VICTORINOX

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THE PROFESSIONAL'S CHOICE SINCE 1884

MINTRAC CONFERENCE SEPTEMBER 2016
8TH September 2016

VICTORINOX HISTORY

1884 – 1989 (105 years)

Swiss Army Knife

Cutlery

1989 – 2015 (26 years)

Watches

Travel Gear

Apparel

Fragrances

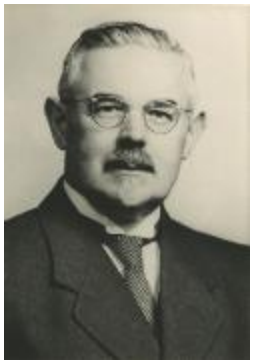
FOUR GENERATIONS – ONE BRAND – ONE FAMILY

132 years after its creation, the Victorinox adventure has become one of the most remarkable Swiss success stories of all time and the company still is in the hands of the Elsener family.

Karl Elsener

Founder

Karl Elsener II



Popularization of the knives

Carl Elsener III

Internationalization of the brand

Carl Elsener IV

Diversification of the brand

FOUR GENERATIONS – ONE BRAND – ONE FAMILY

Entrepreneurship characterized by tradition, quality and innovation.

Solid values! It was with this philosophy that Karl Elsener laid the foundations for a local company in 1884, which has since grown from a small cutler's business into a global brand.

The brand name "Victorinox" is a neologism of Victoria, the name of Karl Elsener's mother, and "inox", the international designation for stainless steel.

FROM AN ARMY KNIFE TO A GLOBAL BRAND

1884 Karl Elsener | opens a knife cutler's workshop in Ibach-Schwyz. His mother Victoria actively supports him in his endeavors.

1897 The original Swiss Officer's and Sports Knife is patented.

1909 Following the death of his mother, Karl Elsener chooses her first name Victoria as the brand name and registers the emblem with the cross and shield as a trademark. Today it is registered as a trademark in over 120 countries.

1931 Carl Elsener || introduces automation. In 1931, the company Brown Boveri is commissioned to set up the world's first all-electric hardening plant in Ibach. This means that all knives can be guaranteed to be of a consistent high quality.

FROM AN ARMY KNIFE TO A GLOBAL BRAND

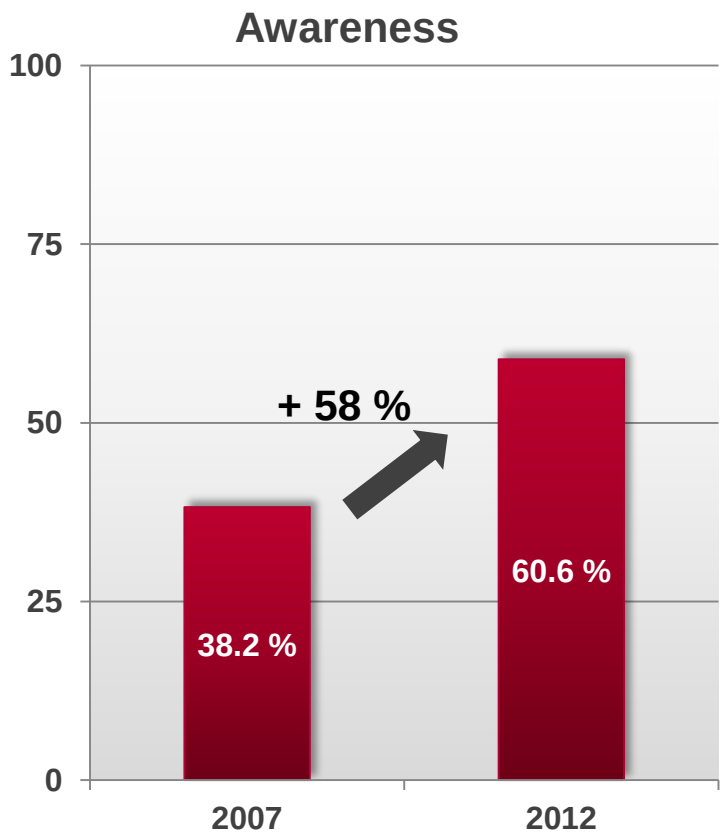
1984 The company doubles its manufacturing and office space. 810 employees generate sales of over 80 million Swiss francs.

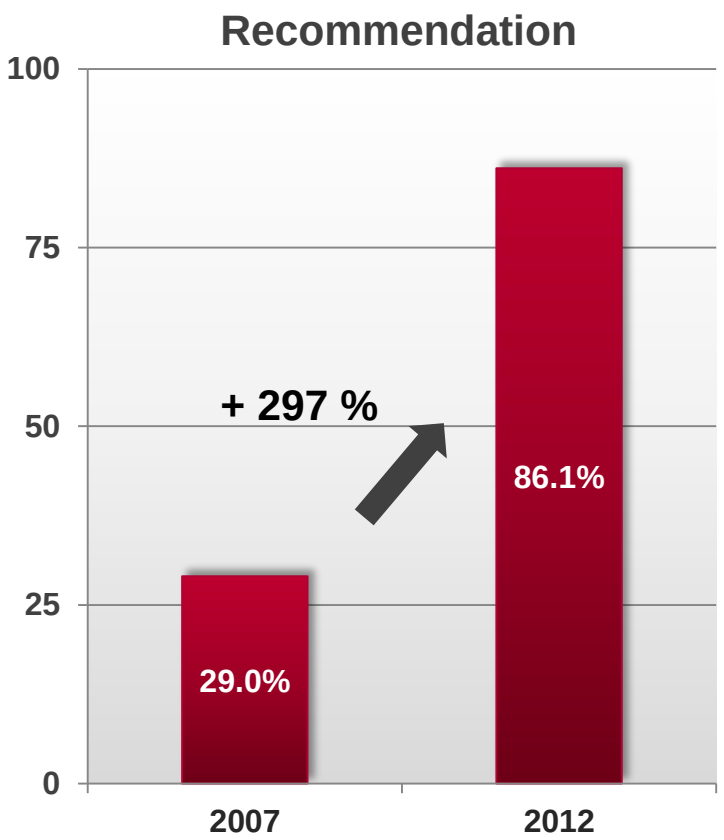
2000 The Victorinox Foundation is established. It holds 90% of the share capital of Victorinox AG. A further 10% is held by the not-for-profit Carl and Elise Elsener-Gut Foundation.

