



OPINELmag

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A visit to the factory

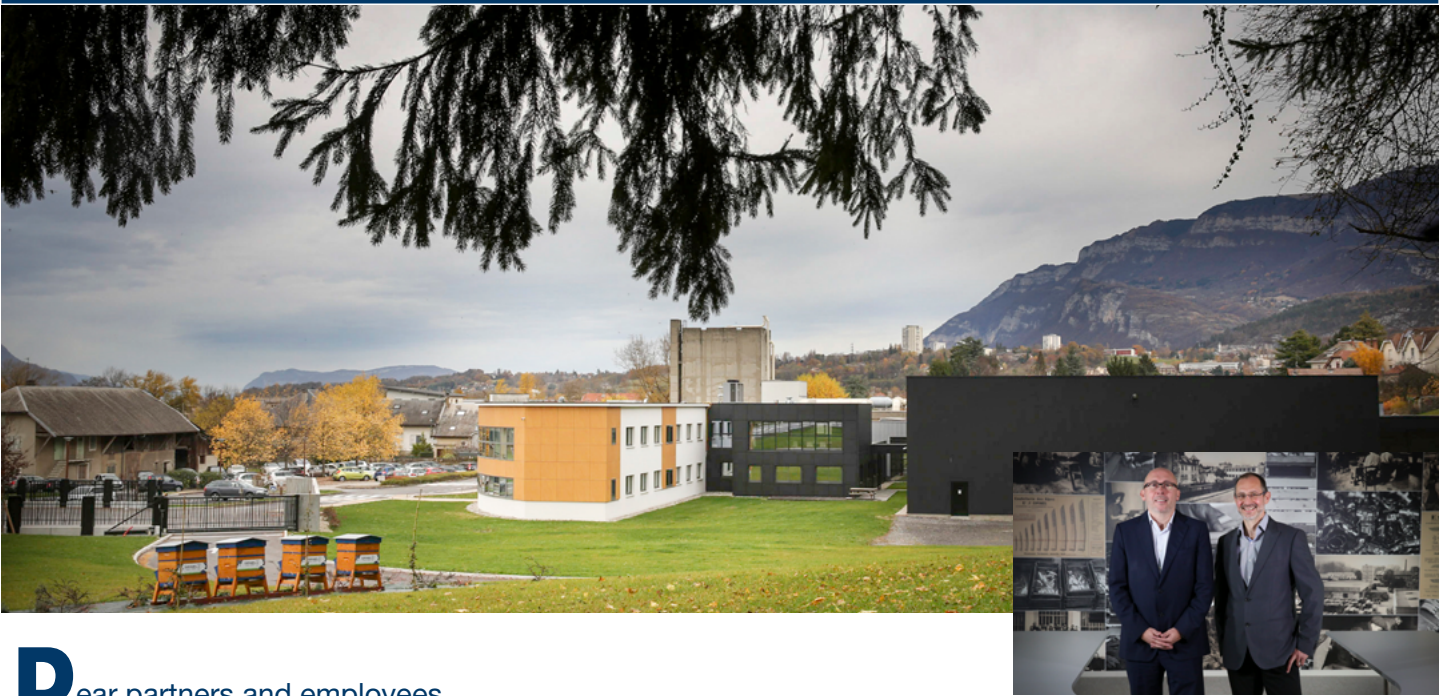
CRS Update

Perpétue

Trade Shows are back

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EDITORIAL



Dear partners and employees,

As you know, we have all been experiencing the effects, more or less directly, of shortages and cost increases of all kinds. The situation continues, and in many sectors it is getting worse.

Opinel has also been affected, and demand continues to be greater than our current production capacity. For this reason, we were forced to stop accepting orders for 2021 as of September.

It would have been irresponsible to continue taking more and more orders without being able to honor them. However, the entire company is now more motivated than ever to fill the orders that had already been placed.

In preparation for 2022 and 2023, we'd like to share some good news, in line with our development plan.

- Men and women first:

- We are currently hiring and training several operators for the grinding shop and the maintenance department.
- Our new industrial manager, Antoine Claudel, assumed his new role in September. He comes to us with solid experience in the production facilities of several major brands (including L'Oreal and Chanel). We'd also like to thank Patrice Perinetti, his predecessor, for his valuable contributions to the company's industrial growth over the past 13 years.

- Our machine park has also grown, with the arrival and, more importantly, the successful implementation of a sixth machine for grinding and polishing blades at the beginning of October.

