

# OPINELmag

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APRIL

A visit to the factory

The faces of Opinel

Sales advice

News

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# EDITORIAL



**D**ear Customers, dear Partners,

This first quarter for Opinel has been a mixed one, with some very positive encouraging developments, and others which remain difficult to manage in an unstable context from all points of view.

### **First of all, there is good news:**

- => A strong increase in production: +18% at the end of March 2022 vs. 2021, as a result of our investments in new equipment and the hiring of new talent.
- => Sales activity in France and abroad remains very strong, with an excellent winter season in the Alps, for example, confirming the brand's good health
- => Very good maintenance of our raw material supplies, which has allowed us to avoid long interruptions
- => The first very positive feedback on the sales of our Perpétue collection

### **Why is the situation so mixed?**

- => Our level of production would be enough to allow us to meet the demand in a "classic" situation. But with an extremely low level of inventory at the beginning of 2022 (the goal has been to serve you as well as possible until December 23, 2021) and a very high amount of 2021 backlog to be delivered, we have been obliged to maintain longer delivery times and to further limit volumes.
- => As indicated, for the moment, we have been able to have an adequate supply of raw materials, even if this remains very complicated and unstable.

However, since the autumn, the vast majority of our supplies have been subject to very sharp price increases (around 8% or more) which we will inevitably have to pass on in our prices, starting with deliveries in September. Nevertheless, we have decided to increase our prices in a reasonable manner (around 3% on average) in order to ensure that our excellent quality-price ratio remains a major pillar of Opinel's success.

We are fully aware of the difficulties that this may cause for you in your service to your own customers. The beginning of this year confirms an improvement; we are doing everything we can to ensure that you benefit from the positive consequences as soon as possible.

We have already launched new industrial investments for 2023 and the following years that will enable us to ensure strong growth together.

We are, with all the Opinel teams, available for any further information or support you may need.

Thank you for your confidence.

**Luc Simon and Gerard Vignello, Managing Directors**



# A VISIT TO THE FACTORY

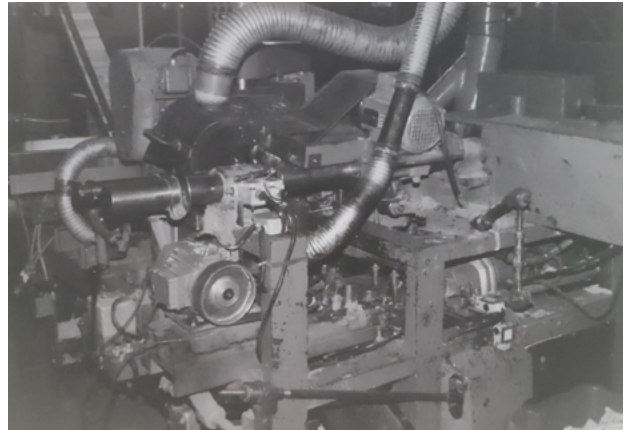
## Woodworking shop : The history of Line 2 and its replacement.

The FA102 made its very first handle almost entirely automatically in 1972. At that time, a blank was fed into the machine to be shaped and sawn off. The sanding was done on another machine.

The first “facelift” came in 1982, with the installation of an automatic machine and the addition of the sanding process.

After many improvements over the years, it was time to finally retire this machine after 50 years. The replacement project was decided on in 2020 and entrusted to Philippe PASCOLI. Mathias BRYOIS, workshop manager, Hervé BOTTIN, setter, Alicia RICHARD, leader, and Amaury DELPHIN-POULAT, maintenance technician, then joined the project team to identify what was needed and to monitor the project from start to finish.

After several consultations, the project was entrusted to LYSI, a design office for special machines based locally in La Ravoire, France. The fact that they are a local company made it easier to exchange ideas and to meet together during the project.



We have a number of goals for this new machine:

- Replace outdated equipment that could be subject to a major breakdown at any time
- Increase reliability, productivity and quality on the models we make on this equipment (no. 09, no. 09 oyster, no. 10 and no. 10 cheese)
- Ability to easily add new varieties of wood (by digitizing movements, which makes it possible to adapt machining speeds to the type of wood)
- Quickly change the knife model being produced (in less than one hour)
- Make all adjustments easier (by digitizing certain positions and implementing a positioning dial)

The studies lasted two and a half months, during which the OPINEL and LYSI teams met several times to check every aspect of the machine.

Then came the manufacturing, assembly, programming and the tests.

Altogether, it took one year from the time the order was placed to the time the machine entered production in the finishing shop on February 28, 2022.

Although still in the “breaking-in” phase, the results are positive, and all the criteria for success have been met.

