



OPINELmag

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OCTOBER

A factory in transformation

The Opinel Road

Picnic +

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EDITORIAL



Sobriety...

After a scorching summer and numerous forest fires, which served as a dramatic reminder of the dangers of climate change...

In the midst of the military crisis in Ukraine, which has caused great upheaval and raised many questions about our high energy needs...

Now more than ever, our generation needs to focus on sobriety.

Back in 1974, Maurice Opinel installed an ingenious heating system for our workshops and offices, fuelled primarily by the scraps from our wooden handles, and it has been chugging away for the past 48 years.

Today, our commitment to sobriety is stronger than ever.

We recently hired a specialised company to conduct an LCA (Life Cycle Assessment: analysis of the environmental impact of a product from design to end of life, including manufacturing, transportation and use) for our No. 8 knife. The results of this LCA have allowed us to identify priority actions to reduce our greenhouse gas emissions throughout the value chain.

We have therefore reaffirmed our commitment to local production and procuring French and European materials.

When developing new products and making improvements to older lines, we always focus on two key qualities: durability and repairability.

As part of our development team, a young engineer specialising in this field spent 12 months searching for the most economical new materials in terms of both resources and energy, ensuring that they conform to our high standards for our knife handles.

It is not always easy to differentiate between pseudo eco-friendly materials, which can border on greenwashing, and real environmental assets, but we have identified some interesting leads.

We have also replaced the plastic film that protected our products during shipping with cardboard ties.

Other measures will be implemented in the near future.

We are well aware of the limited impact of our actions in relation to the global issues, but we will continue to do our part. At the end of the day, we believe that everyone, be they an individual or an organisation, can make a change by being a positive example.

Luc Simon and Gérard Vignello, Managing Directors

A FACTORY IN TRANSFORMATION

Autumn 2022 marks the start of major refurbishment work on the majority of our production workshops at our Chambéry site. This work will be spread out over approximately 6 months, driven by one core goal: to optimise the available floor space in our facilities to allow for the installation of new production machines from the beginning of 2023.

In fact, because of the new equipment we have acquired and installed in recent years, we no longer have any free space in certain workshops. Without a comprehensive site reorganisation, we will be unable to grow our production volumes and integrate new processes by way of new equipment.



Current storage area to be remodelled



Current assembly shop to be moved

This project, which will be practically implemented in September 2022, should double the surface area of our blade grinding workshop. To this end, we need to move all of our assembly equipment and review the majority of our inventory storage facilities. Following more than 8 months of preparation by the industrial teams, this project will introduce vertical storage systems into the workshops: an ideal starting point to optimise the floor space.

This is a key project for Opinel, intended to secure the company's development for years to come. Additionally, it will reinforce the brand's commitment to Made in France products, opening up opportunities to integrate certain production processes that are partially outsourced. Its scope also requires the involvement of several internal departments (primarily production, maintenance, methods, supply chain, and IT) and many service providers.

The work will be staggered to ensure that our customers will not be inconvenienced in terms of customer service. This is one of the industrial teams' most important missions: anticipating and preparing for the needs of tomorrow while remaining engaged on a daily basis to manage current demand.



New storage facilities

Antoine Claudel, Industrial Director

THEY ARE OPINEL

Learn about **Ludovic**'s role as Opinel's Systems and Support Administrator.

Can you tell us what your job entails?

I'm a Systems and Support Administrator. In other words, I'm in charge of the computer and telephone part of the Opinel site, along with my manager.

This includes several domains: first, the systems element with its various data and application servers, then the network element with all the cabling and wireless technologies for interconnecting the hardware, including workstations, telephones and printers.

Then there's the management of security-related tools, such as backups, antivirus and data access rights.

And continuing on, there's the entire messaging and telephony element and, in particular, the videoconferencing systems that were developed following the implementation of remote work.

And last but not least, I manage the equipment and provide daily assistance to the users.

Which is your favourite Opinel knife?

It's the No. 08 Grey Laminated Birch! In the very beginning, I had several different knives. I took a different one each day, then over time, the N°08 birch laminated is the one that stayed in my pocket every day. This is my favourite, especially the way it ages.

What values would you say that the company holds?

I like the fact that Opinel has chosen to recruit people internally to handle IT responsibilities, rather than working with external IT providers. Today, there are many companies that delegate their entire information system to external service providers.

