

# OPINELmag

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October

Factory evolution

USA on the road

Showroom

News

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# EDITORIAL



**T**hanks for your patience.

The consequences of the covid crisis (supply difficulties, absenteeism due to illness, recruitment difficulties, then strong consumption and demand for all products related to the home, garden and DIY) have significantly deteriorated our delivery quality since 2021.

As we indicated at the start of 2021, we have accelerated the planned investment and recruitment programme.

This plan, together with a major reorganisation of our production site in Chambéry, means that we can now once again respond very satisfactorily to continuing strong demand for our products.

The plan was also designed to anticipate future development of the brand...

It has been implemented with this in mind, and should enable us to provide positive support to all our partners for many years to come.

We are delighted to be able to provide a good level of service once again and would like to thank you for your patience over the past 2 years.

As you will see in this issue, at the same time we are continuing to improve and expand our ranges with new products that many of you had the opportunity to discover at Maison & Objet.

We wish you all the best for the end of the year...

Most sincerely.

**Luc Simon et Gérard Vignello, Management**

# FACTORY EVOLUTION

**Antoine Claudel**, Industrial Director

Last March, after a year of preparatory work, the extension to our blade machining workshop finally took shape. Once this new 400 m<sup>2</sup> area was available, we were able to take delivery of two new machines ordered the previous year and start operating them in spring 2023.

This has boosted our blade production capacity and our ability to respond to our customers' needs. We now have the space to accommodate other equipment in the future, so that we can continue to increase our blade production capacity if necessary, consider automation projects or move certain operations in-house. All of this is in line with our strategy to further consolidate our Made in France brand.

This new area, dedicated to our blade grinding workshop, is the result of reorganising our assembly workshop. All the associated equipment had to be moved a few dozen metres at the beginning of 2023.

Congratulations to all the industrial teams on the successful completion of this key project.

*The project team in the new extension to the grinding workshop and in front of the new production equipment, from left to right: Jean PERROUX, production manager; Antoine CLAUDEL, industrial director; Lionel BADET, industrial methods and projects manager; Céline BESSON, grinding workshop manager; Floriane DERNE, maintenance and general resources manager; Bastien PERRIER, grinding workshop deputy manager.*



## Opinel is going plastic-free with its packaging !

Opinel's commitment to CSR means reducing its environmental footprint. So its products are sustainable, have a limited impact and make sense.

With its new blister packs, Opinel has reduced its plastic consumption by 80%, i.e. 10 tonnes less per year. In addition, we are switching from non-recycled PVC to the most recyclable plastic, PET. Recycling is also facilitated by the design of the blister pack, whose different materials (FSC cardboard and PET shell) can be separated for recycling.

Reducing the size of blister packs not only reduces the consumption of materials, but also cuts energy expenditure on transport and storage.

Another anti-plastic packaging initiative consists of a new method of grouping products in batches: 100% recyclable paper strips replace heat-shrink plastic film.



# THEY ARE OPINEL

Meet **Christine Springolo** and her 45 years and 7 months with Opinel!

## How did it all begin?

One day, when I was looking for work after my secretarial studies, my business teacher at the lycée Jules Ferry called to tell me that Opinel was looking for a secretary. I got an appointment and turned up accompanied by my mother, as was still the custom at the time (my father could also have accompanied me, but he was out of town that day). We were greeted by M. Maurice Opinel, who ushered us into a small lounge (there was a N°13 open in resin, it was impressive!). We sat down and started the interview when suddenly the door swung open, and I saw someone with glasses on the end of his nose watching us. It was M. Marcel Opinel in his overalls. He came in and sat down. The interview continued with M. Maurice.

A few days later I received a letter (which I still have) stating in three lines that I should report on 23 October to start work at Opinel.

I multitasked for 2 years, doing data entry, secretarial work (for Mr Maurice Opinel), switchboard work and cost accounting (I added up figures that someone dictated to me to fill in tables). Then I got a permanent job in the sales department.

## What did you like best about your work in the archives?

I realised that I would have liked to have done this all my life! I had fun, I felt good, I made discoveries, I marvelled. What's special about archives is that we work with things that have already had a life of their own.



## What's the best archive you've ever seen?

There is no one in particular. Everything is beautiful. From September 2022 to May 2023, I worked with Brigitte Opinel on the archives of M. Maurice Opinel. As I went through the documents, I noted his meticulousness, his attention to detail, dating and the objects that belonged to him. Once again, so many memories. We found razors, a few tools, scissors, knives...