The rate of production has increased by 15%. The quality is noticeable, especially on the Padouk, where the reject rate has been divided in half. And autonomy has increased by 4. Our machine operators and adjusters already appreciate how easy it is to use and make adjustments to the new machine. The teams are currently being trained and will be fully operational in April, so the machine can operate 24 hours a day, 5 days a week.



**Antoine CLAUDEL, Industrial Director**  
**Philippe Pascoli, Methods Technician**

# THE FACES OF OPINEL

Meet one of your employees : **Sébastien**, trainer in the varnish workshop.

## What is your job and what does it involve?

I pass on my expertise to several operators. I plan the production schedules depending on requirements, and produce stained and varnished handles. This involves placing the shaped handles into rotating barrels, and adding stain and varnish according to various different procedures depending on the types of wood or colours. You need to have a feel for the amounts and cycle times, and adjust them by eye. Once the handles are dry, we check the quality against model handles. These have been made with specific wood types and colours, enabling us to check whether the result complies with the expected level of quality. They are then sent to the assembly workshop.



## What values would you say that the company holds?

I'm from the Savoie region, so I'm really proud to work for this local company. It represents tradition and expertise. Since I've been working for the company, I have noticed that we are very future-facing in terms of processes and machines. It's all about tradition looking to the future.

## Can you describe your job in one word?

I would say rigorousness, as the role calls for high levels of autonomy and organisation. You need to be able to plan your day wisely. Being able to make quick decisions is crucial in this job to avoid any dips in quality. Each step must be carried out rigorously to achieve the required result.

## What do you like about this job?

Carrying out tests. It's a way to evaluate your procedures, always striving to improve quality. I like carrying out tests with dosages, for example. You need to try and achieve the best possible result.

Read the full interview [here](#).

In our new brand film, meet our teams, discover our know-how, [here](#).  
(A big thank you to all of you for your friendly involvement and your patience during the shooting!)

## THE TEAM IS GROWING

**Emmanuel Belmonte** - HR Department

**Marie Burdin** - Marketing Department

**Elodie Blanc** - Assembly Shop

**Romain Derouet** - Woodworking shop

**Camille Franzini** - Client Department

## CRS UPDATE

**W**e try to waste as little as possible in our manufacturing process.

We regulate the burning of the wood chips after shaping the handles, the energy released by the air compressors, and the heating used for the workshops and offices.

Furthermore, we work with specialized outside firms to verify that we comply with regulatory requirements. This means that air, water, dust and noise emissions, as well as energy consumption and waste, are measured regularly.

We also sort our waste. Our paper, cardboard, wood, scrap metal, scrap steel and plastic are 100% recycled or reclaimed.

# CHILI : OUR POINT BREAK DISTRIBUTOR SHARES HIS EXPERIENCE

Interview with **Pablo Mizgier**, director of **POINT BREAK**

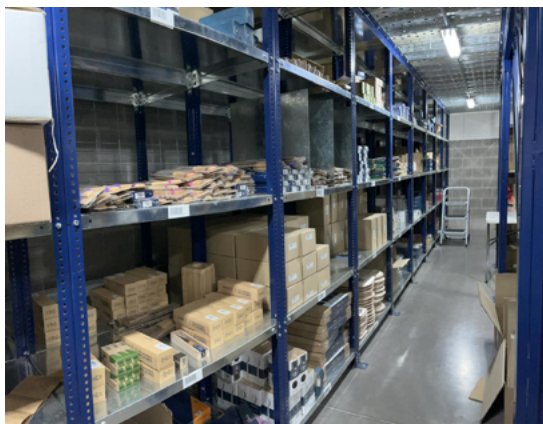
## Can you tell us a little about Point Break?

Pointbreak was born in 2015 with the purpose of representing trendy and high-quality brands in order to offer customers high-end products at good prices. For us it is a success factor to work with brands that we love and use every day, since we believe that this is essential to build a company and team identity. We also like to work with our suppliers and talk to them every day as that keeps us motivated!



## How long have you been working with Opinel?

Pointbreak has represented Opinel since mid-2019. Although the brand already existed in Chile, we are very strong in marketing development and brand positioning. In any case, there is a before and an after we took the brand. Today you can find practically the entire Opinel range in Chile, we are growing in points of sale every month and we have a highly developed e-commerce.

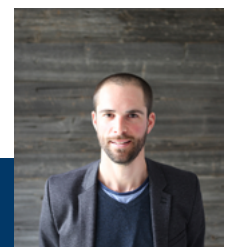


## What is the top-selling knife in Chili?

In general, the entire range performs well, but the stainless steel and carbon steel outdoor range, aka “the classics”, are the best sellers. We have made a lot of efforts to develop the entire range because all the products have great potential. We have no doubt that this will be a story of success.

## How would you describe Opinel in three words?

Quality, Trendy, good looking.



