest and ambitious company. Employees' well-being is at the heart of the company's policies and I'm lucky and pleased to work for such a set-up.

 Find out the full interview [here](#)

“There's always a story to tell with Opinel: emotions, memories, first times...”

OUR TEAM IS GROWING

Frédéric Pautet - National Sales Manager
Céline François - Key Account Manager
Benoît Sublet - Director of Research and Development
Cécile Henrion - Aera Export Manager
Lucie Laperrousaz - Assembly shop
Thomas Garcin - Assembly shop

Eva Zanardi - Assembly shop
Romain Difazio - Steel shop
Alizée Bacot - Assembly shop
Emily Martorana - Woodworking shop
Anthony Gabrielle - Assembly shop
Stanislas Ludkowski - Varnish shop



GERMANY: NEWS FROM OUR DISTRIBUTOR HERBERTZ

Interview with **Dirk Lösel**, sales and marketing director

Can you introduce Herbertz in a few words?

German distributor partner „C. Jul. Herbertz GmbH“ was founded in 1868 in Solingen, Germany’s knife capital. Herbertz core business is wholesale of knives for outdoor and leisure activities, but Herbertz also earned a strong position in houseware. The company has approx. 35 employees and sells a portfolio of roughly 3.500 products. In Solingen Herbertz has the headquarter offices as well as a full warehouse and packing operation. Herbertz has an own knife brand Herbertz, but also carries other major outdoor and hunting knife brands from all over the world.



How long have you been working with Opinel?

Herbertz has been a long-time partner of Opinel, selling Opinel knives since **1985** in the local market.



What is the best selling knife in Germany?

MY FIRST OPINEL has been made a bestseller in Germany. Every year Herbertz sells easily more than 100.000 kids’ knives, meaning more than 100.000 smiling children that are not only proud to have their first own knife, but associate this always positively with the brand name OPINEL!

Can you describe Opinel in three words?

Iconic French knife!

“Since my arrival in the company, 12 years already (OMG! It was so fast and fun thanks many projects to expand Opinel brand internationally, with success by the way), the cooperation with Herbertz keeps growing, and the German market still remains the largest one for the company, out of France, and so far, until North America exceeds very soon! We strengthened our relationship all along these years as well as our trust into each other, which definitely motivates the Herbertz team. Our mutual investments help to grow our brand awareness. The Opinel brand is becoming a must-have accessory for all target specialized retailers in Germany.”



Jérôme Le Caï nec, International Sales Director