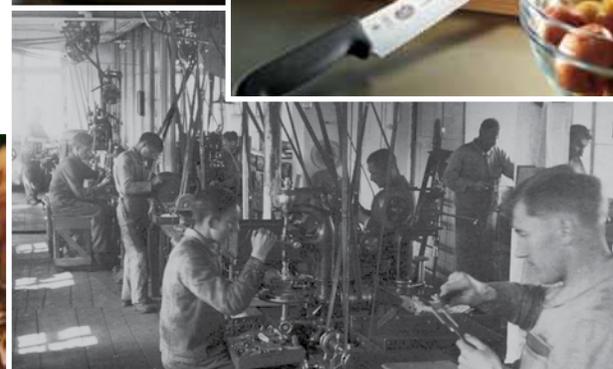




VICTORINOX
SWISS ARMY

THE SHARPEST SALES TRAINING MANUAL



The Insider's Guide to Victorinox Cutlery



HISTORY AND HERITAGE

Victorinox and its history of unparalleled craftsmanship have left an indelible mark on the memories of generations of proud owners — timeless impressions that are the direct result of Victorinox’s steadfast commitment to quality, trust and authenticity. The story begins in 1891 with a revolutionary multi-tool. This multifunction device, worthy of soldiers and adventurers alike, set the standards in credibility, brilliant design and durability. Whether serving as a first-choice gift of U.S. Presidents at the White House or saving lives at the peak of Mt. Everest, the Original Swiss Army Knife defines the characteristics carried through all Victorinox products today.



Karl Elsener



Soldiers' Knife 1891



Officers' Knife 1897

MILESTONES

- 1884** In Ibach, Switzerland, Karl Elsener opens his own cutlery factory.
- 1891** The Swiss army is supplied with the sturdy soldiers' knife for the first time. The knife is comprised of a large blade, screwdriver, can opener and reamer.
- 1897** June 12, official registration of the elegant "Officers' Knife" with an additional small blade and corkscrew developed by Karl Elsener.
- 1909** Following the death of his mother, Karl Elsener introduces the brand name "Victoria" in her honor.
- 1909** The characteristic cross and shield emblem is registered as a trademark.
- 1921** The invention of stainless steel being of central importance for the cutlery industry, Karl Elsener coins the company's new name, "Victorinox," by melding his mother's name with "inox," an abbreviation of the French word for the characteristic of this new steel, "inoxydable."
- 1931** The Brown Boveri Company sets up the world's first fully electric heat treatment facility for Victorinox.

- 1945** The "Original Swiss Army Knife" begins its successful progression around the world and is particularly popular in PX stores.
- 1979** On January 2, the previously solely owned "Messerfabrik Karl Elsener" is converted to the family-owned stock company "Victorinox AG."
- 1989** Victorinox enters the timepiece market in the USA under the "Swiss Army Brands, Inc." label.
- 1999** Victorinox enters the travel gear market, issuing a manufacturing license to the American TRG Group in St. Louis.
- 1999** Expanding its timepiece business, the company establishes Victorinox Watch SA in Bonfol, in Switzerland's Jura watchmaking region.
- 2008 – 2011**
The company's retail store expansion: London, Geneva, Düsseldorf, Boston and Los Angeles, just to name a few.

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Makers of the Original Swiss Army Knife.



1.1 The Company

Karl Elsener was born in 1860 from a long line of haberdashers in Zug, Switzerland, selling small articles for sewing such as buttons, ribbons and even zippers! Instead of taking up hats, Elsener learned the craft of knife-making and apprenticed in Paris and Tuttlingen in Germany, where he specialized in surgical instruments and razors.

Elsener began making cutlery for himself on January 1, 1884, in Ibach, in the pastoral canton of Schwyz, the birthplace of the Swiss Confederation. A former mill on the Toblach River (Tobel Stream) housed Elsener's first workshop. There, the Swiss pioneer founded a cutler's workshop with the idea of producing knives for the soldiers of the Swiss Army.

A short time later, he paved the way for an unparalleled company history by developing the now legendary "Original Swiss Army Knife." By the time this fourth-generation family-owned business delivered the first pocket knife to the Swiss Army, they'd been selling fine cutlery to professionals for years.

In addition to the Swiss Army Knife, the company diversified into household and professional Cutlery, Timepieces, Travel Gear, Fashion and Fragrances. Each product category is an expression of Swiss quality and Swiss pioneering spirit. Today, Victorinox Swiss Army has a presence in over 130 countries and a global workforce of about 1,900.

The Victorinox Worldwide Headquarters is located in Ibach, Switzerland; the Victorinox Swiss Army North American Headquarters is located in Monroe, Connecticut; and Victorinox Global Fashion and Retail is in New York City.



Karl Elsener, Founder



Karl Elsener, Sr. & Charles Elsener, Jr.



Cutlery Association in the 1900's - Original Factory



The original Soldier's Knife, 1891



Symbol of Swiss ingenuity; the evolution of mankind's most needed tool!



Victorinox Worldwide Headquarters in Ibach



1.2 The Cross & Shield Emblem

The cross and shield emblem was created in 1909. It was a very avant-garde concept at the time to have a logo representing the brand and identifying it against counterfeit. Of course, the Swiss Cross is from the national Swiss flag, yet to distinguish it, note the two white lines joining the shield on each side.



1909 Company Cross & Shield

1.3 Company Logos

From confusion to fusion!

The evolution of our logo is fascinating! From 1884 to today, take a look at its transformation and design evolution. This is a true reflection of the branding. Today two logos clearly identify the brand: Victorinox and Victorinox Swiss Army.