2005 Victorinox acquires the long-standing Swiss knife and watch manufacturer Wenger SA in Delemont and allows it to operate as an independent subsidiary.

2014 Victorinox is now managed by the fourth generation of the Elsener family. The company is celebrating its 130th anniversary.

PEOPLE TRUST IN VICTORINOX





WORLDWIDE PRESENCE

ZURICH

LONDON

GENEVA

DÜSSELDORF

BOSTON

TORONTO

70 BRAND STORES

SHELDON AND HAMMOND - HISTORY

- Import, marketing and distribution company of quality brands, founded 1935.
- Specialises in four major market categories, homewares, electrical, commercial/hospitality and outdoor/sporting.
- Strategically placed distribution centres in Sydney, NSW (over 20’000m2), Western Australia (31’500m2) and Auckland, New Zealand.
- Victorinox AG, Switzerland holds interest shares in Sheldon & Hammond.

VICTORINOX & SHELDON AND HAMMOND

- Previous distributor of fixed blades was Oppenheimer Australia.
- Agreement once principal retired from Oppenheimer Sheldon and Hammond would take over the distributor rights in Australia.
- S&H has been distributing Swiss Army Knife for over 30 years.
- S&H distributes Victorinox only in Australia and not in New Zealand.

VICTORINOX INFLUENCES ON THE PROCESSING TRADE AROUND THE WORLD

- Singapore

VICTORINOX INFLUENCES ON THE PROCESSING TRADE AROUND THE WORLD

- Dubai

VICTORINOX INFLUENCES ON THE PROCESSING TRADE AROUND THE WORLD

- Chicago

VICTORINOX INFLUENCE ON THE PROCESSING TRADE AROUND THE WORLD

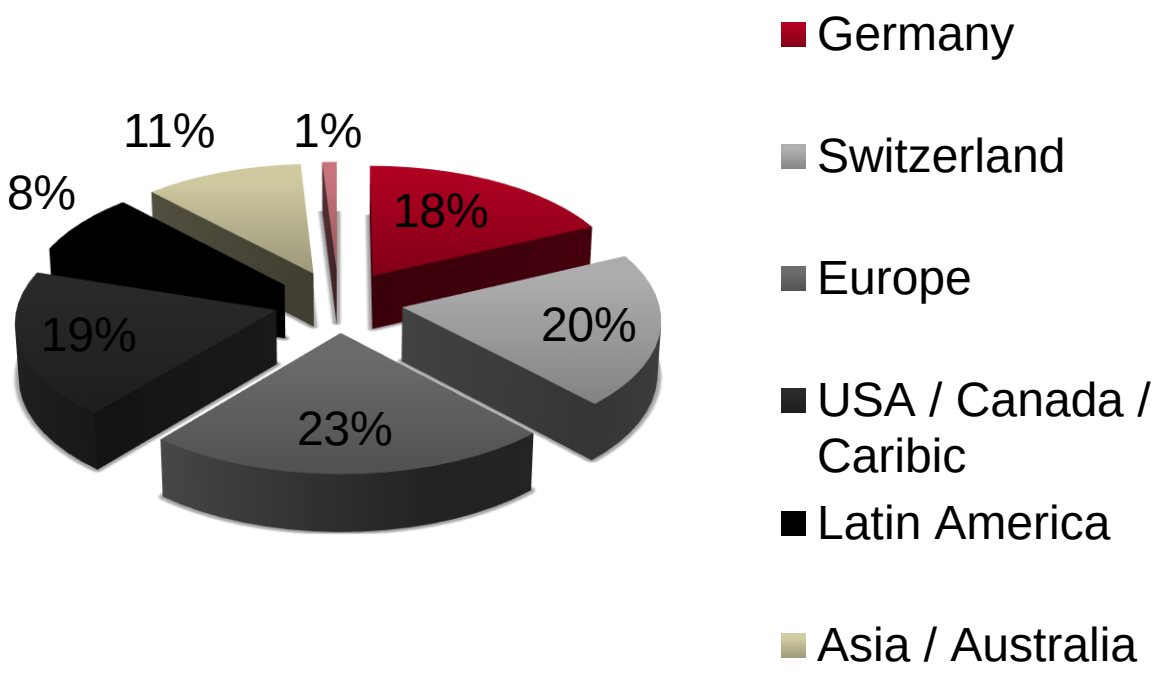
- Germany

VICTORINOX TODAY

- 900 Products.
- 65,000 KNIVES produced per day.
- 60,000 POCKET TOOLS produced per day.
- 32 Million Pocket Tools & Knives per year.
- Every 5 sec 7 Victorinox products are being sold in one part of the world.
- 55,000 point of sales around the world.