These are important steps in the context of our current industrial and HR plan, which should allow us to align production capacity with brand development, as we have been doing successfully for around fifteen years.

We'd like to offer our sincere thanks for the contributions you have made to this growth.

Have an excellent holiday season. May it be a healthy and restful break for each and every one of you.

Luc Simon and Gérard Vignello, Deputy Managers

A VISIT TO THE FACTORY



As of the end of September, our machine park includes a seventh blade grinding unit. The park already included a machine for adjusting blade backs, and six grinding units developed specifically for Opinel with our historic partner based in Germany.

It takes around ten months after placing the order for the equipment to be delivered. After that, installation takes three weeks, with six specialized teams overseeing the various phases of putting it into service. Then comes the whole phase of increasing production volumes, training personnel, resolving technical issues, improving the equipment and making it last.

This most recent unit can grind and polish the traditional blades for our folding knives Nos. 09, 10 and 12. It also grinds and polishes the blades for our line of fixed blade knives like the Bon Appetit and the Office. Depending on the type of blade, production rates of between 150 and 200 per hour can be achieved.

“All machines have a heart” (as *the Maëlle song says*), and a regulator stationed in front of the equipment ensures that our knife blades attain the high quality for which they are renowned. Our personnel remain essential for programming the machines, making adjustments, and monitoring the process.

To meet our customers’ needs, we are also considering other investments...

Lionel BADET, Methods Technician

CRS UPDATE

We have been collaborating with Pollinium since 2016. The pollination company has installed four hives at our Chambéry site, and is working with us to protect the environment while showing the important role that bees play in maintaining biodiversity. The bees produce their honey while taking advantage of the trees near our workshops. This partnership is also a nod to Joseph Opinel, who was an amateur beekeeper.



THE FACES OF OPINEL

Meet one of our employees: **Mégane**, an order processor who has been working for the company since 2015.

What is your job and what does it involve?

I'm an order processor. I prepare and ship orders to our import and export customers in France, Europe, America, Japan and many other countries. In France, most of the shipments go out to the big stores that sell our brand, and to the distributors. I pack about 50 parcels a day.

Where do you send most of the packages?

I'd say Germany. We also send a lot of parcels to France, especially in summer and winter, because there are a lot of retailers and seasonal workers. We often send parcels to stores like Gamm vert and Mr Bricolage, who are some of our regular customers.



What would you say are the company's main values?

It's a company with a human dimension, family-oriented, with a positive atmosphere and a company that focuses on the well-being of its employees. Everyone here knows each other. I'm proud to work in a company based in Savoie, because I'm also from Savoie. My great-uncle worked in the old factory, and he used to tell me all about it. So, it was a source of pride when I started working here.

What do you like best about this job?

It's not repetitive, we learn new things and new processes every day, we have to think for ourselves about what products are available. There's a multidisciplinary aspect to it, and we work together with other people.

Read the full interview [here](#).

“ It's not repetitive, we learn new things and new processes every day. ”

THE TEAM IS GROWING

Antoine Claudel - Industrial Manager

Malik Sebbah - Grinding Shop

Loic Bertolini - Assembly Shop

Sabrina Favier - Marketing Assistant

Fabien David - Grinding Shop

Tiffany Buttin-Charvier - Assembly Shop

Laura Costarella - Assembly Shop

Romane Desmecht - Woodworking Shop

Alexandre Facqueur - Assembly Shop

Marine Lafond - Marketing Department

Hugo Gouverd - Methods Department



KOREA: OUR SMK DISTRIBUTOR SHARES HIS EXPERIENCE

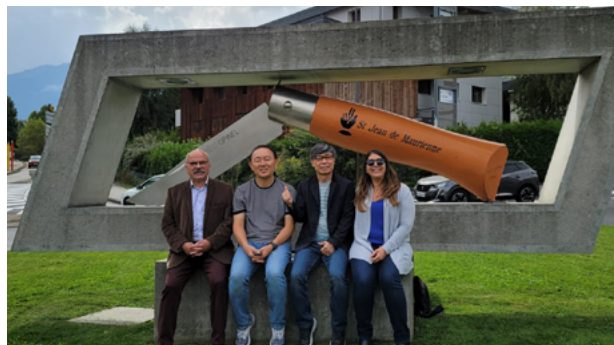
Interview with **Won Choi**, Director of **SMK**

Can you tell us a little about SMK?