And I find that when you actually work for the company, you're more concerned with and involved in providing high-quality and long-lasting work.



What do you like best about this job?

IT evolves very quickly, so there are often new technologies to be implemented which, in turn, bring new challenges to deal with. I love to look for problems and find solutions. Then there's the support aspect, which means that I'm in contact with all company employees because these days, everyone uses IT tools in some way.

Discover the complet interview [here](#).

THE TEAM IS GROWING

Jelali Ezziaidi - Assembly Workshop

Simon Scholaert - Assembly Workshop

Satenik Akopian - Assembly Workshop

Jean-Michel Villard - Assembly Workshop

Florian Derne - Maintenance Department

Régis Kupper - Maintenance Department

Abdel Benahcene - Assembly Workshop

Amandine Francony - Assembly Workshop

Ugo Viridis - Steel Workshop

Cédric Vilpont - Assembly Workshop

Marlène Pillet - Assembly Workshop

Adam Delattre - Steel Workshop

Christelle Gomes - Shipping Department

UNITED KINGDOM: WHITBY & CO SHARE HIS EXPERIENCE

Interview with **Tim Griffiths**, director of **WHITBY & CO.**

Can you introduce Whitby & Co company?

Whitby & Co has over 60 years of excellence and experience as a UK distribution company. Based in Kendal in the Lake District, Whitby & Co is a family run business that distributes some of the foremost international outdoor accessory brands in the UK. Our goal is to supply the very best quality products, at great value, combined with first class service. We are proud of our heritage as a family run business, something we share with the Opinel brand.



How long have you been working with Opinel?

We've had a relationship with Opinel dating back to around the 1970's, so this is a long-standing partnership, most importantly we share the same values.

What are the top selling Opinel knives in UK?

In the UK, our top selling knife is the Opinel No. 8 knife. The first pocket knife designed and made by Joseph Opinel, you can't beat this iconic knife. Within Opinel Kitchen, our top selling knife is the Parallele Bread knife, hugely popular with the organic farm shops and bakeries which is a sector we are seeing expand in the UK.

How do explain the recent growth of sales for Opinel brand in UK?

The growth of the Opinel brand in the UK can be put down to a few factors, we're seeing a really positive reaction from high-end kitchen and lifestyle retailers who want to source high-quality products which are sustainable and offer value for money. These qualities align perfectly with Opinel and the product range on offer.

Destination garden centers and farm shops are very popular in the UK, offering organic food, having on-site bakeries, large restaurants as well as retail areas. This way consumers visit and spend a long time on site enjoying the experiencing and shopping. This works perfectly with Opinel and their "from the garden to table" ethos. We've seen a nice upsurge in demand from this sector, since businesses reopened following Covid.

We recently exhibited Opinel at the Harrogate Gift & Home Trade Show, where we met some amazing independent retailers who are keen to keep expanding Opinel's presence in the UK market, especially in bricks and mortar stores which is a focus for us here at Whitby & Co.



What is/was the interest of working with PR agency?

We work with a homeware and lifestyle PR agency in the UK called PR Direct to represent Opinel and push awareness into those sectors to grow brand awareness. Established over 20 years ago, PR Direct has brought countless heritage, innovative and niche products to the forefront in all manner of communication channels. They have extensive media connections within their industry. They're a great fit with the Opinel brand and we've seen a lot of success from this partnership. This has been our strategy for the last few years and we've seen great reception from the UK press to the brand, gaining national coverage in publications such as The Independent, The Evening Standard and The Telegraph.

They've also helped us to secure some strong TV opportunities for the brand, including the Junior Great British Bake Off with Le Petit Chef and recently a new cooking show hosted by Gordon Ramsay, which will hit screens in early 2023 on ITV1 in the UK.

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Our cooperation with Whitby & Co is a long story which is still successful and continuously growing. Indeed, we are very glad that Whitby & Co is following all our products' development as they are expanding their sales into Indoor market segments such as Housewares (cooking and dining), lifestyle, delicatessen, and concept stores. No doubt their PR agency helps to grow our brand awareness, which is one of the key factors to succeed into every market. I enjoy visiting stores in UK with their sales team which is always fruitful and instructive. It is the opportunity for me to listen customers, and I am glad that most of them understand our current situation and remain loyal to Opinel brand.