1921 The -inox suffix (from the French "inoxidable" stainless steel) was attached to Victoria, celebrating a new era of stainless steel introduced into the knives' production. In the 1920s, the field of craftsmen supplying pocket knives to the Swiss Army was thinned to only Victorinox and Wenger.



In North America, the company is Victorinox Swiss Army, Inc., whereas worldwide it is Victorinox AG.

Logos utilized in North America when our Commercial Cutlery was sold under the **R.H. Forschner** name. See page 8 for more details.





1.4 Victorinox and the Environment

Victorinox has been and continues to be a leader in these critical areas. For example, the company heats the production plant and 120 nearby apartments at the site in Ibach via a district heating network, which almost exclusively uses the waste heat from the plant. Accordingly, we use virtually no heating oil.

Our company has also carried out pioneering work in the field of recycling, playing an important part in the development of recycling for grinding sludge. We send 600 tons of grinding sludge a year for recycling. We have also implemented a company-wide program for disposing of liquid and solid waste materials.

Ecological criteria are a high priority in our materials purchasing and processing. We endeavor to produce end products that are environmentally friendly and as much as possible fully recyclable. We process no heavy metals at all. Our “eco-credo” also extends to the area of packaging. Since 1993, we have been complying with the strict “Green Dot” environmental requirements (controlled by Duales System Deutschland GmbH). We use recyclable packs and paper in our cardboard packaging programs. We also use only non-chlorine bleached paper for our packing leaflets.

What about our companies abroad? The same environmental standards apply to our subsidiaries as to the plants in Switzerland.



Swiss Foundation for Environmental Protection



Pipes redirect the heat throughout the plant



1.5 Entering the U.S. Market, Then the World

The name “Victorinox” had been a staple in European commercial cutlery for over 50 years when they were approached by New York’s R.H. Forschner – known since 1855 as a builder of scales for butchers – to be their sole cutlery supplier. The two companies joined forces in 1937.

From that year on, the Forschner Butcher Scale Company of New Britain, Connecticut, began importing Victorinox knives. American buyers, however, were not introduced to Swiss Army Knives until they were sold at army bases during World War II.

In 1960, the KGB and Soviet press mulled over a Swiss Army Knife, among the ingenious Western spy equipment found on Francis Gary Powers when his U-2 was downed over Russia. Victorinox maintained an enduring relationship with pilots, who had a natural affinity for compact, lightweight devices. One aviator even reported using his Swiss Army Knife to free himself from burning wreckage. The knives would later be carried aboard the U.S. space shuttle.

In 1972, Forschner became the exclusive Victorinox distributor for the United States, and the company went public in 1981; one significant investor was Charles Elsener, Owner and CEO of Victorinox.

Victorinox began supplying the German Army with pocket knives – sporting a German Eagle rather than the Swiss Cross. After the United States, Germany was the firm’s biggest market.



“Crafted in Switzerland, our functional line of Cutlery is the tool of choice for professionals and enthusiasts alike. From the bustling meatpacking plants, to four-star restaurants, to the serious home chef, Victorinox Swiss Army – the iconic name for unsurpassed quality – has the appropriate tool for every task.”

– Rene Stutz, President, Victorinox Swiss Army North America



1.6 Cutlery, at the Heart of the Company

When Karl Elsener delivered his first pocket knife to the Swiss Army, he had no idea that he had given birth to the symbol of Swiss ingenuity for generations to come. As a Master Cutler – who had been selling fine tools to professionals for years – he was merely trying to grow his business.

What began as a sideline has long since become a global phenomenon. But for over 125 years, under the guiding hand of the Elsener family, Victorinox has remained, in its heart, a cutlery company.

As it was in the 19th century, Cutlery by Victorinox is the first choice of professionals right down the line. Stamped or forged, our blades are as ubiquitous in the bustling meatpacking plants of the Midwest as they are in the gleaming four-star restaurant kitchens of Midtown Manhattan. They are often the first knives professionals purchase, and they take them with them throughout their careers.

You don't have to be a professional to appreciate our beautifully balanced, perfectly weighted, razor-sharp tools – you can put them to work just the same.



First factory in Ibach



1.7 Cutlery and Swiss Army Knives

Victorinox distinguishes its knives into two product categories:

- Household and Professional Cutlery
- Swiss Army Knives (SAK)

It is important, however, to know that these two product categories are not really divided. They both represent the core business and the heritage of the company. The Swiss Army Knife is responsible for close to 40% of worldwide revenue, and drives many aspects of brand recognition. The knife division incorporates some of the most undeniable core DNA of the brand.

Swiss Army Knives and Cutlery are the starting point of the business adventure and are still the departure point of a fascinating road that is 128 years long today.

