

OPINELmag

N°09 - 2024

Octobre

PEFC

Barbecue displays

News

Medal ceremony

...

N°09 CIME

The autumn novelty
From the know-how of our
“wood crafts” workshop



The EDITORIAL



Dear Sir, Madam and Dear Customer,

After a somewhat gloomy start to the year, both in terms of consumerism and the climate - in France at any rate - summer finally arrived in July, with a very positive impact on the use of our products and, therefore, on our sales.

The outdoor, picnic and barbecue season got off to a flying start, confirming the incredible success of the PICNIC+ set for a second year in a row alongside the successful launch of the BARBECUE SET, which has proved to be extremely popular with customers. This new product has been beautifully showcased thanks to the stunning barbecue-inspired window displays that many of you created! Photos of the winning windows from our competition are featured in this autumn issue. This summer product also makes a great gift idea for the festive season.

The summer of 2024 was marked by the Olympic Games in Paris and the pride France and the French people took in welcoming athletes and spectators from all over the world. The challenge that such an event represents for both the organisers and, of course, the athletes is a wonderful example of commitment and perseverance for us too.

So Opinel, at its own pace and scale, is continuing to invest and innovate to prepare for its future and ensure its long-lasting presence... in every respect, as you'll see in this latest issue:

- The Group's human resources have been bolstered, with a number of new recruits and the creation of the Head of HR position, which has been held by Laurent Falco since July.
- The industrial site, which has undergone further expansion.
- New products to boost business at the end of the year.

We look forward to seeing you in 2025, firstly at the Sirha trade fair in Lyon from 23 to 27 January, then at the Ambiente trade fair in Frankfurt from 7 to 11 February,

Wishing you a wonderful festive season, with Opinel.

Luc Simon et Gérard Vignello, Deputy General Managers

CSR news

Julien Dollet, purchasing & QHSE manager

Wood is an integral part of OPINEL.

When you think of OPINEL knives, you immediately think of our wooden handles, whether fixed or folding.

Wood has played an essential role in our history, and we've always been very careful about the wood we select and where it comes from.

Several years ago, we asked our main supplier of beech and hornbeam to become PEFC certified, to guarantee that the wood used to make our knives comes from sustainably managed forests and controlled sources. For us, this was the essential first step before going any further.

At the end of 2023, we decided to apply for PEFC certification in order to share our historic commitment, particularly with our customers, by showcasing this label.

After an audit in early 2024, we obtained PEFC certification for our beech and hornbeam.

Thanks to this certification, the company can certify to all owners of Opinel beech and hornbeam knives that their wood comes from sustainable forests and that all forest owners and operators in the forests of the Vercors and Jura, as well as companies in the forest-wood-paper sector in the region, are committed to applying the requirements of sustainable forest management and the traceability of PEFC wood.

For 25 years, PEFC has been working to promote the sustainability of forests in 56 countries on 5 continents by adopting sustainable forest management practices, wood traceability and sustainable purchasing habits on a daily basis.

In France, over 1/3 of the forests and 2/3 of wood production are PEFC certified.



PEFC plaque presentation, October 10

Factory development

Antoine Claudel, Industrial Director

OPINEL has just acquired a new, modern electrical substructure to meet the growing demand for electrical power and to deal with the obsolescence of some equipment dating back to the site's creation in 1972.

In the summer of 2024, major electrical work was carried out on our high-voltage delivery substation and transformer station.

This work was made possible thanks to the preparation and involvement of our local service providers and our maintenance team, who were on hand throughout the summer period.

As well as ensuring that the equipment can be maintained properly from now on, these investments will double the site's electrical capacity and enable it to meet its needs over the long term.

They will enable us to meet the increase in demand linked to our business growth, the increase in the number of machines consuming electricity, the extension of our buildings and the development of electric vehicle charging points.



Low voltage switchboard with our HV/LV transformers in the background



They are Opinel

Let's meet **Patricia Mitermique**, who has been at Opinel for three and a half years!

Can you introduce yourself in a few words? their packaging.

My name is Patricia Mitermique, I'm 60 years old, and I've been working for Opinel since 2003.

What's your background?

I first worked for cleaning companies and in various industries.

After that, I did a year's temp work at Opinel and was taken on full-time, which was fantastic news!

I started my adventure at Opinel in the assembly workshop and now work in packaging.

Can you tell us what your job entails?

Since 2014, I've been working at a station where I pack all the knives made in the assembly plant. In other words, I wrap the products in



What do you like best about this job?

I like that my job's diverse, plus the wide range of knives and packaging.

If you had to describe your profession in just three words, what would you say?

Dexterity, versatility and mutual support.

What values would you say the company has ?

Recognition and respect for human beings.

Which is your favorite Opinel knife?

The N°08 Olivier.