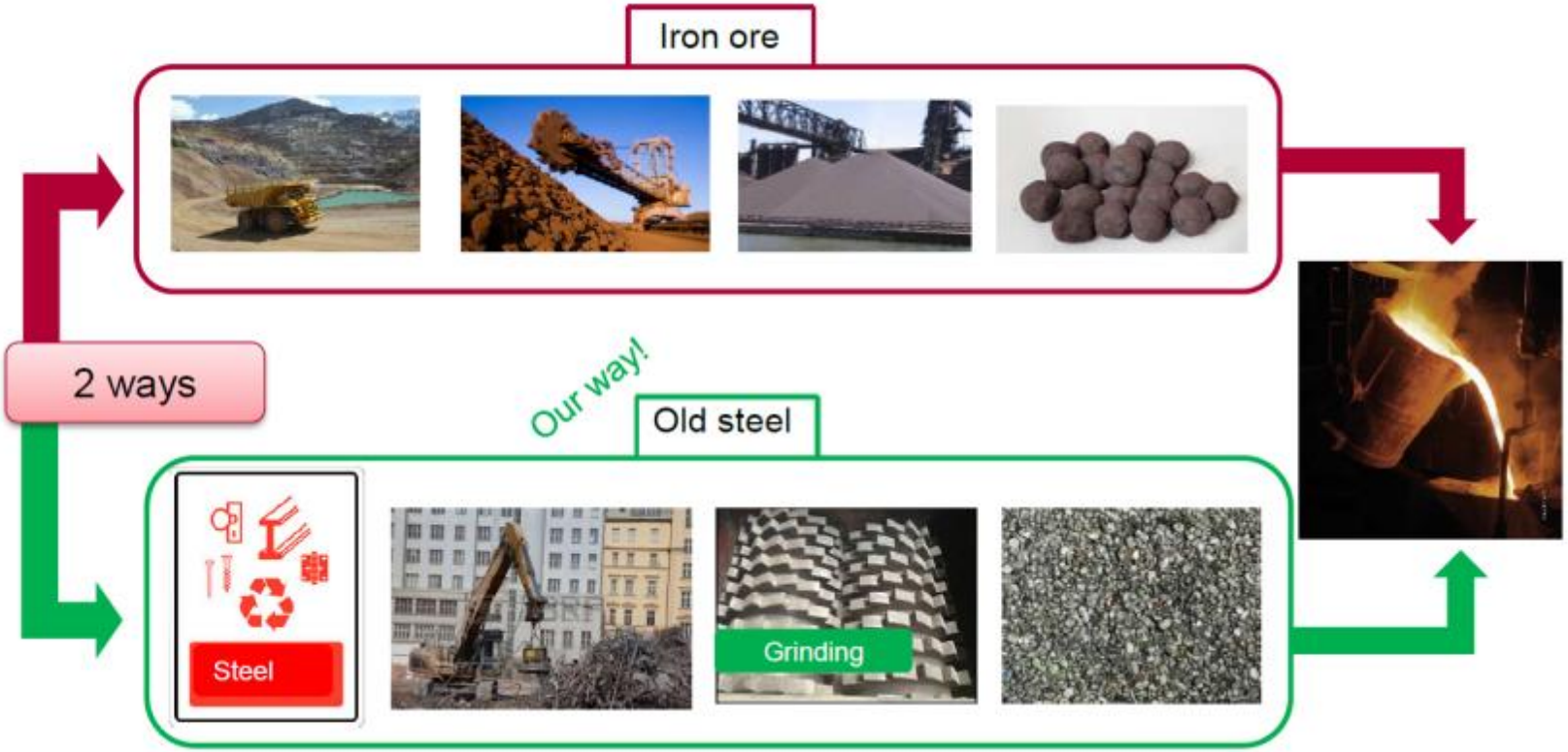
VICTORINOX TODAY

- Sales by geographical area



PRODUCTION – VICTORINOX IBACH-SCHWYZ

HOW DO WE PRODUCE STEEL



