

JOSEPH® PREMIUM COLLECTION - MADE IN FRANCE

APRIL 2025

TB GROUP

nanocut®

by



MADE IN FRANCE



JOSEPH® PREMIUM

by



THIS HIGH-END COLLECTION IS CRAFTED IN FRANCE FROM EXCEPTIONAL MATERIALS, COMBINING TRADITION AND INNOVATION. EACH BLADE FEATURES EXCLUSIVE NANOCUT® TECHNOLOGY, DELIVERING UNMATCHED CUTTING PERFORMANCE AND OUTSTANDING DURABILITY.

DESIGNED FOR EVERYDAY USE, THE JOSEPH® PREMIUM COLLECTION TURNS EVERY MEAL INTO AN ELEGANT AND REFINED EXPERIENCE. AND THAT'S NOT ALL...



THE JOSEPH® COLLECTION GRACES THE MOST EXQUISITE AND PRESTIGIOUS TABLES...



PLAYFUL, VIBRANT, AND BOLDLY MODERN, IT REDEFINES THE RULES WITH EFFORTLESS STYLE...

CONFIDENTIAL DOCUMENT - TARRERIAS BONJEAN PROPERTY - JOSEPH® PREMIUM COLLECTION - MADE IN FRANCE





IT INTEGRATES EFFORTLESSLY INTO CHIC, UNDERSTATED SPACES WITH TIMELESS ELEGANCE...



A COLOR PALETTE THAT SUITS EVERY STYLE FROM CLASSIC ELEGANCE TO BOLD EXPRESSION...



A LUMINOUS, SOPHISTICATED RANGE THAT CAPTURES THE FRESH, ELEGANT SPIRIT OF SPRINGTIME...

THE JOSEPH® PREMIUM COLLECTION IS AVAILABLE IN TWO GIFT SETS.

1. SINGLE COLOR SET



A SET OF 4 KNIVES, AVAILABLE IN YOUR CHOICE OF ONE OF NINE EXCLUSIVE FINISHES.

2. MIXED COLOR SET



A SET OF 4 KNIVES IN FOUR ELEGANT, PEARLES-CENT SHADES.

A FEW WORDS ABOUT THE **TECHNICAL FEATURES** OF THE JOSEPH® PREMIUM COLLECTION

• **NITROX® STEEL 55-56 HRC, 16% CHROMIUM**

RICH IN CHROMIUM, THE STEEL USED IN THE BLADE OF THE JOSEPH® KNIFE, MADE IN FRANCE, IS HIGHLY RESISTANT TO CORROSION. ITS HIGH CARBON CONTENT (0.35%) ALLOWS FOR A HIGH LEVEL OF HARDNESS, WHILE STAYING WITHIN THE OPTIMAL RANGE (55 - 56 HRC) TO ENSURE EASY RESHARPENING BY THE USER. THE MATERIAL SLICES CLEANLY, WITHOUT TEARING OR SNAGGING.

DEVELOPED FROM OUR EXPERIENCE AND COLLABORATION WITH THE FRENCH ARMY, WE SPECIFICALLY CREATED THIS NITROX STEEL FOR ITS EXCELLENT CORROSION RESISTANCE THANKS TO ITS UNIQUE COMPOSITION (16% CHROMIUM) AND ITS OUTSTANDING CUTTING PERFORMANCE. THIS STEEL IS NOW REGULARLY USED IN OUR MOST HIGH-PERFORMANCE PRODUCT LINES (NOTABLY CHOSEN FOR THE KITCHEN KNIVES USED BY CONTESTANTS ON THE TOP CHEF TV SHOW, WHERE THEIR EFFECTIVENESS IS CLEARLY VISIBLE ON SCREEN EACH SEASON).