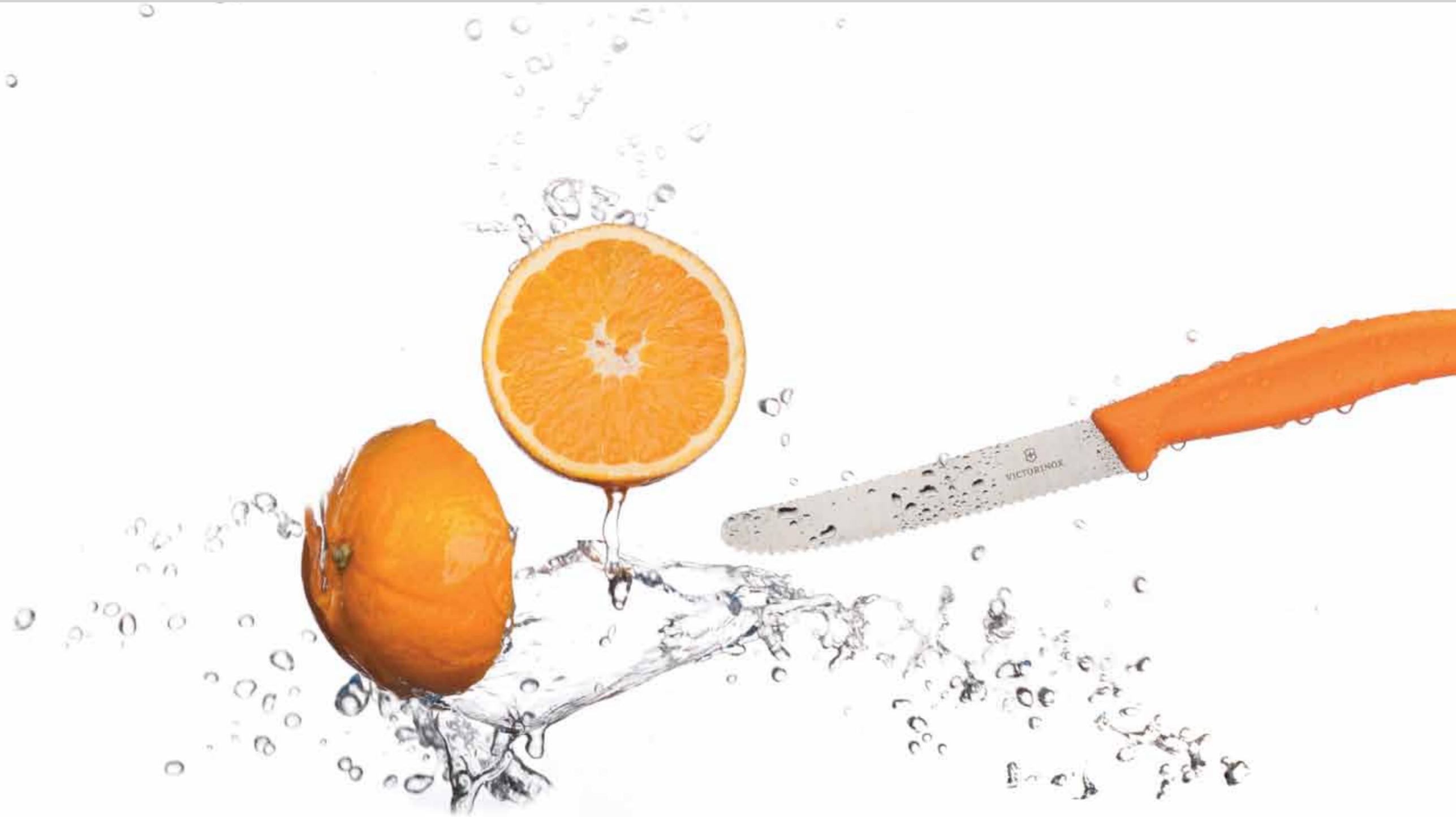
Whichever Victorinox Swiss Army Knife you choose, you will appreciate its quality, innovation, functionality and iconic design. When it comes to Cutlery, there again you will appreciate the proprietary sharp edge and the superior quality finishing that have earned top accolades in industry testing.

1.8 Website

The website of Victorinox has been clearly developed to answer the needs of the worldwide consumer. Under **Victorinox.com**, a new platform was launched with an international perspective.

However, in North America, the importance of Swiss Army brand recognition is taken into consideration for the American consumer so that it can be found more easily: www.swissarmy.com.





Handcrafting the finest blades in Ibach, Switzerland, since 1884.



2.1 How a Knife Is Made

In the early days of the company in 1884, and after working as a journeyman in Paris and in the southern German town of Tuttlingen, Karl Elsener opened his own cutler's business in Ibach-Schwyz. The energy for running the grinding and polishing machines was supplied by a waterwheel driven by the Toblach stream.

Throughout its history, Victorinox has focused on the manufacturing of stamped knives for professionals, and the cutlery quickly became in demand because it was lighter, which adapted to the food processing industry. To answer this growth, in 1969, household and professional knives started to be manufactured in a new five-story building in Ibach dedicated to this growing market.

A considerable number of separate manufacturing steps are required to complete each precision-forged knife. Each step along the way is performed by skilled workers with the most modern computer equipment. Select raw materials, the latest technologies and skilled labor make the Victorinox knife. That is how each Victorinox knife is created, known worldwide for its unique, uncompromising quality.



2.2 The Secret Behind Victorinox Knives

What is it? Well, if I told you, it would not be a secret anymore!

Quality steel alone does not make a great knife; how you process and treat the steel makes the difference. So what makes it so unique? What makes it so good? As in the greatest recipe, you not only need the best but the right ingredients!

Carbon (C) has the most significant effect on the properties of a steel alloy. The carbon content is between 0.3% and 1.0%; it determines the hardness and tensile strength of the steel. The down side: it reduces corrosion resistance. The higher the carbon content, the greater the achievable hardness (rigidity). However, toughness is reduced and the steel becomes brittle.

Chromium (Cr) content is between 12% and 17%. This is the main alloy component of stainless steel. It gives the steel its corrosion resistance. Chromium is a carbide former. Its carbides increase edge-holding ability and wear resistance.

Molybdenum (Mo) content is between 0.2% and 1.0%. Molybdenum is an important element, which helps to maintain corrosion resistance despite a higher carbon content. It improves the edge-holding ability. Molybdenum also promotes the formation of fine grains, which have a positive effect on the cutting characteristics.