The team is growing

Malaury Martin - BtoB Account Manager

Pauline Cadiou-Leca - Workshop Manager

Florian Chevallereau - Junior Project Development Manager

Charles Le Sueur - Area Manager

Melodie Cadiou - Buyer

Xavier Bonnard - Export Zone Manager

Laurent Falco - Head of Human Resources

Violaine Vallet - Manufacturing Operator

Sidney Pitten - Manufacturing Operator

Pierre Urban - Team Leader

Clément Viennot - Operator - Adjuster

Quentin Lafouge - Customer Service Assistant

Orlane Joguet - Communications Officer

Claryce Gamay - Quality Technician

Lina Tourrette - Junior Project Development Manager

HR Chronicle

Laurent Falco, HR Manager

O PINEL's Human Resources department is now complete and comprises the following people:

- Séverine, our HR Manager, is responsible for administrative and payroll management. She ensures that all aspects of staffing are properly handled (personnel files, attendance and absence management, affiliation and relations with social security bodies, mutual insurance, URSSAF, health insurance, retirement, occupational medicine, etc.) and manages all payroll-related operations every month, ensuring that employees receive their pay on time and in compliance with current regulations (monitoring and preparation of payroll variables, transmission to the external service provider, checking and payment). Séverine also helps to organise occasional company events.
- Audrey, our Receptionist, is responsible for welcoming visitors and external service providers, and managing calls made to reception. Her role also includes administrative follow-up, and providing support to the HR department for certain day-to-day tasks (sick leave, medical check-ups, time tracking for temporary staff, expense claims, etc.). She also plays an important role in the organisation of company events and manages staff-related orders (knives, work clothes, etc.).
- Laurent, Head of HR, oversees the department and all its functions (recruitment process and onboarding of new arrivals, staff skills development and training, career development in line with the company's strategic policies, etc.). He also manages industrial relations and looks after employees' well-being. His mission is to ensure a harmonious working environment while ensuring compliance with the legal framework.

HR stands for Human Resources, embodied by the people who make up the company's driving force.

THE VOICE OF AMERICA !

Morgan Huguet, Inside Sales Coordinator

National Knife Day !

For National Knife Day, our US team created a limited edition No.08 Carbon Knife to honor Joseph Opinel and his original workshop.

This special edition, limited to 300 units, features an oak wood handle engraved with Joseph's personal signature and the coordinates of the first Opinel workshop in Gevoudaz, France.

The coordinates 45.2300 N | 6.3129 E mark the location where the first Opinel folding knife was created in 1890, celebrating the beginning of a 135-year journey of crafting quality, affordable knives in the heart of the French Alps.



Export side

Xavier Bonnard, Area Manager Europe South / Latin America

Flashback to a multi-country tour in June: Italy, the Principality of Andorra and Spain.

We started with Italy, one of Opinel's oldest and most important export markets. An opportunity to discover the popularity of our Savoy brand in this transalpine country.

For over 40 years, our long-standing partner Coltellerie Milanesi has been progressively exploring the garden centre sector, after witnessing great success in hardware stores, cutlery shops and agricultural cooperatives in

particular.

We have a number of exciting projects in the pipeline, including another joint appearance at the Myplant & Garden trade fair in Milan in February 2025.

We also had a promising meeting in Milan with Maino Carlo, our Italian distribution agency for the tableware and kitchenware sector. Among other positive actions, a support programme for agents in the field has been put in place to step up our development in this targeted network.



« Les Bêtises » Store

This immersive trip to Italy ended in the Alpine resort of Courmayeur, at the foot of Mont Blanc, with a stop at the “Les Betises” shop, a passionate baseline customer with an impressive Opinel range.

From the chalets of Courmayeur in the Aosta Valley to the foot of Stromboli in the Aeolian Islands in Sicily, our transalpine friends are huge Opinel fans!

We then travelled to Andorra to meet our local distributor APA, who is fully committed to Opinel, and to discover a beautiful Opinel customer shop: “Roca & Ribes”.

Finally, the tour ended in Barcelona with a meeting with the sales team from our Spanish distributor, MUELA COMERCIAL. This was a fun and productive working session to prepare new projects, such as the first participation in the Iberflora Garden Centre trade fair in Valencia at the beginning of October, as well as tours with the agents in the different regions.



« Roca & Ribes » Store

News

Françoise Detroyat, Marketing & Communication Director

Maison et Objet 2024 was held from 5 to 9 September in Paris Villepinte. It was an opportunity to showcase all our collections and present the new products that will be launched at the end of the year..

