

Coutellia

29th international art and traditional knife show

**PRESS
RELEASE**



18 & 19
may 2019

THIERS

WORLD CAPITAL
OF CUTLERY

www.coutellia.fr  

un événement organisé par



CCI PUY-DE-DÔME
Clermont Auvergne Métropole

nos partenaires :

La Région
Auvergne-Rhône-Alpes

Ville de Thiers

Thiers Dore
Montagne
LIMBOUC

Excalibur

MMA
Métiers
d'Artisanat
MCCP

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Practical information



"Thiers has something really special: the International Knife-making Trade Show! The trade show offers companies and the region a unique opportunity to be seen. This major event showcases knife-making professions and aptitudes, traditional skills, and the scope for innovation and creativity. We join Philippe Fouet, President of the CCI Thiers/Ambert Delegation, in sharing our pride at being able to work with all

our partners to maintain the knife-making sector's dynamism over the long-term. In 2020, Coutellia will celebrate its 30-year anniversary! We are also proud of our businesses, and encourage their dynamism, which is key to helping "connect" our region with the rest of the world."

Claude BARBIN, President, CCI Puy-de-Dôme Clermont Auvergne Métropole



"Coutellia, an event that helps to promote interest in our region. The Communauté de Communes Thiers Dore et Montagne, TDM, (Thiers Dore and Montagne Community of Communes), a unique and authentic residential zone within the heart of the Livradois-Forez Regional Natural Park, is a region known for its expertise. Coutellia works hard to keep the

passion for knife-making alive. It is a key opportunity for showcasing what the region has to offer, while building its identity and bringing its inhabitants together. TDM is proud to sponsor the 29th year of the trade show."

Tony BERNARD, Président of the Communauté de Communes Thiers Dore et Montagne, Mayor of Châteldon



"Behind this International Trade show, there lies, first of all, the strong cohesion between the CCI, the TDM community of communes and the city of Thiers, which enables us to welcome exhibitors and visitors under the best possible circumstances. Coutellia

is a large and highly anticipated annual event that takes place in Thiers. It is a wonderful showcase that brings together people and skills. This gathering, the only one in the region and in France, uses the history of knife-making to open up the city to the world."

Claude Nowotny, Mayor of Thiers



Coutellia

the knife in all its forms

18 & 19 May 2019
in Thiers (63 - France)

300,000: the number of knives manufactured every day in Thiers, a comfortably sized Puy de Dôme city. 80% of the knives produced in France come from the workshops and factories in Thiers, a world knife-manufacturing capital. Proud of a craftsmanship that has been handed down from generation to generation, Thiers will host the 29th year of COUTELLIA, the International Knife-making Trade Show, which takes place on 18 and 19 May 2019. Included in the programme: a knife exhibition, a presentation of all the latest innovations, competitions, demonstrations and many workshops.

COUTELLIA IS...

2 500 m²
of exhibition space

230
exhibitors

3
exhibition halls

1
knife-making village

20
different countries
represented

Albacete
Pavilion,
Spain's knife-
manufacturing
capital

1
competition
for knife designs

6 000
visitors expected
in 2019

230 EXHIBITORS FROM ACROSS THE GLOBE

Argentina, Belgium, Bulgaria, Canada, China, Denmark, Japan, Pakistan, Russia... **230 exhibitors** from over **20 countries** will share their skills and their most beautiful blade creations. An opportunity to discover **new trends in knife-making**, and the various manufacturing techniques from here and around the world. And because beautiful knives are made using the best materials, COUTELLIA also brings together suppliers of the most acclaimed raw materials: steel, Damascus steel, precious woods, antlers, leathers, skins, rare materials, sheaths, etc.

A LIVELY PROGRAMME OF EVENTS!

Over **6,000 visitors** will throng the COUTELLIA aisles to discover speciality knives and traditional skills, but also to broaden their knife-making knowledge: because at COUTELLIA **seminars and special events** run throughout the weekend. These include an exhibition of antique knives, forging, knife assembling and grinding demos, an introduction to corkscrew making, as well as many other events that will be open to the public in the **Village Coutelier (Knife-making Village)**.

This year, **4 new events** will take place within this dedicated area: **an introduction to forging, a cutting competition, an antique knives zone and engraving, scrimshaw and sculpting demos.**

Amongst the many new things to explore, the **Albacete Pavilion** will pay tribute to the Spanish town's knife-making tradition. Albacete is another world knife-manufacturing capital. This event is co-financed by the European Union through the European Regional Development Fund (ERDF).