Vanadium (V) is added to steel for special purposes. It can be added to molybdenum steel in small quantities. It makes a finer grain, greater edge-holding ability and toughness.

Metallurgic Review

Victorinox technically views the microstructure of the steel. This quality test allows us to study the grain size and structure, its fineness and even distribution. The unique dosage precision of our proprietary formula gives the steel its specific Victorinox DNA. The secret lies in its composition. It is both science and art.



Ordinary processed steel



Victorinox processed steel

This process has been a guarded secret since 1921. Long edge retention / easy resharpening.



2.2 The Secret Behind Victorinox Knives (cont'd)

The unique steel formula is **X50 Cr Mo V15**. By remembering it, you can impress more than one client!

X50 Cr Mo V15

What does this formula stand for?

- X** stands for Stainless Steel
- 50** stands for 0.5% Carbon – the carbon content is significant for the sharpness
- Cr** stands for Chromium for stain-resistant properties
- Mo** stands for Molybdenum – enhances the stain-resistant properties
- V** stands for Vanadium – for hardness and edge retention
- 15** stands for the percentage of chromium (15%)

Every forged Victorinox knife is precision forged from a single bar of high-carbon no-stain steel, consisting of exact proportions of carbon, chromium, molybdenum and vanadium.

From forging and tempering to grinding and polishing, it can take up to 40 major manufacturing steps, depending on which knife is to be produced and which blade and edges are necessary. For example, a bread knife with a serrated edge requires more steps than a knife with a straight edge.

2.3 Where Are Victorinox Knives Made?

Victorinox is the largest knife manufacturer in Europe and is located in Ibach, Switzerland. All Victorinox-stamped blades are manufactured in Switzerland. The exclusive forged range offers a unique partnership, whereby the knife is forged in Solingen, Germany (the heartland of hot drop-forged cutlery) and is finished in Switzerland, including all quality control, polishing and the famous Victorinox factory edge. This delivers the highest product quality possible.



2.4 Hardening

The purpose of hardening is to make the steel harder and to ensure that the knife has a long service life with minimum wear. This is done over several manufacturing operations:

1. The steel is heated up to hardening temperature to around 1,050°C and kept at this temperature for a specified time.
2. The steel is cooled down as quickly as possible, which is called tempering. This makes the steel very hard, but also brittle and prone to fracturing.
3. In order to minimize this fragility, the newly tempered steel is heated up again to around 180°C, kept at that temperature for a certain time and then gradually cooled down. The tempering reduces the steel's brittleness and makes it harder.
4. After hardening, blades can attain a hardness of 54-56 HRC.

Note: Rockwell Hardness

Rockwell hardness (HRC) is the unit by which one can measure the steel hardness. Different types of steel have different degrees of Rockwell hardness. It ranges from 53 Rockwell for carbon steel to 61 Rockwell for stainless steel. Victorinox knives have a Rockwell hardness of 55-56, which offers the optimal hardness.

The general rule is:

- The higher the Rockwell hardness, the longer the knife holds its edge, and the harder it is to sharpen.
- A higher Rockwell hardness doesn't mean the knife is better.
- A knife with a lower Rockwell hardness will lose its edge more quickly, but will be easier to sharpen with a honing steel.



The heat treatment at approx. 1,050°C (1,922°F) results in optimal edge retention and flexibility of the blade.



2.5 Forged or Stamped? What Is the Difference?

Stamped Knives

With modern manufacturing techniques, Victorinox is now using laser cutting to craft its stamped knives. Laser cutting is a technology that uses a laser to cut materials like stainless steel. Laser cutting works by directing the output of a high-powered laser, controlled by a computer, at the material that needs to be cut. The material then burns away, leaving an edge with a high-quality surface finish. The process that follows is similar to the manufacturing of the forged knives.

Stamped knives are usually thinner, lighter and lack a little of the balance of forged knives, therefore requiring a firmer grip and more pressure when chopping, mincing, etc. They are usually priced lower than forged cutlery because the process can be performed at incredible speeds and reduced labor and material costs. Today's high-quality stamped knives deliver excellent cutting ability and lightweight maneuverability favored by some chefs.

Key points to take away:

- 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
- Usually priced lower than forged cutlery
- Favored by many industry experts and chefs for their light weight
- Lifetime warranty



The various blades are stamped out from the respective raw materials by using different pressures of approx. 20 to 250 tons.



Forged Knives

It's one of the oldest methods of construction using handcraftsmanship, producing the strongest and some of the sharpest blades. Forged knives are produced when a steel bar is heated to approximately 2,000° F and set into a mold specifically manufactured for the knife style and primary form. This is the essence of forging.

Key points to take away:

- Traditional method of construction using handcraftsmanship
- A steel bar is heated to a very high temperature and set into a mold
- Hammered to form the blade
- Hardened and tempered
- Ground and polished
- Assembled and finished
- From 38 up to 50 separate steps (most of them computer and robot assisted)
- Final sharpening is still performed by hand by highly trained experts, some descended from generations of sharpeners
- Include a bolster and a tang (a bolster is the center piece between blade and handle; the tang is the metal in the handle)
- Higher price points than stamped knives



Note
The one solid metal piece runs throughout the handle. You can see it on the handle's side and feel the weight as soon as you hold the handle.



In Summary: Difference Between Forged and Stamped

FORGED

Characteristics: *Bolster, full tang*

Advantages: *Specific design, balance*

Disadvantages: *Labor intensive and costly manufacturing operations*

Price: *Expensive*



STAMPED

Characteristics: *No bolster, only half tang*

Advantages: *Fast manufacturing processes, lightweight*

Disadvantages: *None*

Price: *Less expensive than forged*



NSF stands for National Sanitary Foundation.