The N°09 Cime

As far as pocket knives are concerned, the N°09 Cime is a magnificent new addition to our collection this October. This new N°09 model is the perfect complement to our premium range, meeting the expectations of the growing number of customers who like knives of this size. We've selected contrasting French woods, with the soft, contemporary whiteness of maple offset by darker woods: black walnut and heat-treated ash. Our Artisanat du Bois workshop has created a highly graphic composition evoking the summits: you can imagine the crests of waves or the peaks of mountains, territories dear to the Opinel brand.

Complete with instructions and a specially designed box, the N°09 Cime is available at a recommended retail price of €59, perfect for festive season gifts.



Les Essentiels du Cuisinier : Pop80

In November, Les Essentiels du Cuisinier range will welcome another new product, with flashy, exuberant tones that celebrate the colourful, effervescent designs found in the 80s: the Essentiels Pop80 set. Clear blue, lemon, raspberry and turquoise electrify the handles of the 4 knives in this set: the Paring Knife, the Serrated Knife, the Vegetable Knife and the Peeler.

Recommended retail price €33.90.



Coffret la Table au Soleil

Another festive season gift idea will also be available this November. It'll brighten up tables in winter and add peeps in spring and summer: la Table au Soleil is a set of 4 Sylve forks and 4 Bon Appétit knives, with olive wood handles. Hangable and featuring a striking visual, this box is easy to display.

Recommended retail price €98.

Les Essentiels du Cuisinier : Paysage

After 18 years, the Les Essentiels du Cuisinier range of zesty colours has been replaced by a new colour range: Paysage, inspired by a travel photo. Vibrant colours that reveal and illuminate each other: classic bright red and blue alongside subtle shades such as sage, violet and khaki. These colours feature on the handles of the N°112 Paring Knife, the N°113 Serrated Knife, the N°114 Vegetable Knife, the N°115 Peeler and the N°117 Butter Knife. The knives will be available at the beginning of November, sold individually in cardboard boxes, as well as in the 4 Offices Paysage boxed set in red, sage, violet and khaki.

Recommended retail price €32.



Sales advice

Frédéric Pautet, Sales Manager France

How to successfully present a new Opinel product?

Whether it's the Picnic+ Set, our Made In France sheaths or the Barbecue Set for the most recent models, Opinel's new products, which add rhythm and dynamism to our seasons, are often eagerly awaited by our retailers.

It's therefore important they are presented to customers in the best possible way.

The aim is to grab their attention, and there are a number of ways you can ensure this:

- **Location:** Display the new product in a highly visible spot, such as at the entrance to the shop or in a high-traffic area. Use attractive displays to show it off...and don't forget the window display.
- **POS:** Use posters and banners to draw attention to the new product. Keywords such as "New" and "Discover" (big, colourful wording) will encourage customers to stop and look.
- **Demonstrations:** Showing how the product works and providing demonstrations will help customers understand its unique selling points.
- **Use of social networks:** Announce its arrival on your social media. Use eye-catching photos and videos to generate interest even before it arrives in the shop.
- **Facilitate cross-merchandising:** include other products from the same universe to promote the new product. You'll highlight the presence of this new product and boost sales of your existing products.
- **Train and motivate employees:** Make sure staff are familiar with the product and can talk about it enthusiastically. Set up a challenge and reward the salesperson who sells the most pieces.
- **Reward:** Rather than offering a direct discount on the product, offer additional loyalty points for the purchase of the new product to loyalty scheme members (if you have any).
- **Give customers a say:** Encourage them to provide feedback on the new product, whether in-store or on your online platforms. This boosts customer interaction and may encourage other customers to take an interest.



Opinel Store, Annecy

We hope this gives you some ideas for our N°09 Cime, our new colour palette for our Essentiels and our soon-to-be-released "La Table au soleil" box set.

Feel free to send us photos of your displays (commercial@opinel.com)!



Window Competition

Françoise Detroyat, Marketing & Communications Director

When the Barbecue Set went on sale this spring, we decided to organise a window display competition. The aim was for our partners to create the best window display by showcasing the product in an original and creative way in their shop, and to then send us their best photo.

Among the many participants, we have selected the top five.

In 5th place: Au bonheur du cuisinier, Bourg-Saint-Maurice

In 4th place: Quincaillerie Chapuy, Pont l'Evêque

In 3rd place: L'Atelier de Zélie, Saint-Chély-d'Apcher

In 2nd place: La Boutique Ferdinand, Limoges

In 1st place: Astuce de cuisine, Poitiers

Congratulations to the grand prize winner: the Astuce de cuisine shop for its superb window display.



Astuce de cuisine

Medals ceremony

A look back at the medals ceremony held on September 26.

It was during this evening that Philippe PASCOLI received the Vermeil medal, and Denis PORRET & Gérard VIGNELLO the Gold medal, in tribute to their commitment and loyalty to Opinel.

This ceremony highlighted the importance of hard work and the value of their respective career paths.