• **THE 8 KEY FEATURES OF THE JOSEPH® COLLECTION**

- FULL TANG KNIFE
- EXCEPTIONAL NITROX® STEEL QUALITY
- HYDRAWOOD® OR ACETATE HANDLE WITH 3 RIVETS
- MADE IN FRANCE
- HIGH-PRECISION PROFESSIONAL SHARPENING
- NANOCUT® TECHNOLOGY DEVELOPED BY TB FOR ULTRA-EFFICIENT CUTTING
- DISHWASHER SAFE (ACETATE HANDLE)



A FEW WORDS ABOUT THE **NANOCUT® TECHNOLOGY** DEVELOPED AND MANUFACTURED IN THIERS, FRANCE



- **NANOMETRIC PRECISION**

ASYMMETRICAL BEVELS COMBINED WITH ULTRA-FINE POLISHING RESULT IN AN EXTREMELY SHARP AND UNIFORM EDGE, VISIBLE ONLY UNDER A MICROSCOPE.

- **UNMATCHED CUTTING PERFORMANCE**

HIGH SCORES IN CATRA TESTS (ISO 8442-5 STANDARD) DEMONSTRATE EXCEPTIONAL PERFORMANCE, BOTH IN INITIAL CUTTING POWER (ICP) AND EDGE RETENTION (ERC), FAR EXCEEDING THAT OF STANDARD STAINLESS STEEL BLADES.

- **EXCELLENT EDGE RETENTION**

THE EDGE STAYS SHARP UP TO TWICE AS LONG AS BLADES MADE FROM STANDARD STAINLESS STEEL OF EQUIVALENT QUALITY.

- **EFFORTLESS CUTTING EXPERIENCE**

THE BLADE GLIDES SMOOTHLY THROUGH INGREDIENTS, OFFERING COMFORT AND PRECISION WITH EVERY MOTION.

- **EASY MAINTENANCE**

A FEW STROKES WITH A HONING STEEL (ONLY ON THE BACK OF THE EDGE) ARE ENOUGH TO RESTORE CUTTING EFFICIENCY.

JOSEPH® PREMIUM COLLECTION - MADE IN FRANCE - SINGLE COLOR SET

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APRIL 2025

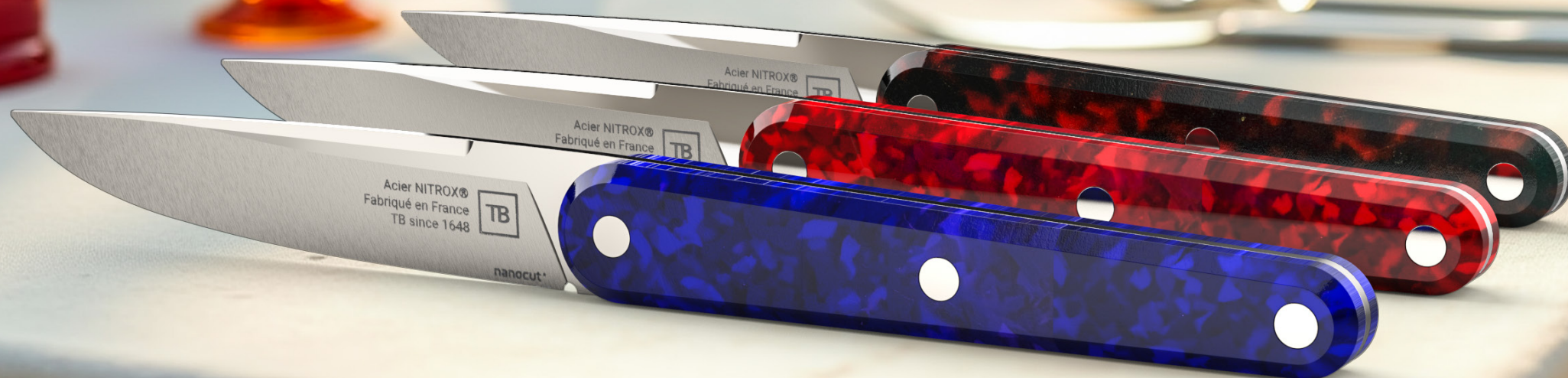
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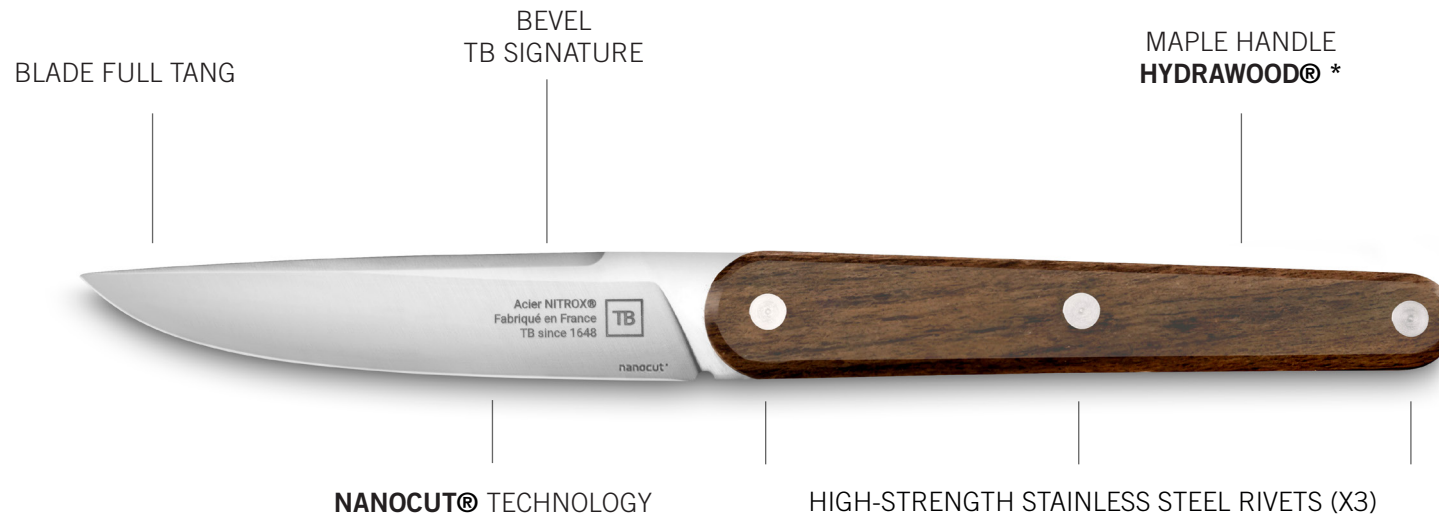