It is the seal of guaranty that the blades are made to the highest sanitary standards. It is used primarily in the commercial environment and is on all stamped Fibrox® blades made by Victorinox. All Victorinox Fibrox handles are NSF approved. NSF is not used on the forged consumer range of cutlery.



2.6 Construction of Knives

The Stamped Knife

Blade

Stamped out from steel sheets and steel rolls.

Spine of the Blade

Rivets

Used for attaching the handle to the knife tang.

Edge

The conical grinding process ensures an extremely sharp edge.

The Eagle Emblem

Represents Victorinox quality and a lifetime warranty.

Rear Hand Protection

The knife is always safely held in the hand.



The Forged Knife

Full Tang Construction

One single piece running all the way into the handle.

The Bolster

The center piece between blade and handle

Bolsterless

There is no bolster edge for ease of use and sharpening.

Ergonomically Designed

To provide optimum weight, balance and comfort.



2.7 Knife Edges and Blade Shapes

Fundamentals of Different Knife Edges

The demands of gourmet kitchens require different types of knives for different types of food and cutting tasks. The enjoyment of gourmet food begins with preparation and the right tool.

Straight Edge

Smooth and clean cut. When carving, no fibers are torn out of the meat. This edge can be used for firm and soft food like meat, vegetables and fruits.



Serrated Edge

The serrated edge allows an easy cut through crusty food like a crispy bread and all fruits and vegetables with a skin.



Hollow/Granton Edge

The hollow Granton (USA) or fluted (Europe) edge creates pockets of air, which prevent food from sticking to the blade and allow for thinner slices. In addition, the ground edges thin down the blade, creating a very fine and thin edge.





Fundamentals of Different Blade Shapes

PARING KNIFE



SHAPING / PEELING KNIFE



TOMATO / BAGEL KNIFE



STEAK KNIFE



FILLETING KNIFE



BREAD KNIFE



SLICER KNIFE



CHEF KNIFE



SANTOKU KNIFE



Note: The Santoku Knife
The Japanese words for fish, meat and vegetables
have been borrowed to coin the name *Santoku*.

PASTRY KNIFE



BONING KNIFE



SKINNING KNIFE



POULTRY KNIFE





2.8 The Chef's Knife – The Blade



- **1** The midsection 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 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, mushrooms, garlic and other 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 meat cuts such as fillet, as well as for lifting of the chopped product.

Note: Edge retention is a knife's ability to hold an edge; in other words to stay sharp. You can put an edge back on a knife by using a knife sharpener. Edge retention is an indicator of quality.



2.9 Victorinox Knife Collection

Victorinox offers a variety of collections such as:

Black Fibrox® Handles



Rosewood



German Forged



Specialty Knives & Tools



Turners/Spatulas



Forks



Sharpeners



Steels & Edge Maintenance



Shears & Tools



Knife Storage (magnet bars for storage)



Block Sets



Culinary Sets & Kits



Peeler



Blade Safe



Gloves



2.9 Victorinox Knife Collection (cont'd)

Ceramic Knives

The edge is proven to last five times longer and the blade has three times more flexibility than other ceramic knives.*

Key points to take away:

- Durable and extremely sharp, light and handy
- Does not transfer taste or odor
- Hygienic and anti-allergic
- Resistant to corrosion
- Low maintenance

*Independent laboratory tested by The Cutlery Allied Trade Research Association



Diamond Knife Sharpener

Knife Sets

Victorinox offers unique knife sets. Whether it is a wedding gift or a purchase for your newly decorated kitchen, our block sets feature premium-grade wood in a natural finish to protect from stains and splatters. Victorinox offers them in a variety of handle styles and sizes to fit any kitchen. All are backed by a lifetime warranty against manufacturer's defects. Our retailers offer a variety of sets. You are sure to find one that meets your needs for the home kitchen.



Fibrox® 8-Piece Block Set



Rosewood 7-Piece Block Set



Forged 17-Piece Bamboo Block Set

Victorinox Floral Collection

Victorinox offers a new knife collection: The Victorinox Floral Collection. Since flowers come in a variety of colors, it was creative and fun to energize our knives with spring and summer colors. It is the florist's tool of choice – available in a bouquet of colors to brighten your day! Lifetime warranty against manufacturer's defects.



2.91 Cleaning a Knife

With proper care, the owner of a Victorinox knife can use it for a lifetime. We recommend that after each use, the knife should be washed by hand with warm, soapy water, rinsed carefully and dried with a towel. Corrosive food particles (for example, mustard) will not affect the blade if it is washed off directly after each use.

Generally speaking, all knives from Victorinox are dishwasher safe. But if you want to take care of the knives in the best way, it is recommended that you wash them by hand.

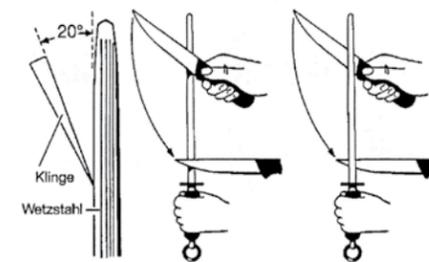
2.92 Honing and Sharpening

The correct cutting angle determines the sharpness and edge retention of the blade.

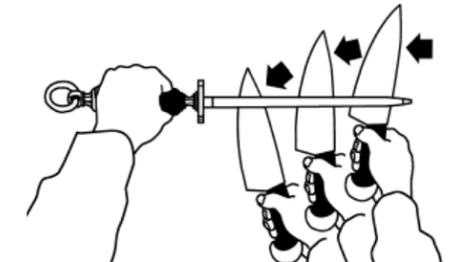
Resharpener

Blunt knife blades can be resharpened with a sharpening steel.