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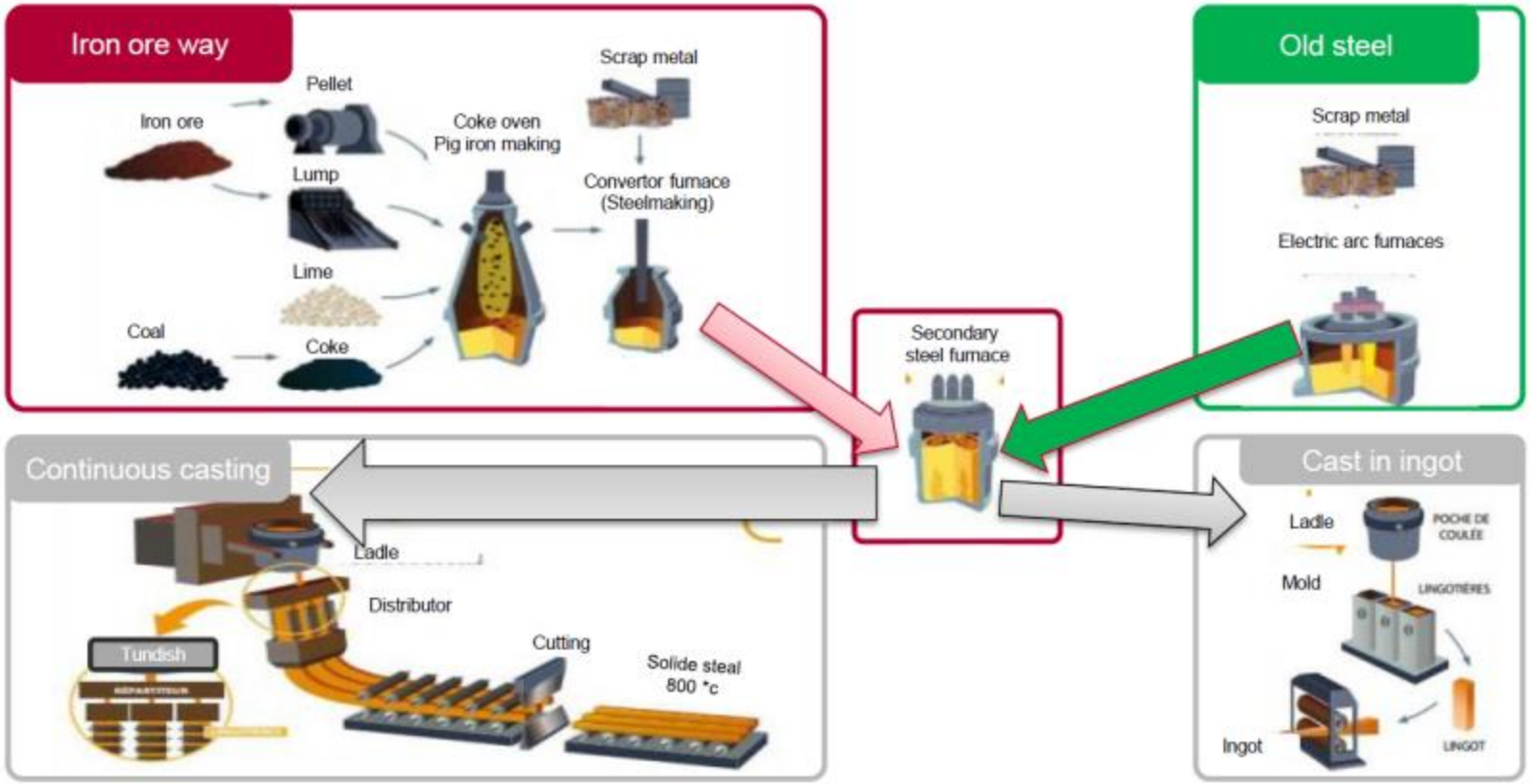
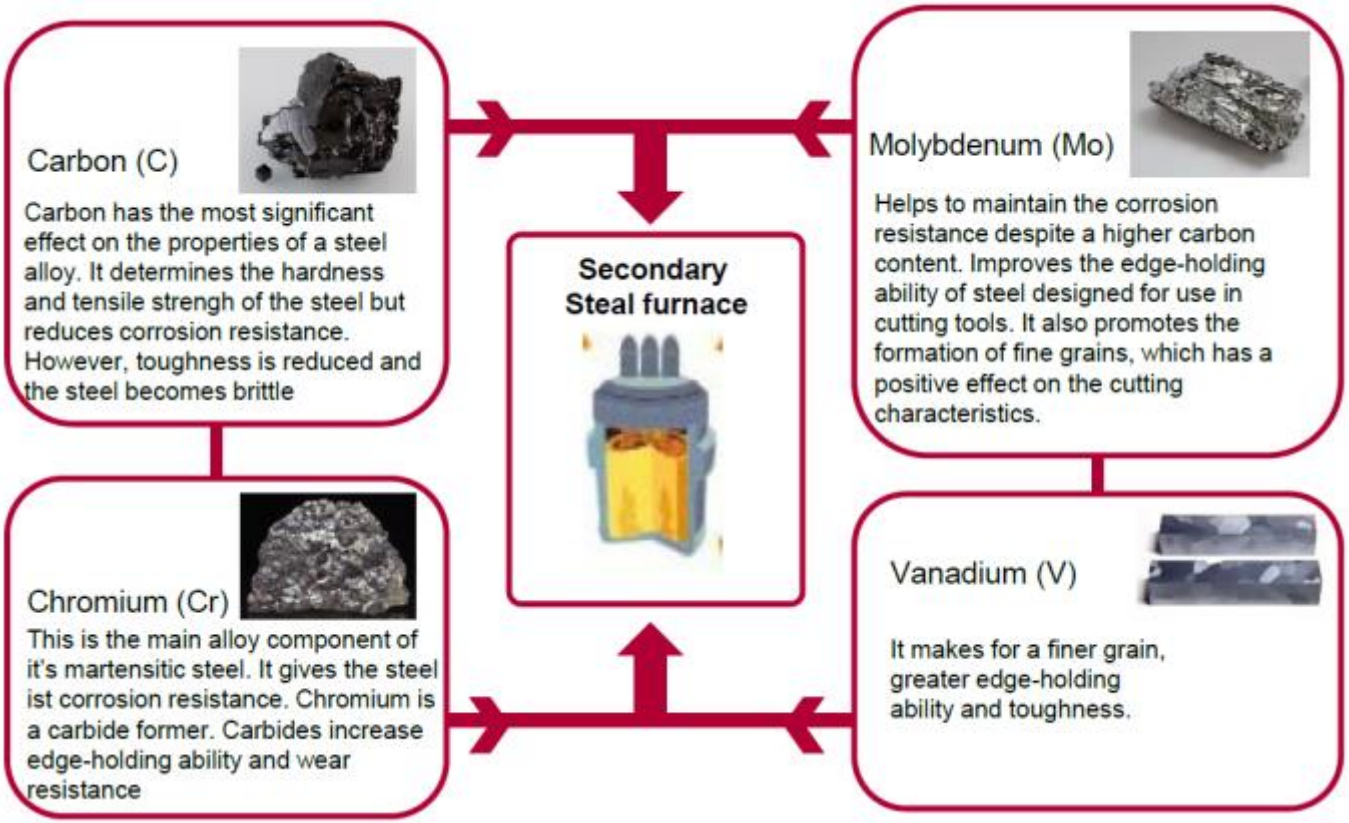