PARTNERSHIP SYNERGY

Since its inception, COUTELLIA has been organised by the **Puy-de-Dôme CCI** supported by the Auvergne Rhône-Alpes Region, the **City of Thiers** and the **Thiers Dore et Montagne** Community of Communes. The trade show helps promote the French knife-manufacturing industry while also putting the Thiers region on the world stage, as explained by Claude Barbin, President of the Puy-de-Dôme Clermont Auvergne Métropole CCI: "It is an important

economic lever that increases the region's appeal to bring global recognition. For example, last year we welcomed over 230 art knife-makers from over 22 different countries. This success is a testament to the fact that knife-making is part of Thiers' DNA. On a wider level, when you observe the ecosystem that is developed with the support of the City, the communes, and all the other stakeholders, you realise the economic impact this event has on our region. Let us continue to show pride in our role as a regional leader. Let us work together to build the wider knife-manufacturing area Auvergne needs in order to extend its international influence."



FLORENT PAGNY, SPONSOR OF COUTELLIA 2019

In its 29th year, Coutellia has the support of a top sponsor: Florent Pagny himself. A renowned French singer but also an art knife enthusiast, he knows the city of Thiers well, having visited whilst touring the region and taking the opportunity to stock up on clasp knives, table knives or kitchen knives. It is therefore entirely fitting that he has accepted the invitation extended by Dominique Chambriard, knife-making member of the Confrérie du couteau LE THIERS® (LE THIERS® Knife-makers Guild).

COUTELLIA: the knife-making event of the year

Over the centuries, the knife has gone from being a simple “practical” everyday object to a true work of art, a “unique” object of desire that is a pleasure to offer as a gift. Today, driven by a new generation of knife-makers, knives are adorned with the most intricate details, enjoy myriad shapes and are fitted with highly innovative mechanisms. In this, the 29th year of the trade show, 230 art knife-makers and knife manufacturers will exhibit unique pieces, each one more original than the last. Travelling from Argentina, Australia, Belgium, Bulgaria, Canada, China, Denmark, Spain, Italy, Japan, Luxembourg, Pakistan, Portugal, the Czech Republic, Russia, Sweden and Ukraine, they will all converge on Thiers for a weekend of sharing their passion with the 6,000 expected visitors. They will be happy to talk to visitors, offer numerous tips and generously share their manufacturing secrets.



Sergio Omar ZALDUA - Hall 1 B20



Sergio Omar Zaldúa is a familiar face at the COUTELLIA Trade Show having already attended 4 times. A native Argentinian, he has been making knives since 1984. Since childhood, he has had an affinity for knife-making. He is self taught, learned through trial and error and has never given up. Today, he specialises in “Facón”, a knife traditionally used by gauchos, Argentinian cowboys, which he will exhibit at COUTELLIA. He will also use this opportunity to exhibit new creations and enter his latest works into the competition.



RAMON GONZALES - Hall 2 F25



Ramon Gonzales is very excited to be at COUTELLIA for the first time. The Albacete-based bladesmith will exhibit around twenty pieces, including knives and razors.

He has worked passionately in his field for 25 years and is enormously proud to take part in the knife-making competition and showcase his skills to a wider audience.
www.alfacuchilleria.com



KOJI HARA - Hall 1 E02



Originally from Japan, Koji Hara is one of Japan's most itinerate knife-makers, exhibiting across his home country as well as the US and Europe. This will be the 11th time he takes part in the COUTELLIA Trade Show. A real ambassador for Japanese knife-making! He forged his first knives in 1988 and first started to exhibit his work during the 90s. His creations “Ode to Japanese Culture” are unique.

He particularly likes to use shell (mother-of-pearl, abalone, etc.), which requires a great deal of skill. Real gems of elegance and grace.

www.knifehousehara.com



Rewarding the most beautiful knives

COUTELLIA also offers an opportunity for all the art knife-makers who are exhibiting at the trade show to take part in a **knife competition**. Organised every year and open to everyone, this competition will reward the most beautiful creations exhibited at the trade show as chosen by a **jury of experts**. The absence of a theme means that each competing knife-maker can fully express his or her creativity and originality by making the most beautiful blade.