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**P**oint Break has implemented a true omnichannel strategy, and it works! It shows the brand’s potential abroad when our distributors grasp the potential of the brand as a whole. It is no surprise that our traditional product range is a success in Chile, but the more unexpected products, like our pruning shears, are also a success.

A partner who is eager to receive more products to satisfy all its customers in Chile.  
Chi chi chi Le le, Viva Chile !

**Gaspard Desailoud, Area Export Manager**

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# OPINEL AROUND THE TABLE

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**O**n February 24, the “Opinel around the table” live presentation took place at our head office in Chambéry. It was an opportunity to present the history and the values of the company, our product range, our innovations and our new products for the beginning of 2022 in the world of the table and the kitchen. We would like to thank you for watching this live presentation and we hope to see you in person, very soon.

To watch the replay of the live presentation, click [here](#).

# THE VOICE OF AMERICA

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**F**ocus on the contest in collaboration with East Fork.

We chose East Fork Pottery because they design, manufacture and sell responsible and sustainable ceramic tableware in Asheville, North Carolina. When we thought about which brands could help us tell the story of Perpétue, we thought of East Fork’s history and its commitment to American craftsmanship, and we came up with the idea of offering a dinnerware set.

The goal was to introduce Perpétue to a new audience and to collect email addresses to add to the newsletter subscriber list. By combining our communities, which include 73,000 mailings for Opinel USA and 135,000 mailings for East Fork, we collected 6,000 entries including 1,300 new subscribers to the newsletter and 450 more followers on Instagram. This partnership, in line with our values, was a success!

**Jessica Leitch, US Marketing Manager**

# NEWS

## T-duo

The peeler is the essential tool for preparing vegetables and fruits. This knife is part of a fast-growing segment, as we have seen with the significant increase in sales of our classic peelers, and also with the success of the “Le Petit Chef” razor-type peeler. To satisfy all consumers, we are launching an innovative model, a new addition to our collection, the T-Duo.



We chose the razor (or T) shape, which has a comfortable grip (right-handed/left-handed) and is safe to use, because of its finger protection. This shape is also ideal for peeling long vegetables and for exerting more force on vegetables with hard skins (such as butternut squash and pumpkin).

This new T-Duo peeler has a double function, because it has two movable stainless steel blades. On one side, the micro-serrated blade easily and efficiently peels all vegetables (including those with smooth, thin skins), and on the other side, the julienne blade makes vegetable spaghetti for use in salads, decorations, fast cooking and more. The tip easily removes the eyes from potatoes.

The T-Duo is available in the three Essentials+ colors (blue, green and red), in a wooden handle version reminiscent of the Opinel design, or in an all-polymer dishwasher-safe version.



## Table Chic



Launched in 2008, the Table Chic collection marked the successful return of the Opinel brand to the table. Embodying the Opinel tradition of entertaining, this collection is our top-of-the-range line made of aesthetically pleasing and affordable woods.

In 2022, while maintaining its original positioning, we wanted to revisit the design in order to increase its attractiveness and strengthen our global product line.

The BIG-GAME design studio redefined the knife's silhouette to give it a lighter, balanced and purified look.

This Made in France collection still consists of four models: ebony and olive with a polished finish on the blade, and ash and laminated birch with a polished blade. The mitre, one of this collection's strong design features, has been refined, but it is still flat, which allows the knife to rest steadily on the table.

The new Table Chic knives go perfectly with Perpétue cutlery!

**Francoise Detroyat, Marketing & Communication Director**



# IWA & HOMI TRADE SHOWS

In March, we participated in the HOMI trade show in Italy and in the IWA trade show in Germany. It was an opportunity to meet our current and future partners once again. We'd like to thank everyone who stopped by to meet us during these two shows.



## SALES ADVICE FROM...

**Frederic Pautet**, National Sales Manage

### Perpétue

First of all, you have to look at the key selling points: in particular, the history of Perpétue, because consumers doNnt just buy a product (Perpétue was the first name of the grandmother of Joseph Opinel, the company's founder). Then there's the product, a one-piece steel knife that is truly stainless which can be put in the dishwasher and still guarantee a quality cut!



In terms of merchandising, Perpétue is a complete offer that allows you to set your table with the same collection, from fork to spoon. It also offers the advantage of a very wide range of uses: from everyday family use to chic» receptions. It is therefore very important to group your products together, regardless of the packaging you have chosen. Our packaging format has been designed to highlight the offer on a smaller scale and to make an impactful presentation.

The Perpétue collection can easily be combined with the other knives in our tableware range. It therefore seems rather relevant, and quite easy, to systematically display this range of products when your customers buy our table knives...no matter which knives they choose.

#### Bon appetit

For a warm and natural table



#### Bon appetit +

For the everyday table



#### Table Chic

For a chic table for entertaining