MARTENSITIC STEEL STEEL ALLOY - OR THE PERFECT MIX



CUTLERY
OVERALL BEST SELLERS – TOP 10

1. CARVING KNIFE
Extra wide blade 20 cm
5.2063.20

2. BONING KNIFE
Curved, narrow blade
15cm 5.6603.15

3. PASTRY KNIFE
Wavy edge 26 cm
5.2933.26

4. CARVING KNIFE
25cm 5.2003.25

5. BONING KNIFE
Curved, narrow, flexible
blade 15 cm 5.6613.15

6. BONING KNIFE
Curved, narrow, flexible
blade 12 cm 5.6613.12

7. BONING KNIFE
Straight, wide blade 15cm
5.6003.15

8. BREAKING KNIFE
Curved, narrow blade 20
cm 5.7203.20

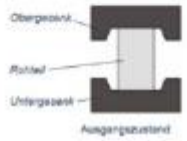
9. BONING KNIFE
Curved, narrow blade
12cm 5.6603.12

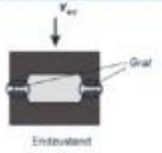
10. CIMETER STEAK KNIFE
curved, wide blade 25 cm 5.7303.25

TWO TYPE OF KNIVES

Stamped knife

Forged knife





TWO MAJOR CLASSIFICATIONS – STAMPED OR FORGED

Stamped

- Manufactured in Switzerland
- Punched out from a sheet of high carbon stainless steel
- Tempered, sharpened, and finished mostly by machines
- The blade is fitted into its handle
- Thinner, lighter than forged knives
- World renowned sharpness, laser tested.
- They are usually priced lower than forged cutlery
- Favored by many industry experts and chef for their lightweight

Forged

- Traditional methods of construction using handcraftsmanship
- A steel bar heated to very high temperature, set into a mold
- Hammered to form the blade
- Tempered, sharpened, and finished mostly by hand
- Include a bolster and a tang. (the bolster is the center piece between blade & handle; the tang is the metal inside the handle
- Heavier knives than stamped knives
- Higher price points than stamped knives

HOW IS A STAMPED KNIFE MADE

Main production steps.

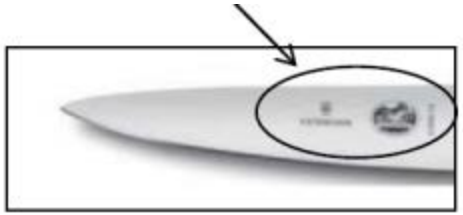
1. 2.

3.

4.

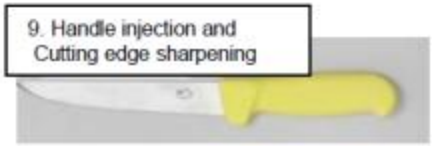
HOW IS A STAMPED KNIFE MADE

Main production steps.



8.

9.



HOW IS A FORGED KNIFE MADE

Main production steps.

1.

2.

3.

4.

5.

1.Raw material

2. Blank split off

3. Forging with fall hammer

4. & 5. Blade stamping

HOW IS A FORGED KNIFE MADE

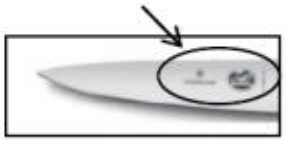
Main production steps.

6.

6. Hardening

7.

7. Various grinding and polishing stages



8.

8. Brand electroetching

There is also a hybrid way between both technique (stamping or forging). It is to add the crops on the knife by induction forging.

This technic reduce the price of production as the quality of the knife.

HOW IS A FORGED KNIFE MADE

Main production steps.

10.

10.

10.

11. 12.

10. Handle mounting

11. Cutting edge sharpening
12. Knife cleaning

STAINLESS

- Steel only becomes stainless or “rust free” after it has been hardened, grind and polished.
  - Steel is only corrosion resistant after correct hardening and cooling

  - The resistance is optimized by polishing

STAINLESS

- Corrosion – Rust

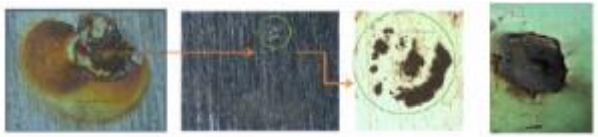
  There are conditions attached to the terms “rust-free”, “stainless” and “inox”. Permanent dampness, high salt content in the air or water and acids in food (e.g. in mustard or horseradish) can all cause corrosion.