- Hold the steel in your left hand and the knife in your right hand with the cutting edge toward you.
- Lay the blade on top of the steel. Then raise the back of the knife 20°.
- Place the heel of the blade at the tip of the steel.
- Using light pressure, draw the edge across the steel in a sweeping curved motion.



Vertical



Horizontal

Tip: The sharpening steel should always be longer than the knife to be sharpened. Examples of sharpening utensils:



SwissSharp Handheld Sharpener

2.93 Competition

It is always wise to be aware of our competition. Commercial awareness helps establish benchmarks. Victorinox is very unique because it is truly a Swiss brand, whereas you will find mostly German and Japanese brands sold by the same distributors. Here are just a few of our competitors:

Zwilling J.A. Henckels (Germany)

In business since 1731



2.94 Sales Channels

We sell Victorinox knives in a variety of sales channels:

- Independent Gourmet Shops
- Restaurants
- Specialty Retailers
- Food Processing Factories
- Slaughterhouses
- Catering
- Household-Equipment Stores
- Department Stores
- Cutlery Stores
- Internet
- Mail Order
- Corporate Business
- Cooking Schools

2.95 Warranty, Return, Repair

All Victorinox cutlery carries a lifetime warranty against manufacturer's defects. Please visit our website at www.swissarmy.com to learn the details of this policy.

2.96 Difference Between European and Japanese Knives

We often hear, "I am trying to buy an 8" chef's knife, but there are so many varieties of knives on the market. I think that I have narrowed it down to the Wüsthof, Henckels and Victorinox brands, but I still don't know which way to go. What about Japanese knives?"

Your choice has to be based on the use of the knife and how it feels in your hand. One of the unique aspects of Victorinox knives is their ultimate quality/value ratio. Consumers love that! One of the differences is the blade's geometry. The European style has a significant "belly"; i.e., the blade starts curving upwards around the midsection. The French style has a less pronounced belly and the Japanese, almost none.

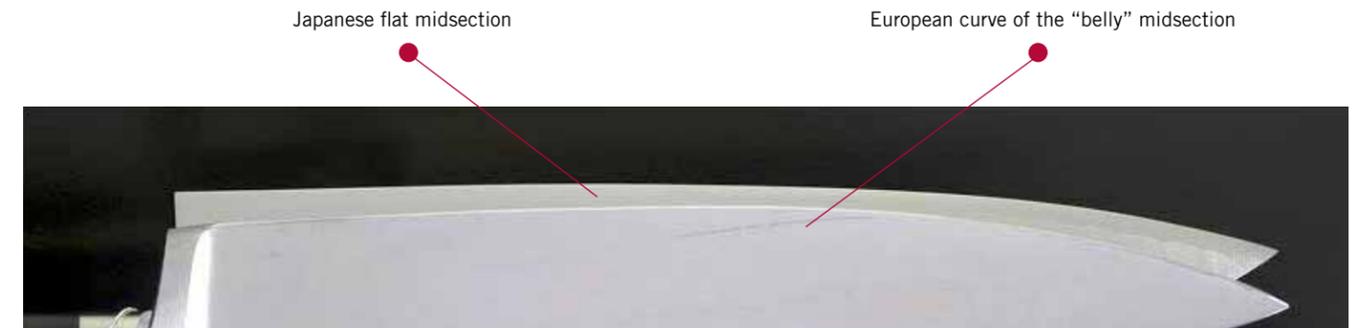
Generally, there are two schools of kitchen knife making: Western and Japanese. In short, Western knives tend to be made of softer steel, are heavier and have thicker edges to withstand all the abuse from the average Western user. Japanese knives can be better cutters, have thinner edges, harder steel, and are lighter too. Typical hardness for Western kitchen knives is 54-56HRC, Japanese 58-62HRC and high-end blades up to 67HRC.

Japanese Knives

Japanese knives go back to the medieval Samurai tradition of swordsmiths. The Japanese swordsmiths have good ability in the layering of metal to produce blades with fantastic sharpness and strength. Nowadays Japanese swords are considered the best in the world. With the Japanese cooking fundamentals of pristine presentation of very fresh ingredients like fish, meat and vegetables, razor-sharp knives are necessary to produce elegant and tasty sushi and sashimi dishes.

European Knives

German, Swiss or French knives are all Western knives, which require sharpening a lot more frequently compared to their harder Japanese counterparts, but this is not a bad thing. Sharpening is part of the chef's duty whether you own a top restaurant or simply cook at home! The Swiss chef's knife has a great amount of curve to the belly, making it more of a rocking knife.



The Only Swiss Knives: Victorinox

Victorinox is the original Swiss Army company, which manufactures Swiss Army Knives as well as kitchen cutlery. The top-quality Victorinox fully forged brand of kitchen knives is made in Solingen, Germany, and finished in Ibach, Switzerland. These knives have all the features found in Henckels Five Star and Wüsthof. Renowned for its extremely sharp, Swiss-made steel blades, Victorinox knives have a superior quality/value ratio that enhances and increases productivity for today's chef at home.