In this, the trade show's 29th year, 30 competitors will be judged and display their wealth of talent. This year, the jury made up of experts and knife enthusiasts will award two prizes: the COUTELLIA prize and the Innovation prize. The public will also award a "Coup de Coeur" prize. Who will succeed Nathalie Robin, the big winner of 2018 with her work "Cellois"?

Joe Keeslar, president of the knife-making competition



With his Stetson firmly planted on his head and a knife strapped to his waist, this Kentucky native is a living legend in the sharp world of blades. Since adolescence, this manual arts high school teacher has been passionate about working in wood and metal. After meeting Bill Moran in the 1980s he started making knives. His speciality: the Brut de Forge, a knife with an integrated finger guard located between the blade and the handle and forged onto the blade.

A member of the prestigious American Bladesmith Society (ABS) of which he was president, he is a regular amongst regulars at the International COUTELLIA Trade Show. In fact, alongside his wife Suzanne, he exhibited work at the trade show between 1995 and 2017, before finally going into retirement. Finally? Not really – because this year he will be President of the jury for the knife-making competition.

Focus on Nathalie Robin, winner of the 2018 prize

The winner of the 2018 COUTELLIA prize, Nathalie Robin doesn't do things by halves. A first-time participator in the trade show and competition last year, she won unanimous acclaim for her piece "Cellois". A work created in honour of her local village, Celles-sur-Durolle. "France has many highly original knives. In order to stand out from other knife-makers, I wanted to create something new and very artistic by coming up with a new shape, a new design. It was a case of now or never!" says Robin who has only been a knife maker for seven years. Nevertheless, she is not a total newcomer. Her husband, Stéphane Robin, is a celebrated cutler from a family line with three generations of cutlers, who has been practicing his craft since the age of 25. She learned everything from him and has been able to perfect her skills day by day. Her

speciality? Using beautiful materials, adding colour to the handles, and personalising the screws with a Templar cross. It took 25 hours and quite a few scares to create the Cellois. The first version broke. She had to start from scratch. But her perseverance and patience were well rewarded. "Winning the prize helps us feel we aren't doing all this for nothing. That we deserve our place at the table. And COUTELLIA has given us real visibility and opened doors. The trade show has given us new momentum!" At this year's COUTELLIA, Nathalie Robin will sit on the jury and, of course, share some new artistic creations.

Contact - Tel.: +33 (0)4 73 80 21 18
www.coutellerie-le-cellois.com



2019 Events: bring in the new!

INTRODUCTION TO FORGING

In addition to the forging demonstrations, a signature COUTELLIA event, visitors will now be able to enjoy an introduction to this ancient craft. Under the tutelage of the LE THIERS® Knife-maker's Guild, they will enjoy a unique opportunity to forge their own blade. Participants will spend 1hr 30 mins with a teacher discovering how to delicately manage the fire, and learning a range of techniques. Five stages are involved in transforming a steel plate into a blade ready for assembling. By the end of the workshop participants will be able to scour the COUTELLIA aisles to find a handle to complete their blade, whether in wood, antler or another material.

DETAILS: All weekend • Duration: 1hr 30 min •
Price: 60 € • Book your place at the Village Coutelier stand



ENGRAVING / SCRIMSHAW / SCULPTING DEMO

For the first time at COUTELLIA, a new space dedicated to engraving, sculpting and scrimshaw will be open in the heart of Village Coutelier. Throughout the weekend, 5 knife-makers (Pascal Renoux, Magali Shapelon, Gaël Shabodi, Serge Raoux and Myriam Granger) will take turns demonstrating their expertise in skills that are an intrinsic part of knife-making.



FOCUS ON SCRIMSHAW

Scrimshaw was originally an Inuit craft that was also practiced by seamen on sailing ships. At that time, engravings made on soft materials were blackened with gunpowder or wood ash to bring out the line or stippled drawings. Today, scrimshaw is used to decorate knife handles. A highly delicate skill that can be admired at COUTELLIA.



ANTIQUE KNIVES ZONE

A pavilion is exclusively dedicated to this new event exhibiting antique knives. Until now, the exhibit was held in the raw materials suppliers' hall. Due to popular demand, and so that we can host the largest possible number of exhibitors, tableware and blade lovers will now be able to admire these collector's items in a dedicated hall in the heart of Village Coutelier. A 16th century cutting tool, flat blades, 17th and 18th century clasp or hunting knives, so many exceptional pieces on display throughout the weekend.