  Corrosion occurs when the outer layer is damaged:

  - Through long-term exposure to chemicals or certain food waste.
  - Through high temperatures and steam.
  - By superheated regrinding which changes the microstructure of the steel.

STAINLESS

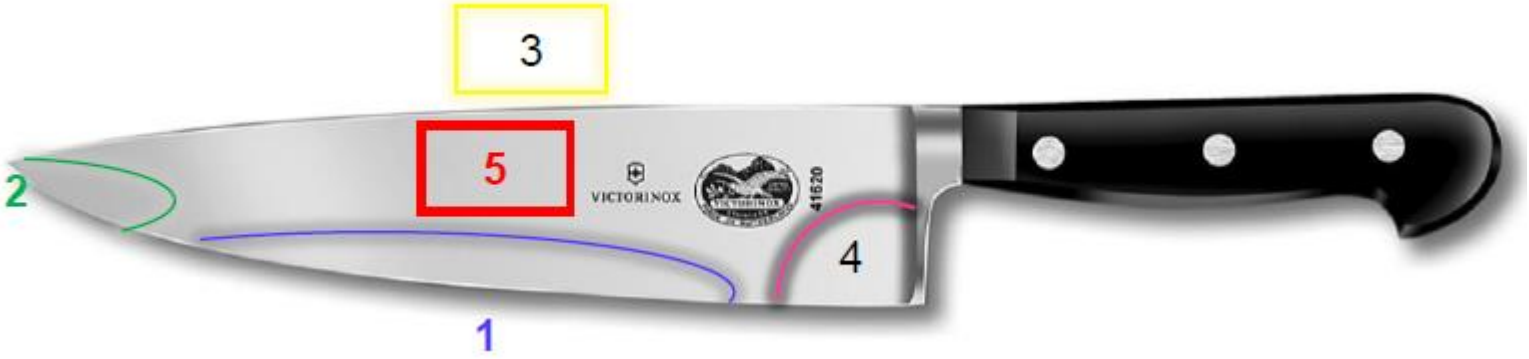
- Three kind of corrosion
  - Pitting corrosion, is a form of extremely localized corrosion that leads to the creation of small holes in the metal



  - The intergranular corrosion, is exclusively for errors in processing or post-processing, such as (re) sharpening without sufficient cooling

  - Foreign rust or surface rust, is due to rust particles from external sources, which have settled on the surfaces of stainless steels

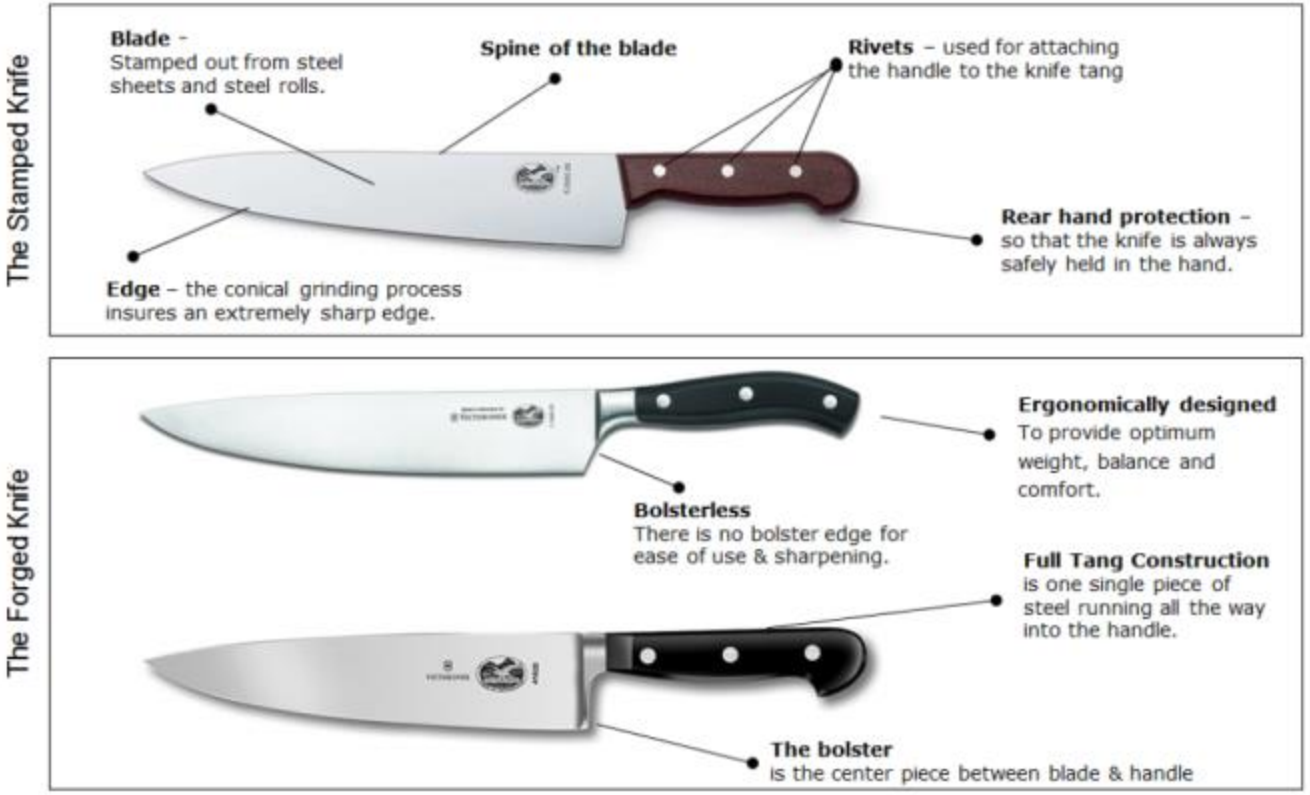
THE ANATOMY OF A KNIFE



1. The mid section or the “belly” of the blade is remarkably appropriate for either firm or soft food. The gentle curve of the blade is ideal for mincing of leeks, chives, parsley, etc.