## Tell us your wildest Opinel anecdote.

There have been so many! At work, you're there to work. But when we could 'steal' a few minutes to have a laugh, that was really good. One day M. Maurice Opinel came into the office while we were having a good laugh and said: "ah it's good we can have a laugh here!" This froze us dead in our tracks.

...

Read the full interview [here](#)

# THE TEAM IS GROWING

**Ben Allou Youssef** - Assembly workshop

**Carella Loriane** - Marketing trainee

**Chevallereau Florian** - R&D Department

**Dagallier Gaëtan** - Part-time Method trainee

**Karaoui Sammy** - Wood

**Leclerc Erwann** - Market/ R&D work placement

**Ledion Yann** - Supply chain

**Menard Lenny** - Maintenance trainee

**Moreira Kevin** - Assembly workshop

**Radovanovic Thomas** - Assembly workshop

**Raki Abdérézak** - Wood

**Rousseau Séverin** - Technician Maintenance

**Vercauteren Sylvain** - Wood

**Visca Valérie** - Wood

**Zanardi Eva** - Assembly workshop

# CANADA : ENDORPHINE TESTIMONIAL

Interview with **Hugues Chantal**, Sales Director

## Can you tell us about Endorphine?

Founded in 2005, Endorphine Inc. plays a key role in the marketing and distribution of Opinel products in Canada, ensuring that they are widely available to customers and lovers of quality knives. Thanks to our expertise in the cutlery industry and our well-established distribution network, we are helping to promote the Opinel heritage and meet the growing demand of Canadian consumers for high-quality cutlery products.

## How long have you been working with Opinel?

We have been working with Opinel since 2005.

## What is the best-selling knife in Canada?

There are actually several answers to this question, because each season sees a better seller. However, the undisputed top seller is the No. 08 Tradition Stainless Steel.

## Does the history and reputation of the Opinel brand influence sales on the Canadian market?

It's true that the reputation of the Opinel brand is a considerable asset when it comes to selling these products in Canada. Opinel has been around for over a century and has built an international reputation as a manufacturer of knives of exceptional quality.



## How do you explain the growth in sales of the Opinel brand in Canada?

Well, there is a growing trend towards quality, artisanal products, where consumers are looking for authentic, sustainable items. Opinel, with its heritage of craftsmanship and attention to detail, is in a position to capitalise on this trend and attract Canadian buyers.

## Can you describe Opinel in 3 words?

Sustainable, Unique, Artisanal

**“ W**e have a lovely backstory to our history with Canada! It all started with Nicolas Mithieux, who, after working for our company as head of the Rhône Alpes sector, decided in 2008 to move to Canada with his partner. Once he arrived in the land of the lumberjacks, he offered to distribute the brand. We have confidence in Endorphine, and by 2022 it will be one of our top 10 export distribution partners. We welcomed their sales force to our premises at the end of August, and now they're all revved up and ready for action. **”**

**Jérôme Le Caïñec**, Export Director

# We look forward to seeing you there!

After a few months of renovation work, we are pleased to be able to welcome you to our new reception venue.

Watch the [video](#) presentation.



## Long service awards

This year, our «Médailles du Travail» evening was a pétanque party!

On Thursday 23 September, the company's employees were divided into 40 teams for a fun-filled competition.

Each of them was given a trio of OBUT bowls personalised with the Opinel logo. It was a coming together of two iconic French brands synonymous with good times and sharing!

We would like to thank OBUT for contributing to this wonderful evening.

And a big well done to all those who won an award!



# THE VOICE OF AMERICA!

**Alex Delecroix**, Director of Sales & Operations

**O**pinel USA hits the road!

This past September, Outdoor & Sporting goods Sales Manager, Ben Quesnel embarked on a three-weeks road trip through Washington, Oregon, and Northern California on board of his stunning 1985 Volkswagen T3 Vanagon, Jozette!

Throughout this 3,000 miles (4,800km) journey, Ben and Jozette stopped at many of our brick-and-mortar retailers, hosted activation events with some key partners to create excitement around the Opinel brand. One of the highlights of the trip was attending Adventure Van Expo in Lake Tahoe, CA where we partnered with local retailer Tahoe Mountain Sports to offer a curated collection of Opinel products for van life, camp cooking needs. Be on the lookout for more Opinel roadshows in the future!



## «Tell me a story...»

**Frédéric Pautet**, National Sales Director

One way for a retailer to build customer loyalty without necessarily cutting prices is to develop the **«customer experience»**.

### **What is customer experience?**

It's about creating a moment that customers will remember when they visit the shop.