CUTTING COMPETITION

The Association of Apprentice Knife-makers, Knifenet, is organising a cutting competition at a dedicated stand. The challenge for the 8 expected competitors? To cut as many items as possible using as few strokes as possible! Paper, wood planks, rope, bottles, tennis balls ... a series of items ranging from soft to hard. Another challenge: the competitors (professional knife-makers) must make their own knife before they start. They will compete in pairs and on the hour. The final will take place at the end of the day on Sunday. The keys to success? The quality of the blade and the sharpening tool, of course!

DETAILS: Saturday 18 May & Sunday 19 May from 10.00



ALBACETE: COUTELLIA GUEST OF HONOUR

Like Thiers, Albacete is a knife-making hub, that is, an industrial area that houses the full range of both artisanal and industrial professions complementary to or associated with knife-making activity. In 2019, COUTELLIA will honour the knife-making skills from this Spanish town by giving it a dedicated pavilion. A wonderful opportunity to showcase the town and its knife-making expertise. Particularly important as next year, the Global Meetings of Knife-makers, which was first set up in Thiers in 2016, will take place in Albacete. This event is co-financed by the European Union through the European Regional Development Fund (ERDF).



Cette action est cofinancée par l'Union européenne dans le cadre du Fonds Européen de Développement Régional (FEDER)

Cutting edge events

Over the course of the weekend, the Thiers multipurpose hall will be transformed into a real knife-making village at the heart of which 230 art knife-makers and knife manufacturers will come together from all four corners of the world. Included in the two-day trade show programme we have: forging, knife-making and gold thread embroidery demos, assembling workshops, exhibitions, and more to fascinate old and young, enthusiasts or novices!

FORGING DEMONSTRATION

LCOUTELLIA's signature event! Organised by the **LE THIERS®** Knife-maker's Guild, the forging demonstrations will take place outdoors throughout the weekend. Punctuated by the sound of hammer blows striking the anvil, visitors will find out about the techniques used to create a beautiful blade, as well as secrets of the farrier's trade. This year, the Guild will run an introductory workshop on how to make a Brute de Forge blade following instructions by Joe Keeslar, President of the Knife-making Competition and an expert in the field.

DETAILS: Sunday 19 May at 14.00: Forging table and kitchen knives by Pascal Jodas and Alexandre Duchier



BLADE ASSEMBLING WORKSHOP

Also under the stewardship of the Guild, which has just celebrated its 25-year anniversary, trade show visitors will be able to assemble their own **LE THIERS®** knife! Wearing a protective apron and supervised by a workshop leader, they will quickly create a unique piece, thereby discovering all the manufacturing secrets of this emblematic folding knife.

DETAILS: Prices: Children's butter knife: 10 €. Folding knife for adults: 35 € • Booking opens on Saturday morning at the Knife-maker's Guild welcome stand - Village Coutelier.



GOLD THREAD EMBROIDERY DEMONSTRATION

The Grenadières du Haut-Forez Association will demonstrate the art of gold thread embroidery. A tradition that dates back over two hundred years and was born in the heart of the Thiers region. While men assembled Thiers knives, women from the Noirétable canton would embroider the thread. It was work they could complete at home alongside their farming duties in order to increase their family income.



BARBERS' ZONE

The Les Rasophiles Association will exhibit collectors' pieces razors, miniature razors and the most beautiful creations from the Société Hospital. The stand will also run a number of events: old-fashioned shaving with a straight razor, and demonstrations of how to sharpen a razor on stone or leather.

DETAILS: Saturday 18 May 14.00: Razor making by Pascal Jodas and Gilles Reynewater



CORK SCREW MAKING DEMONSTRATION

Just as Thiers is the French knife-manufacturing capital, Saint-Rémy-sur-Durolle (10 mins from Thiers) is historically the capital of the corkscrew worm. This is a much-anticipated opportunity for the Guild to welcome their corkscrew maker colleagues to showcase this manufacturing process through demonstrations and an introduction to "twisting".



PRESENTATIONS

Through a series of presentations and demonstrations, Les Vieilles Lames Association will be at COUTELLIA to share the history of the knife through the centuries, how knife manufacturing has developed, and the tools of the past. A wonderful journey through time for a craft that has modernised over the years in order to continually innovate.

DETAILS: Sunday 19 May 15.00: Regional knives by Aubry Verdier



GRINDING & DISTRESSING METAL

At a dedicated area, the Fédération Française de la Coutellerie (French Knife-making Federation) will run seminars led by knife-makers and Thiers manufacturers. The topics discussed include: presentations on the different kinds of steel, alloys and metals used in knife making, knife use and maintenance, etc.