2.97 Displays



Victorinox Flagship Store
Düsseldorf



Victorinox Swiss Army Retail Store
White Plains, NY



Victorinox Flagship Store
London

2.98 How to Sell a Knife

- 1. Have a Good Product to Sell.** Yes, Victorinox knives are some of the best on the market today.
- 2. Stand Behind Your Product and Guarantee Its Quality.**
- 3. Attract Attention. Take the Initiative. Use Your Tips and Knowledge.** Customers rarely just call to buy your product or service. You have to find them. You have to make sales calls, send emails, contact people. Use social media, direct mail, anything you can think of to attract positive attention from your target audience. One of my favorite sayings is, "Fishing is not easy. If it were easy it would be called 'catching' and everybody would be doing it!"
- 4. Tell the Story.** I'll let you in on a secret: Salespeople know people are hesitant to walk up to a salesperson, which is why potential customers usually stay away from the salesperson. The lesson: Many people can't confront a sales pitch right from the start, so have a way to get them involved first. Offer to see the knife from closer, relate a story about it, bring in a historical fact. Don't ask if you can help them; say, "Let me show you something about this knife."
- 5. Ask for the Sale.** As a salesperson, you can do the most beautiful demonstration in the world, but if you end it with, "There you go, thanks for watching!" people will just smile, nod and walk away empty-handed. However, if you ask for the sale, you'll get some. *The lesson: You have to ask for the sale. As my dad once said while fishing, "Those fish aren't going to jump in the boat by themselves, you know!"*
- 6. Be Open to New Opportunities.** Never in my wildest dreams did I ever think I'd be selling Victorinox knives! But you know what? I can't even begin to estimate how much that summer selling Victorinox knives has furthered my career. Learn how to pitch ideas to people, to see it through the eyes of the consumer, and match their needs. Be bold.
- 7. Take a "Fork"** (no play on words intended!) in the road you might not normally choose. You never know where it might lead you! **Stay sharp** (play on words intended)!

Conclusion

A knife may be the most often used utensil in your kitchen, and it is one of the most popular wedding gifts given. We hope this "Victorinox Sharpest Sales Training Manual" gave you not only the basic knowledge you need to know about knives, but also sharpened your selling skills when meeting customers!

Happy selling!



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Barlow	A design that is not less than 150 years old. This was an inexpensive knife usually made with iron bolster and liners, always a one-blade or two-blade jackknife with longer than normal bolsters. Today Barlow knives are usually made in keeping with each firm's standard quality and are much sought after by collectors.
BenchMark Knives®	Company formed to make designs by Blackie Collins about 1976; was owned by Gerber for several years but is now back in the hands of the original owner.
BlackJack Knives®	At one time, probably the largest of all specialty knife makers and the only one that specialized in fixed blade knives rather than folders. Began like the others with knives imported from Japan, but built large factory in Illinois and produced all their knives in the U.S. BlackJack went out of business in 1997.
Black Oxide	Coating put on military knife blades to kill all reflection.
Buck®	A company started by Al Buck whose father had taught him to make knives. Al started in his garage and in the 1960s incorporated and began to make production knives. The knives of a special 425 stainless have developed a reputation for being difficult to sharpen. If you sharpen them on ceramic or diamonds, you will never have any problem.
California Clip Blade	A pocket knife blade with the clip beginning far back from the point, perhaps one-half inch from the handle.
Camillus Cutlery®	Established about 1875; in the 1890s and early 20 th century made most of the great knives now sought after by collectors (knives like the OCB and others). Today they are making the Remington knives. Good knives are generally much underrated.
Carbon	The mineral that transforms iron into steel. High-carbon steel results when .5 percent or more carbon is present. Only a bare .8+ can be absorbed by the iron; the balance in extremely high-carbon steel goes to add hardness. Expressed as C .
Case, W. R. & Sons	Once the most widely distributed of all American-made pocket knives. Has passed through several hands in the past 20 years and is now making a comeback in the hands of the Zippo Lighter family.
Cattleman's Knife	A knife with a clip or spear master blade, a spey blade and a leather punch. Made with many handle shapes.



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Chromium	Produces hardness and better edge-holding when combined with other alloying materials. Used in fairly large amounts, it produces a blade that resists rust. Takes over 12% to produce high-carbon stainless steels. Expressed as Cr .
Clip Point Blade	A blade on which the back line breaks and slants downward to produce a finer and more useful point.
Cutlery Steel	Any steel with enough alloying materials to enable it to make good knives; for wide acceptance today, that means it must also be stainless. To make good knife blades, it must be able to take and hold an edge.
Drop Forged	Also called closed die forging, the form of the finished item is built into the die, the steel is heated and the hammer forms the plastic steel into the recesses of the die.
Drop Point	A blade design made popular in handmade hunting knives by Bob Loveless beginning about 1969, used earlier by Randall and others.
Ergonomics	Making knife shapes that work with the structure of the human hand. Claimed by many, achieved by few.
Flat Ground	The surface of the blade is flat from or near the back of the blade to the beginning of the sharpening bevel. Most production pocket knives are flat ground; most handmade hunting knives are hollow ground.
Full Tang	A tang which shows all around the handle of the knife between two pieces of handle material.
Full-Length Tang	A tang that runs through the hilt, handle and pommel.
Gerber	A Portland, Oregon advertising firm that decided to give their clients Christmas gifts of kitchen knives in the late 1940s. Very shortly that tail began to wag the dog, and Gerber Legendary Blade has become a large company.
German Silver	An alloy of copper, zinc and nickel. Also known as Nickel Silver.
Hardness	Measurement of hardness for tool steels is most commonly done with a Rockwell tester (see Rockwell Hardness). The best hardness for one steel is not always the best for another. Generally, the best knives with steel blades should be hardened to the high 50s or low 60s on the Rockwell C scale. An exception to general hardness rules is for Stelite® (not a steel), which will be about 42 on the C scale.