   Caution: Chef’s knives purposely have been ground extra thin for the ultimate cutting performance. Chopping through bones for example will damage the fine edge.
2. The front or tip of the blade is suitable for many small cutting jobs. It is particularly useful for chopping onions or small vegetables.
3. The sturdy spine of the blade can be used to break up small bones or shellfish.
4. The weight distribution is optimal at the heel of the blade and is used to chop through extremely firm food objects.
5. The wide flat surface of the blade is suitable for flattening and shaping of meat cuts such as fillet as well as for lifting of the chopped product.

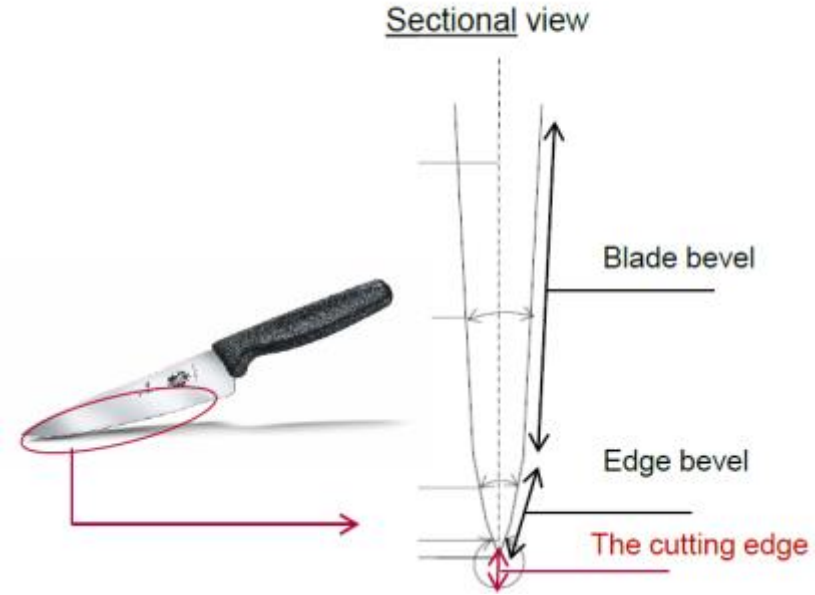
THE ANATOMY OF A KNIFE



THE ANATOMY OF A BLADE

- Sharpening Geometry

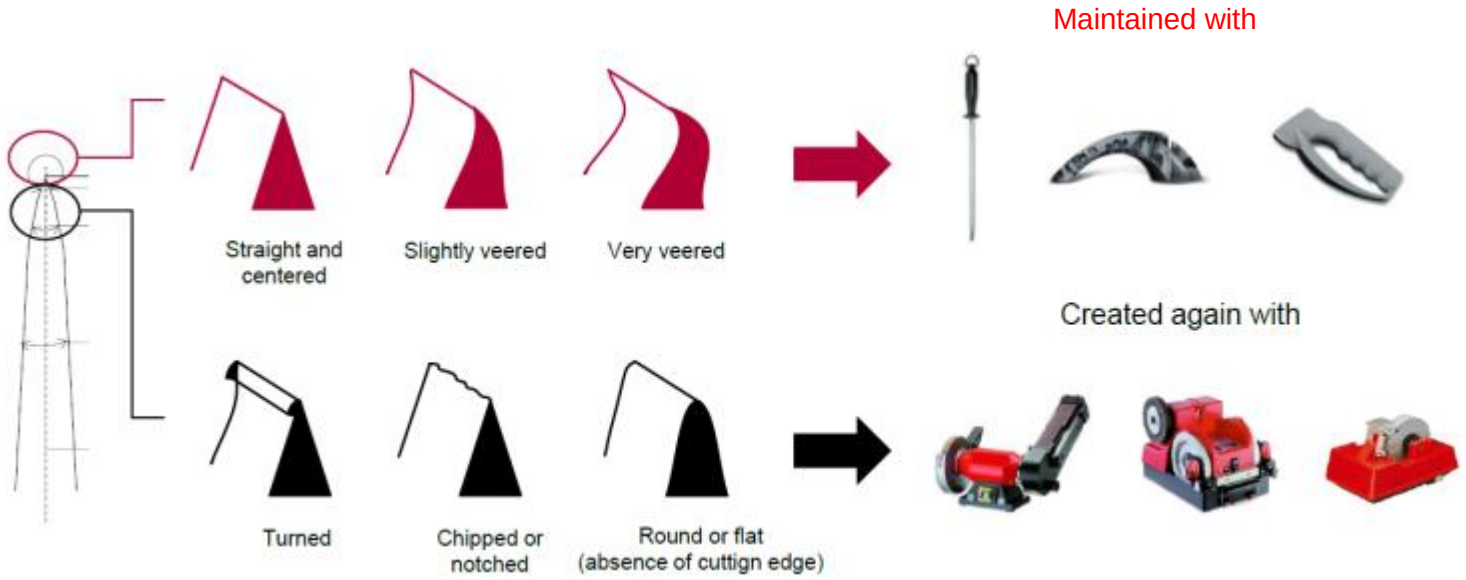
  Victorinox knives sharpening angle varies between 30° and 40°. The name of this cutting edge is “convex edge bevel”.