SMK is a marketing agency for renowned international brands in the Outdoor and Lifestyle sector (Leatherman, Zippo, Nalgene, Ledlenser, and others).

How long have you been working with Opinel?

SMK has been working with the Opinel family since 2018 as a distributor.



Jacques Opinel, Won Choi, David Park et Cécile Henrion

What is the top-selling knife in Korea?

The classic No. 08 is the bestseller in Korea. In general our customers really like the classic pocket models.

How would you describe Opinel in three words?

France, culture and pride !



Gérard Vignello, Jérôme Lecainec, Won Choi, Cécile Henrion, François Opinel, David Park, Luc Simon

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In September, we had the pleasure of hosting our Korean partners in Chambéry. It was a first for me! After several months of not being able to travel due to COVID-19 restrictions, we were lucky enough to be able to have them spend a whole week visiting our premises. On the schedule: a factory tour, a visit to the museum and the Opinel road in Saint Jean de Maurienne, a trip to Annecy to see our boutique, and lastly, a morning visit to the summit of the Aiguille du Midi mountain in Chamonix to create a lasting memory of their trip to Savoie. This special visit provided an opportunity to strengthen the growing connection and trust between our two companies, and also to demonstrate our brand's full potential, both in France and abroad. Our partners were delighted with their experience and returned home with a renewed determination to develop Opinel's presence in South Korea.

”

Cécile HENRION, Regional Export Manager

TRADE SHOWS ARE BACK

At the beginning of September, we had the pleasure of participating in the Maison & Objet trade show in Paris. It was wonderful to be able to see our current and future partners face to face! It also gave us an opportunity to show you our new collections and essential product lines. We'd like to thank everyone who stopped by to meet us at our stand.

To see a video of our stand, [click here](#).



THE VOICE OF AMERICA!

In the Southeast, the relationships between retailers and sales representatives are just as important as the product. Those relationships have never been more vital than during the past 18 months! "In the past year, despite the shortage of stock, our retailers increased sales dramatically because Opinel and The Taku Agency* worked together as a team to communicate about import shipments and retailer needs. In the past year, our retailers came to see Opinel as a global knife brand, and they've now begun to carry a wider selection of kitchen knives. In the coming year, The Taku Agency will continue to meet expectations when it comes to communication and retailer assistance. I'd like to thank Opinel for trusting us to represent their company to the finest American retailers.

(*) brand representation agency

Beaty Jackson,
Opinel USA Sales Representative for the Southeast



PERPÉTUE

Opinel has been selling flatware collections since 1900. So naturally, in 2021, Opinel introduced a new flatware collection called “Perpetue” with the goal of offering the very best products for daily moments of pleasure.

With this new product line, developed with the design studio BIG-GAME, we’ve taken a deep dive back to our brand’s roots:

We went back to our design roots, with a nod to our knives’ historic silhouettes.

We also went back to our family roots, by paying homage to a woman, Perpétue (1813–1858), grandmother of our company’s founder, Joseph Opinel. Working alongside her husband, Victor-Amédée, she forged nails in the Savoy region, in the heart of the French Alps. We think she would have appreciated objects with a simple, timeless aesthetic that are sturdy, durable, and (as her name implies) perpetual, like those in our new collection.

The collection features steel, a material with aesthetic and technical characteristics that never fail to delight those who love to set a beautiful table, and includes those unique tools that always accompany the knife when dining.



The Perpetue collection includes four individual pieces of flatware, made from dishwasher-safe monobloc stainless steel.

The knife has a full, comfortable, rounded handle and an efficient, sturdy micro-serrated blade. It is made from X20Cr13 martensitic stainless steel, which ensures optimal cutting time.

The streamlined fork, spoon, and teaspoon go well with any Opinel knife collection to create harmonious place settings. The flatware is made from X5CrNi18-10 austenitic stainless steel that contains 18% chromium and 10% nickel, making it highly corrosion resistant and giving it a brilliant finish.

From the very beginning, Opinel has always invested in its manufacturing facilities for in-house production. But it has also relied on subcontractors who are experts in their domain, located primarily in Thiers and Nogent, and in Germany. Today, the company mainly uses subcontractors for thermal treatment and plastic injection.



We wanted Perpetue to be made in Europe, so we decided to work with a Portuguese manufacturer that specializes in high quality all-steel flatware.

Benoit Sublet, Director of Developpement