DETAILS: Saturday 18 May at 15.00 and 17.00 and Sunday 19 May at 11.00: Knife grinding by Laurent Béal • Saturday 18 May 11.00: Steel and heat treatment by Jean-Michel Lucas



TRADE SHOW
SIDE EVENTS:
Night of
Museums
Saturday
18 May 2019



In a side event, the COUTELLIA Trade Show will take part in the 15th European Night of Museums on Saturday 18 May 2019. The Centre d'Art Contemporain Le Creux de l'Enfer (Le Creux de l'Enfer Contemporary Art Centre), the Thiers Tourist Office (Livradois-Forez Tourist Office) and the Musée de la Coutellerie de la Ville de Thiers (Thiers Knife-making Museum) have joined forces to offer visitors a varied programme of events. The goal is to promote the architectural, cultural and industrial heritage of the world's knife-manufacturing capital.

PROGRAMME

PERFORMANCE: MY PARADOXICAL KNIVES PAR ALI MOINI, FROM THE SELON L'HEURE DANCE COMPANY

In a strikingly hypnotic choreographed piece, the dancer and choreographer Ali MOINI spins around with knives attached to his body. At the end of the second performance, the audience will have the opportunity to meet and talk to Ali Moini, in the presence of Sophie Auger-Grappin, Director of the Le Creux de l'Enfer Contemporary Arts Centre.

DETAILS: 18.30 - 19.00 • 22.00 - 22.30 •
Centre d'Art Contemporain Le Creux de l'Enfer
(Le Creux de l'Enfer Contemporary Arts Centre)
Vallée des Usines - 85 avenue Joseph
Claussat, 63300 THIERS • Free entry •
Limited places available • Advance booking is
required at 04 73 80 26 56



GUIDED WALK "THIERS WITH DAGGERS DRAWN, BETWEEN NIGHT AND DAY"

Discover Thiers through the eyes of Georges SAND, Fernand PLANCHE and Jean ANGLADE. Sébastien, a registered guide, will walk visitors through Thiers' historic centre while Laurent reads illuminating passages to make their imaginations soar before night falls.

DETAILS: 20.30 - 21.30: Guided tour with
two guides organised by the Tourist Office
and the Musée de la Coutellerie de Thiers
(Thiers Knife-making Museum) • Departs:
Thiers Tourist Information Office, place du
Pirou • Arrives: Musée de la Coutellerie
de Thiers (Thiers Knife-making Museum) •
Please wear walking shoes and bring a torch
• Limited places available • For bookings and
further information visit the Thiers Tourist Infor-
mation Office - Château du Pirou, Place du
Pirou, 63300 Thiers • Tel. : 04 73 80 65 65

TOUR OF THE MUSÉE DE LA COUTELLERIE AND EVENTS

- **Demonstrations:** sound and light show recreating the atmosphere of a 19th forge, demonstrations showing how knives were ground while the grinder lay flat on his stomach, and assembly of a folding knife.
- **Tours** of the second half of the permanent collection (folding and flat knives, French and European knives from the 16th to the 21st century) as well as the temporary exhibit "World Knife-making Collection".
- **In the words of school children.** During the 2018-2019 school year, different branches of Thiers schools have worked with the Musée de la Coutellerie or with cultural departments on projects relating to Thiers and/or knife-making.

DETAILS: From 20.00 to 22.30 •
Musée de la Coutellerie, 58 rue de la Coutel-
lerie, 63300 Thiers • Tel. : 04 73 80 58 86 •
Mail : musee-coutellerie@ville-thiers.fr •
www.ville-thiers.fr/Musee-de-la-coutellerie-51



In order to facilitate travel between COUTELLIA and Thiers' historic centre, free shuttle buses will run throughout the day: Saturday 10.00 – 19.00 and Sunday 11.00 – 19.00.

Thiers,

WORLD KNIFE- MANUFACTURING CAPITAL

AT THE HEART OF THE LIVRADOIS-FOREZ REGIONAL NATURAL PARK

Thiers is proud to boast six centuries' of knife-making history. It is the only city in the world with such a long and uninterrupted bladesmithing tradition. And yet, there was nothing about the Auvergne that meant it was predestined to take on this role. There are no local iron ore mines or sandstone quarries for making millstones. But we have the Durole, a torrential river whose hydraulic force provided the energy needed by the knife-making mills and factories. And that's without forgetting the formidable obstinacy and drive of a populace adapted to surviving in a challenging and rugged terrain.