MADE IN FRANCE



JOSEPH® PREMIUM COLLECTION_SINGLE COLOR SET

HYDRAWOOD® FINISH

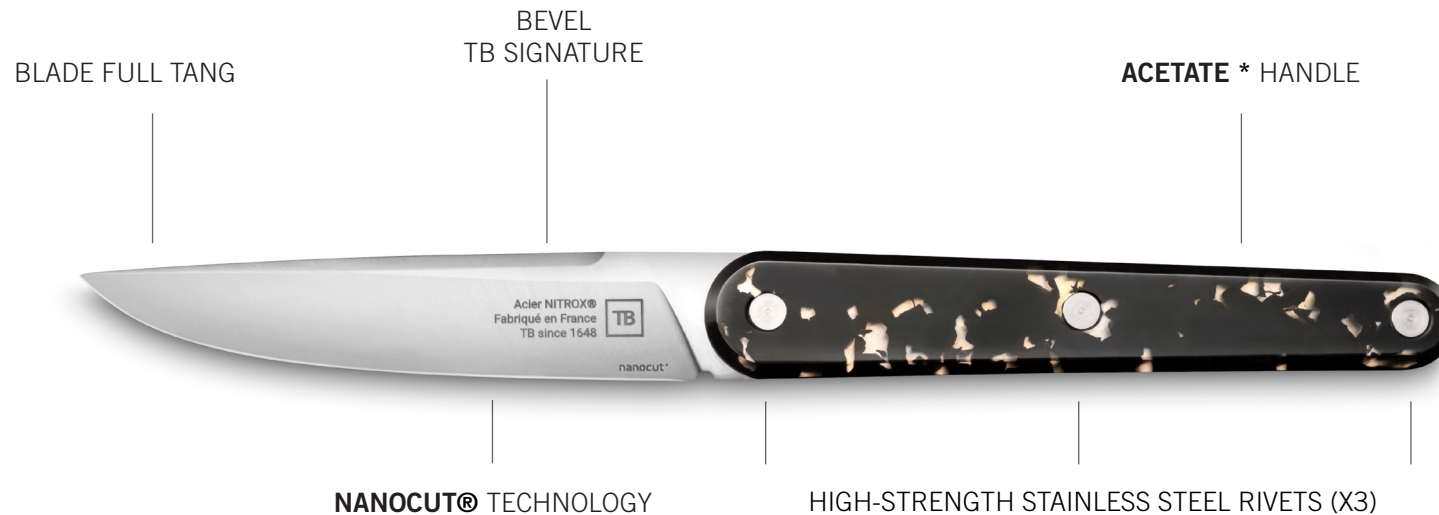


* A FEW WORDS ABOUT HYDRAWOOD®:

- WATER AND MOISTURE RESISTANT
- PERFECT FOR EVERYDAY USE
- STABLE, DURABLE SURFACE THAT STANDS THE TEST OF TIME
- CORE MADE FROM SUSTAINABLY SOURCED WOOD
- ECO-FRIENDLY, RECYCLABLE COMPOSITE
- NATURAL WOOD APPEARANCE WITH ENHANCED PERFORMANCE
- IDEAL FOR PREMIUM KNIFE HANDLES THANKS TO ITS STRENGTH AND UNIQUE TEXTURE

JOSEPH® PREMIUM COLLECTION_SINGLE COLOR SET

ACETATE FINISHES



* A FEW WORDS ABOUT ACETATE:

- RECYCLABLE
- STRONG AND DURABLE, IMPACT-RESISTANT (DENSITY 1.32)
- DISHWASHER SAFE – PERFECT FOR EVERYDAY USE
- PLEASANT AND WARM TO THE TOUCH
- NATURALLY SOURCED FROM RENEWABLE RESOURCES (COMPOSED OF 70% WOOD FROM SUSTAINABLY MANAGED FORESTS)
- CHEMICALLY STABLE AND MOISTURE-RESISTANT
- LIGHTWEIGHT YET STRONG – IDEAL FOR KNIFE HANDLES
- HIGHLY VERSATILE IN APPEARANCE (COLORS, PATTERNS, TRANSLUCENCY)

JOSEPH® PREMIUM COLLECTION_SINGLE COLOR SET

FINISHES

WOOD



HYDRAWOOD®

ACETATE



BLACK



GREY



MOKA



ORANGE



BLUE



MOTHER-OF-PEARL



RED



GREEN

JOSEPH® PREMIUM COLLECTION_SINGLE COLOR SET

PACKAGING - BOX WITH SLEEVE



FRONT



BACK

JOSEPH® PREMIUM COLLECTION_SINGLE COLOR SET
PACKAGING - BOX WITH SLEEVE



(NON-CONTRACTUAL IMAGES)

JOSEPH® PREMIUM COLLECTION_SINGLE COLOR SET
PACKAGING



(NON-CONTRACTUAL IMAGES)

JOSEPH® PREMIUM COLLECTION_SINGLE COLOR SET

REFERENCES / EAN

Désignation	Référence	Gencod
COFFRET 4 CTX JOSEPH NANOCUT HYDRAWOOD TB HC FRANCE	12010001	3118220052758



Désignation	Référence	Gencod
COFFRET 4 CTX JOSEPH NANOCUT ACETATE NOIR TB HC FRANCE	12010002	3118220053656



Désignation	Référence	Gencod
COFFRET 4 CTX JOSEPH NANOCUT ACETATE GRIS TB HC FRANCE	12010003	3118220053663



Désignation	Référence	Gencod
COFFRET 4 CTX JOSEPH NANOCUT ACETATE MOKA TB HC FRANCE	12010004	3118220053670



Désignation	Référence	Gencod
COFFRET 4 CTX JOSEPH NANOCUT ACETATE ORANGE TB HC FRANCE	12010005	3118220053687



Désignation	Référence	Gencod
COFFRET 4 CTX JOSEPH NANOCUT ACETATE BLEU TB HC FRANCE	12010007	3118220053694



Désignation	Référence	Gencod
COFFRET 4 CTX JOSEPH NANOCUT ACETATE NACRE TB HC FRANCE	12010006	3118220053700



Désignation	Référence	Gencod
COFFRET 4 CTX JOSEPH NANOCUT ACETATE ROUGE TB HC FRANCE	12010008	3118220053717