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High-Carbon	A steel with .5 carbon or more, the term high-carbon steel is often used to mean a non-stainless steel; this is not a proper use as all stainless knife steel is also high-carbon.
High-Carbon Stainless	Any stainless steel used to make a knife blade must be high-carbon to make a decent knife. Any high-carbon stainless steel will stain. It stains less than other steels, but it will stain.
Hollow Ground	The surface of the blade is concave; if properly ground to a thin edge, this is a very effective way of making a knife. This is done by grinding the blade on a round surface (face of a wheel) and forming a hollow above the cutting edge and below the top edge of the blade.
Hone	Used as a noun, it means a fine stone used to put a finished edge on a knife or razor. Used as a verb, it is the action of finishing the edge of a knife.
Honing Oil	A light oil used to keep the surface of a sharpening stone free of steel deposits and debris.
Inlays	Objects of metal or other material laid into the handles of a knife.
Jigged Bone	Bone that has had the surface cut to give a textured finish. Originally done to imitate deer antler, then used in many different textures just for beauty and to give a better grip.
Kevlar®	A material of great strength used to make bulletproof garments and to reinforce thermoplastic material sometimes used in knife handles.
Knife	A tool with a blade and a handle. The blade will have at least one sharp edge. The first blade could have been of bone or stone; the first handle may have been a piece of hide used to protect the hand from the sharp edges of chipped or broken stone.
Knife, Boot	A knife small enough to be concealed in a boot, generally considered a defensive knife.
Knife, Combat	The KA-BAR of WWII shows what a combat knife should be; it can open cans of food, it can dig a foxhole or it can be used in hand-to-hand combat.
Knife, Folding	Any knife that allows the blade to be folded into the handle: pocket knives, folding hunters, etc.



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Knife, Gentleman's	Any knife that is trim and elegant in form. Something that could be carried without embarrassment anywhere.
Knife, Hunting	A knife used for skinning and butchering large and small game. Originally a kitchen knife carried into the field, now very special knives are designed every year. Today it usually means a knife with a blade of 3 to 6 inches with a guard between the blade and the handle.
Knife, Pen	Used for trimming the points of quill pens, now a style of knife carried by men who want a very small and unobtrusive knife for dress wear.
Knife, Pocket	Any knife that can be comfortably carried in a pocket; may have several blades, almost always a folding knife.
Liner	Thin sheet of metal between the blade and the handle material of folding knives.
Liner-Lock®	Michael Walker modernized the old use of the center liner for locking a blade open. Never successful outside of linemen's knives until Walker developed a knife with an easy moving blade and positive lock and a detent to keep the blade closed.
Lockback	A folding knife that has a lock release at the rear of the handle.
Main Blade	The largest blade in a knife with two or more blades.
Manganese	Expressed as Mn . Increases toughness and hardenability.
Marlinspike	A tool for working with rope. Often attached to the handles of sailor's knives.
Molybdenum	Used to increase hardness in tool steels. Expressed as Mo .
Muskrat Trapper	A pocket knife usually about 4 inches closed and usually of serpentine shape with a blade at each end, most often both California Clip Blades.
Pen Blade	A very small spear point blade originally meant for trimming quill pen points.
Phillip's Screwdriver	A screwdriver meant to fit the Phillips screw with its cross slot.



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Pocket Clip	A clip intended to keep a knife or other tool at the top of the pocket for easy access. Made popular by Sal Glasser of Spyderco.
Puma Knives	German trademark: These knives were made popular by Kurt Gutmann in the years following WWII.
Queen Cutlery	A knife-making firm. First American firm to make heavy use of stainless steel.
Randall Knives	Handmade knives by a small firm founded by W. D. Randall in 1938. Owned and operated since 1976 by Gary Randall, son of the founder.
Rockwell Hardness	The C scale, which is used for measuring the hardness of tool steels, is determined by pressing a diamond a precisely measured distance into the steel. These measurements can be understood throughout the world.
Scale	To knife people, the word scale refers to the handle parts on each side of a full tang hunting knife or the parts on the sides of a pocket knife or folder.
Serrated	The serrations may vary from saw teeth to wide scallops in the edge; helps in the cutting of seat-belts and plastic rope.
Sheep's Foot Blade	Has a straight edge with the back of the blade falling in a strong curve to the point of the blade.
Spacer	Material layered between the handle material and the hilt or guard of the knife. Generally of contrasting color.
Spring Steel	Any tool steel that will remain flexible when properly heat treated.
Spyderco®	A specialty knife company formed by Sal Glasser about 1978, introducing the concept of an easily opened knife clipped to the top of the trouser pocket. His patent on a round hole in a hump on top of the blade has made his company a huge success.
Stag	Deer antler, generally from one of two deer native to India and S.E. Asia: the Sambar and the Chital.
Stainless Steel	The only stainless that will not rust is used in sinks and hospital fittings. Any stainless that will hold an edge will be subject to humidity, salt and acid fluids. (Stainless means just that when applied to knives: It stains less.)
Stock Knife	Three-bladed knife with clip-point main blade, sheep's foot blade and spey blade.



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Tang	That part of the blade that is either fastened between scales to make the handle or goes through a hole in the handle material. Also, the part of a pocket knife blade that is between the handles.
Titanium	A material that can be both hard and tough, widely used to armor jet-fighters. About a third lighter than steel, it is very useful for knife parts. It will not hold an edge so is not useful as a blade.
Trapper	A two-bladed knife, most commonly with both blades at the same end, the blades often a drop point and a long spey blade. The exception to the blades being at the same end is the Muskrat Trapper, which always has a blade at each end.
Whetstone	A stone for whetting, or sharpening, edged tools.
Whittler	A blade arrangement, large blade at one end and two small blades at the other, with the large blade working on both springs.

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