KNIFE-MAKING HUB AND KNIFE-MAKING CITY, A BIG DISTINCTION

A knife-making industrial hub encompasses a clearly defined region that has the full range of complementary artisanal and manufacturing professions, or those linked to knife making. The City of Thiers does have a thriving network that includes all the particularly demanding professions, including raw material suppliers, sub-contractors, machinery manufacturers, leather workers, and even recycling specialists, amongst others. There are 28 knife-making hubs around the globe: from Albacete in Spain to Zlatoust in Russia through to Solingen in Germany and Seki in Japan, to name just a few. A knife-making city such as Laguiole, Nontron, Châtelerault, has many manufacturers but no associated activities or sub contracting.



15TH CENTURY THE ORIGIN OF KNIFE-MAKING IN THIERS

The first signs of knife-making in Thiers date back to at least the 15th century (the oldest written sources currently known), perhaps even to the 13th century (archaeological remains).

17TH CENTURY CONQUERING THE WORLD

Knives manufactured in Thiers are exported from the ports of Bordeaux and Nantes via Spain and Italy as far as the Levant.

19TH CENTURY HIGH PERFORMANCE AND PHASED PRODUCTION

In 1855, the sector employs 25,000 people and is structured. Tasks are distributed across myriad workshops that each complete only one part of the production process.

20TH CENTURY TOWARDS TECHNOLOGICAL CHANGE

After 1945, some manufacturers diversify their activities: forging, metal work, plastics processing, engineering, etc.

21ST CENTURY KNIFE-MAKING AND GLOBALISATION

La coutellerie thiernoise et ses industries subissent, comme la majeure partie de l'Occident, la mondialisation et son lot de fermetures d'entreprises.

2019 THIERS, WORLD KNIFE- MANUFACTURING CAPITAL

80 % of French knife products (table knives, pocket knives, professional knives, etc.) are manufactured in Thiers with its 80 knife-makers and 90 sub-contractors or suppliers.

THIERS KNIFE-MAKING, BIG BUSINESS

Pocketknives or professional knives, table knives or kitchen knives ... Today, 80% of the blades manufactured in France are made in Thiers. Production is centred on 80 manufacturers that create 1,620 jobs. From the simple artisan to the manufacturing concern through to artisanal workshops, the variety of businesses and the diversity of products contribute to the dynamism of the Thiers knife-manufacturing sector.

THE THIERS KNIFE- MANUFACTURING SECTOR INVOLVES...

80 knife-making businesses

90 sub-contractors
and suppliers

1 620 jobs

200 millions d'€
in annual turnover

350 000 products
manufactured every day,
equating to **80 %** of national
product

20 000 different models
(professional knives, kitchen gadgets,
cutting tools, table knives and cutlery,
crocery, pocketknives, leisure knives,
items for the wine cellar)



In Thiers, we innovate, design,
manufacture and export!

95%

of knife-
makers have
an international
operation

50%

of Thiers
professionals
export within
the EU

14%

export to
America (parti-
cularly the US
and Canada)

14%

export to Asia
(particularly
China)

Auvergne accounts for
2% of French exports
in knife-making
products, that is,
153,4 millions euros¹

(of which 124,5 million
originate in the Puy-de-Dôme)

1: Exports include knife-making products, tools,
ironmongery and various metal items made in
Auvergne.

Knife-making sales
Manufacturers: 31 %
Retailers: 25 %
Wholesalers: 20 %
Private individuals: 12 %

Top sellers:
Tableware

TECHNOLOGICAL INNOVATION



LE THIERS® Δαμα Hestia, A UNIQUE KNIFE MADE IN THIERS



Just because knife-makers' skills are based on tradition doesn't mean they are any less dynamic. They are quick to come up with new ideas and, above all, are committed to innovation. At the same time as expanding their technological knowledge, they continually reinterpret the fundamentals or design new products. This is reflected in the *THIERS® Δαμα Hestia* made by the Coutellerie Goyon-Chazeau. Here we talk to Magali Soucille, CEO, Coutellerie Goyon-Chazeau, who is behind this latest generation knife.

"Knives forged from a single bar of Damascus steel – only one of these exists on the market (in Switzerland). So the *LE THIERS® Δαμα Hestia* is a major novelty because, for now, it is the only Thiers table knife made from Damascus steel."