Jérôme Le Caïnec, Export Director

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MAISON & OBJET SHOW

At the beginning of September, we participated in the Maison & Objet show in Paris. We are happy to have met you again in order to present you our new products. We would like to thank all our current and future partners we met on our stand.

To discover the stand in video click [here](#).



TOLTEC



The Toltec Agreements are simple principles for behaviour and communication, allowing us to flourish, live and work together, improving our collective performance and intelligence. Over the past year, all our employees have been trained in the 5 Toltec Agreements.

We have also set up a group of ambassadors to bring them to life on a daily basis within the various company departments.

THE VOICE OF AMERICA

Earlier this Spring, the U.S. Opinel team had the privilege to visit the Opinel headquarters in Chambéry. After years of collaboration, being able to meet and share experiences with colleagues was priceless.



Our journey began with an in depth tour of the factory

that left us in awe with the craftsmanship, professionalism and great atmosphere all around the premises. Trips to local shops gave us more insight on the importance of Opinel's heritage and what it means to so many people.



We wrapped up our trip with a tour to the original workshop and the museum in Saint-Jean-de Maurienne. We left full of energy and memories that we can't wait to share with our US Customers!

Alex Delecroix, Director of Sales & Operations
OPINEL USA



THE NOMAD COOKING FAMILY IS GROWING...

PICNIC+



Designed by Frank Fontana and made in France, the Picnic+ range expands the nomad cooking collection with smart and durable accessories for dining away from home: camping, bivouacking, on-the-go meals, office lunches...

The set is made up of a fork and a spoon to attach to the handle of the No. 08 knife (only the traditional No. 08 with the wooden handle and double safety ring, available since 2000). Made from stainless steel, these inserts are designed to ensure comfort, hygiene and durability.



What are the benefits of PICNIC +?

- Its practicality because it swiftly transforms the No. 08 into a quality, solid fork or spoon that is pleasant to use.
- Its “minimal” side which makes the set very compact and light, easy to pack into your bag for meals at the office or a picnic out and about.
- Its affordable price means most people can gift it or buy it for themselves, with or without a knife.

Picnic+ Set fourchette, cuillère, étui

gencod 312384 002501 3  2

Prix public conseillé 12 €



Picnic+ Set complet avec N°08 hêtre

 8,5 cm

gencod 312384 002500 6  2

Prix public conseillé 22 €



Etui fermé 12x5.5 cm

Discover the video [here](#).

Francoise Detroyat, Marketing & communication Director

THE OPINEL ROAD

On 2 July 2022, we held a day of free activities and festivities at Opinel's birthplace.

Parcours de découverte

LA ROUTE DE L'OPINEL



Cinq étapes aux origines du couteau Opinel

Itinéraire de 16 km dont 1.5 piétons entre Saint-Jean-de-Maurienne et Albiez-le-Vieux. Visite libre et gratuite. Départ du Musée Opinel. Pour plus d'informations : 04.79.64.04.78 / musee@opinel.com

Hundreds of people made the journey to Gevoudaz, the Opinel family's home town, to celebrate the opening of the Opinel discovery road (La Route de l'Opinel).

Designed by Jacques Opinel, founder of the Opinel Museum, this free 16 km itinerary highlights several beautiful buildings and historical sites in the Arvan Valley (Savoie). Now visitors can see both the largest Opinel knife in the world (!) and the ruins of the first Opinel workshop.

To mark the inauguration, the Opinel Museum organised a village festival, with a line-up of free activities for everyone to enjoy, in Gevoudaz. The day was punctuated by theatrical performances, while an accordionist set the party mood in the refreshment tents.

Volunteers from the Friends of the Opinel Museum (Amis du Musée Opinel) association were behind the counter to serve drinks, meals and ice cream.



Baking bread in the communal oven and donkey rides between Joseph Opinel's old house and the first Opinel factory offered a glimpse into the founder's life. The party ended on a musical note with a concert by [DJ Matafan](#).

This event was very well attended by Opinel fans from all over France and by the residents of the valley, who enjoyed the festivities all day long! The Opinel Road is free of charge.

Discover the video of that day [here](#).

Maxime Opinel, Director of the Opinel Museum