Désignation	Référence	Gencod
COFFRET 4 CTX JOSEPH NANOCUT ACETATE VERT TB HC FRANCE	12010009	3118220053724



THANK YOU



JOSEPH® PREMIUM COLLECTION - MADE IN FRANCE - MIXED COLOR SET

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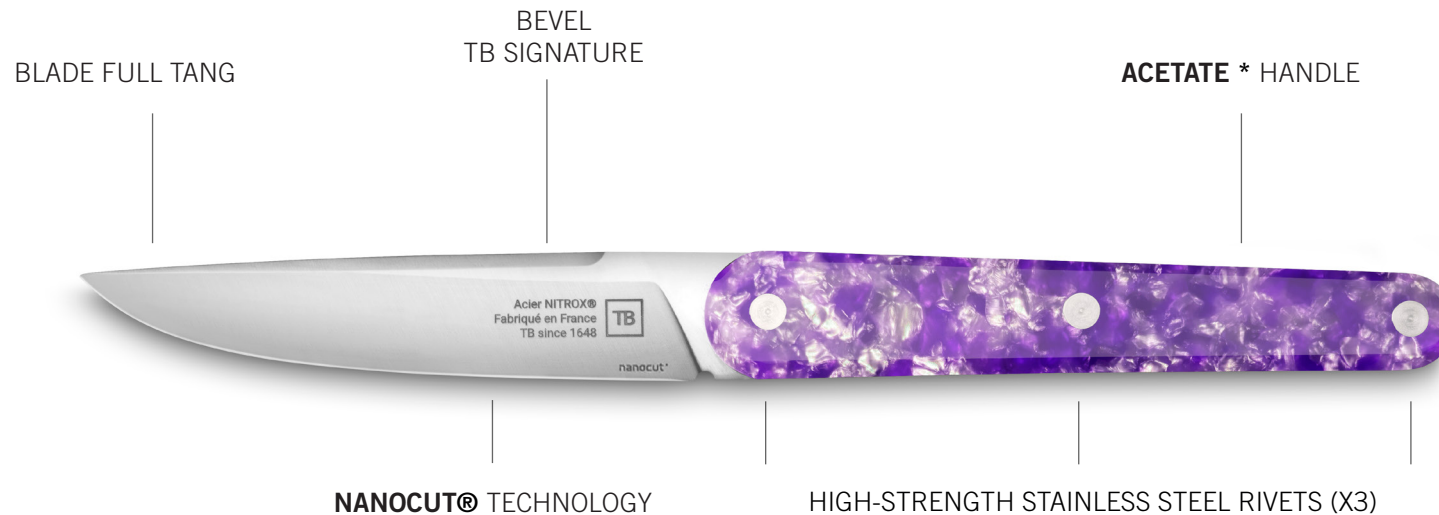


MADE IN FRANCE



JOSEPH® PREMIUM COLLECTION **MIXED COLOR SET**

ACETATE FINISHES



* A FEW WORDS ABOUT ACETATE:

- RECYCLABLE
- STRONG AND DURABLE, IMPACT-RESISTANT (DENSITY 1.32)
- DISHWASHER SAFE – PERFECT FOR EVERYDAY USE
- PLEASANT AND WARM TO THE TOUCH
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JOSEPH® PREMIUM COLLECTION_MIXED COLOR SET

PEARLY FINISHES



PEARLY PURPLE



PEARLY GREEN



PEARLY YELLOW



PEARLY PINK

JOSEPH® PREMIUM COLLECTION_MIXED COLOR SET

PACKAGING - BOX WITH SLEEVE



FRONT



BACK

JOSEPH® PREMIUM COLLECTION_MIXED COLOR SET

PACKAGING - BOX WITH SLEEVE



(NON-CONTRACTUAL IMAGES)

JOSEPH® PREMIUM COLLECTION_MIXED COLOR SET
PACKAGING



(NON-CONTRACTUAL IMAGES)

JOSEPH® PREMIUM COLLECTION_MIXED COLOR SET

REFERENCES / EAN

Désignation	Référence	Gencod
COFFRET 4 CTX JOSEPH NANOCUT ACETATE PANACHÉ TB HC FRANCE	12010010	3118220053809



THANK YOU



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1. SINGLE COLOR SET



2. MIXED COLOR SET