WHY CREATE THIS KNEW LE THIERS® KNIFE?

"This product came out of a challenge we set for ourselves. Our knife-making business is known for products that are entirely forged. It's our speciality and what makes us stand out from other guild members. We wanted to maximise this manufacturing technique and make something entirely forged from a single bar of Damascus steel, a 13 cm diameter metal bar. We worked on this project with our partners, Les Forges Arno."

THIS KNIFE IS MADE FROM DAMASCUS STEEL... WHAT IS THAT?

"Damascus steel is a type of steel that we buy from a local supplier and that

is made from multiple layers. The more layers it has, the more unique and expensive the steel is. The different layers create the mottled effect seen on the blade and handle, which isn't a surface finish but intrinsic to the material."

WHAT MAKES THIS KNIFE INNOVATIVE?

"The project involved six months' of work because the manufacturing process is extremely delicate. In fact, we worked using individual bars of Damascus steel. We faced enormous constraints in terms of how to cool the steel and used highly specific techniques to ensure the steel wouldn't break."

DO YOU EXPECT TO MASS-PRODUCE THIS NEW KNIFE TO INCREASE REVENUE?

"This knife can't be mass-produced because the steel is extremely expensive. The 6-knife box set will go on sale to the public at a cost of over 5,000€. The plan is to launch sales over the next few months by making the box set available by pre order."

**ON DISPLAY AT COUTELLIA:
STAND F22 HALL 2**



LE THIERS®

SYMBOL OF AN ENTIRE PROFESSION

A KNIFE WITH A REGIONAL CHARACTER...

One of the features of Thiers knife-making lay and still lies in the production and manufacture of a wide range of regional knives. For generations, Thiers knife-makers have been committed to **manufacturing regional knives** although, up until **1994**, none used the name "Thiers".



Today, "**Le Thiers®**" exists thanks to the **Guild of Thiers Knife Makers**. The knives are characterised by their line, by having the name engraved on the blade and handle (a "T" inside a square) as well as a strict list of quality specifications that protect the consumer.



In 1993, a group of friends made up of Thiers knife-making enthusiasts or designers, created a voluntary association called the **Confrérie du Couteau de Thiers** (Guild of Thiers Knife-makers), led by **Jean-Pierre Treille** (current COUTELLIA President). The objective of the guild is to **promote Thiers knife-making**, promote its values and build a network. The guild's first initiatives involved creating new editions of antique knives. But before long, Jean-Pierre Treille came up with the idea of **creating a signature knife** that would make it

possible to federate the profession within the Thiers industrial hub and bring a traditional skill to a wider audience. The idea took off and in 1994 **Le Thiers®** was created: the collaborative knife that would become the gold standard of Thiers knife-making.



A REGISTERED TRADEMARK SINCE 1994

The design, logo and trademark were registered at the Institut National de la Propriété Industrielle (French National Institute for Industrial Property), as the **exclusive property of the guild**, which is the only entity allowed to authorise registered guild members to manufacture Le Thiers® knives, should they wish to do so.

In order to manage production and guarantee the **authenticity** of its knife, the Guild took its lead from former trade associations (list of specifications), which regulated local knife making over a period of centuries. Each manufacturing guild member must comply with **the trade association** and follow all its rules.

KEEPING THE TRADITION ALIVE

This collective initiative has now reaped the benefits and secured the future of **the Thiers®** trademark through its **45 manufacturing companies and 11 art knife-makers** who create around **500 different models** certified by the guild.

This collective initiative ensures the future of the industrial hub by expanding technological achievements, thereby offering a product that is entirely produced in the region, and creates jobs.

WWW.LETHIERS.FR



PRACTICAL INFORMATION

LOCATION:

Salle polyvalente « Jo-Cognet »
Avenue du Progrès - ZI du Breuil
63300 Thiers

OPENING HOURS:

- Saturday 18 May 2019 from 09.00 to 18.00
- Sunday 19 May 2019: from 10.00 to 18.00

PRICES:

- 1 day: 10€/person (free entry for children under 15)
- 2 days: 15€/person, including entry, events and entry to the Musée de la Coutellerie





Conception : www.quiplusest.com / Crédits photos : Ludovic Combe, Serge Bullo, Éric Potte, Coutellerie Dozorme, Christian Lutz / Impression : Print Conseil

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