### **What will they remember?**

The location, the atmosphere, the staff...

Ultimately, this will convince them to come back and encourage them to spread the word.

### **What could be better than a good story to help customers make up their minds or convince them that they're making the right choice?**

A great story is something you don't necessarily see on the product or its packaging. It's also something that you didn't know before entering the shop, but that you'll want to tell people about afterwards.

By spending this time with the customer, we're offering something more than just the product - it's already a gift-wrapping things a little.

This story could be, for example, the origin of the brand (where and when it was created), the profile of its inventor, what it has become today, or elements specific to the product purchased (how the idea came about, how it was manufactured, etc.).

It's a way for the distributor to demonstrate their expertise and knowledge of the products they sell.

You can find these stories in our catalogue, on our social networks or from your sector managers.

# NEWS

**Françoise Detroyat**, Directrice marketing & communication

## SAMPO

With the end of the year just around the corner, there was no shortage of new gift ideas on display at the Maison et Objet show in September.

Our iconic pocket knife gets a new lease of life with the No. 08 Sampo limited series. Its enigmatic name is synonymous with “magic object” in Finnish mythology. The name is a reference to the wood used: curly birch, whose swirly grain is due to the way this tree twists and turns as it grows, only to be found in harsh conditions, particularly in the Karelia region of Finland. A rare and exceptional wood, it has a fascinating marbled appearance, ranging from pale yellow to light brown. This No. 08 Sampo with its mirror-finish blade is sure to delight those who love fine objects, and as only 6,750 are being released, it will be a collector’s must. Retail price €79 inc VAT.



## Nature Edition

The biannual “Edition” collection has united three artists who are working on a No. 08 theme, expressing their vision of nature, which is something very close to our hearts. Rommy Gonzalez, a Chilean artist living in Berlin, pays tribute to mushrooms and the vital role played by mycelium.

Antoine Martinet, known as Mioshe, an artist from Rennes, is conveying a universal vision of nature by evoking the Greek divinity Demeter or Gaia in the yogic position of a tree taking root, watched over by a starry night sky.

Perrine Honoré, a French artist living in Barcelona, adopts a joyful, playful approach, arraying the handle in naïve, colourful elements of nature. With three different styles, the “Nature Edition” collection is sure to appeal to everyone. We have added these three pieces to the handle using the sublimation technique: a printed film with the design is applied to the handle by hand, then placed in an oven to fix the motif. There are 9,000 of each model. The “Mioshe” knife has a black blade and ferrule.

Retail price €39 inc VAT and 44 inc VAT for the Mioshe.





# effilé

Alongside our Tradition knives, there's another collection of pocket knives that's been around for over 30 years: the Effilé range. The slim blade and Effilé handle have come to define the silhouette of this pocket knife, which is available in 4 blade sizes: 8, 10, 12 and 15 cm.

Today, the collection is being reinvented to assert its positioning and improve its appeal. The Effilé 8 and Effilé 10 have been redesigned by designer Franck Fontana to become elegant, urban pocket knives with a streamlined design. The Effilé 10 is the perfect knife that you take with you everywhere, ideal for unfolding at a restaurant for precision cuts. The Effilé 8, a chic, compact knife to slip into your bag. The Effilé 12 and 15 have not been modified, and their blades are fine, highly flexible and sharp, providing exceptional cutting performance, particularly for preparing fish and slicing finely. Folded into the handle, the blade is protected and secure, making it easy to store. To show them off to their best advantage, and in keeping with their premium positioning, these knives are now sold in individual boxes with a highly attractive, original style. A counter display containing the Effilé 8 and 10 in 3 different woods, a total of 18 pieces, showcases this completely revitalised range.



## Barbecue set

Another major new product was previewed at Maison et Objet: the barbecue set. True to the brand's design values, this is a simple, robust, clever and durable product made up of three utensils manufactured in France.

First of all, the No. 12B folding knife: a new size in the Tradition collection! With its 16 cm blade, it's perfect for slicing meat, vegetables and fruit, and its handle features a bottle opener. A generously sized spatula with bevelled edges snaps onto the knife as an additional picnic element. Last but not least, a pair of 40cm all-steel XL tongs with an asymmetrical head for gripping large and small chunks alike, and a practical feature in its hinge: a grill-lifter slot. This unique barbecue set, 100% made in France, will be available in February 2024 for use before spring, the peak selling season for barbecue products. But we're sure it will also be a welcome gift idea for Father's Day and Christmas 2024...

Public price €110 inc VAT.

Watch the video of our stand at [Maison et objet](#).