THE ANATOMY OF A BLADE

- The different shape condition of the cutting edge

Depending on the shape of the cutting edge, it must be readjusted or created again with specific tools.



TYPES OF BLADES

- Straight:

  For working with the tip of the blade.

  Example: For fisherman, to remove pieces of cartilage or nerves.

- Curved:

  To facilitate gradual slicing of the blade into the meat.

TYPES OF BLADES

- Short:

  For deboning

  Example: easier to handle and requires less effort.

- Long:

  To cover a larger cutting surface.

- Large:

  To facilitate guided slicing (straight cut)

  Example: for slicing meat.

TYPES OF BLADES

- Narrow:

  To facilitate change in direction.

  This type of blade is used

  especially for deboning.

- More or less flexible:

  The flexibility is a result of the mechanical characteristics of the metal, the thickness and width of the blade.

  A flexible blade bends more easily and cuts around hard surfaces better.

TYPES OF BLADES

- Skinning blade:

  For more control skinning an animal, thanks to the large slicing area of the blade (belly). The shape aids in avoiding accidental cuts to internal organs.

- Santoku blade:

  The multipurpose kitchen knife originates from Japan.

  The Santoku's blade and handle are designed to work in harmony by matching the blade's width/weight to the weight of the blade tang and handle. The original Japanese Santoku is considered to be a well-balanced knife.

CHARACTERISTICS OF THE BLADES

Task	Shape	Length	Width	Flexibility	Fluted edge
Boning	Straight or curved	12 to 16cm	Large Medium Narrow – Slender	Stiff Half stiff	With or without
Paring	Straight or curved	16 to 22cm	Large	Half stiff Flexible	With or without
Paring (Derinding)	Straight	18cm	Large	Stiff	Without
Carving	Straight or curved	21 to 31cm	Large	Flexible	With or without
Fish Filleting	Straight or curved	16 to 20cm	Narrow	Flexible	Without With scaler on the back of the blade

CUTLERY HANDLES

- **The handle**
  - Ergonomic design.
  - Comfortable, non-slip even when wet.
  - Maximum reduction of hand fatigue.
  - Has been proven to reduce or even avoid tendonitis.
  - Gives natural support to the palm and fingers for greater precision.

- **Injection molded directly onto the blade**
  - Hermitically sealed, resulting in no gapping between blade and handle.
  - No debris or germs accumulation.
  - Dishwasher safe.

WHY FIBROX

- Key arguments
  - For specialists with high demands.
  - Made from Polyamide, with a very pleasant grip and unique non-slip surface.
  - Safe (food), non-slip, and ergonomically designed.
  - Safety handles available.
  - Sterilization up to 110°C.
  - Very low abrasion.
  - FIBROX is a protected trademark.
  - FIBROX is recyclable.

CUTLERY HANDLES

- HACCP – Hazard Analysis Critical Control Points

is a preventive system – a risk management that provides safety for food and consumers.

This concept is in accordance to international food regulations.

Thanks to the coloured handles, the scope of application for each knife is visible.

HACCP Color Coding (Hazard Analysis Critical Control Points)					
	red	raw meat		green	fruit / vegetables
	blue	fish		white	bakery / dairy
	black	universal		yellow	poultry

CUTLERY HANDLES

- Handle materials

Polyamide (PA)	Polyamide is extremely strong and combines excellent rigidity with high impact strength. It benefits from good abrasion resistance and sliding properties, can be sterilised and is suitable for use at temperatures of up to 80 – 110°C	Swibo  Fibrox 
Polypropylene (PP)	Polypropylene exhibits good strength, rigidity and hardness. It is suitable for sterilisation and can be used at temperatures of up to 80 – 100°C	Swiss Classic  standard 

CUTLERY HANDLES

- Handle materials

Polyoxymethylene (POM)	POM features excellent strength, hardness and dimensional stability over a wide range of temperatures. It benefits from good abrasion resistance, can be sterilised and is suitable for use at temperatures of up to 130°C.	Forged 
Thermoplastic elastomers (TPE)	TPE materials combine the easy processing of thermoplastics with the beneficial properties of elastomers. They are extremely flexible over a wide range of temperatures, very strong and benefit from good impact and notch impact strength, even at low temperatures. TPE materials can be used at temperatures of up to 80 – 110°C.	Swiss Classic  Ceramic 

CUTLERY HANDLES

- Handle materials

Rosewood*	High-quality rosewood comes from India and is FSC-certified (controlled wood). This very hard wood is tough, durable and benefits from low shrinkage. It is also highly resistant to moisture.	Wood 
Bubinga*	Originating from Gabon in Africa, bubinga wood is extremely hard and resistant to moisture. It is FSC-certified (pure).	Wood 
Beech*	European beech is a hard wood that is ideal for work knives. Most knife blocks are also made of beech. This wood is FSC-certified (pure).	Wood 

QUESTION & ANSWERS

- Thank you for listening.
- Opportunity to ask questions about Victorinox.