

ANDRÉ VERDIER
— COUTELLERIE 1859 —

CUTLERY MANUFACTURER SINCE 1859 IN CELLES-SUR-DUROLLE



1859

Antoine Delignère, like his father and grandfather before him, was a knife smith on a subcontracting basis. But, unlike his predecessors, he decided to create and market his own products. He registered the first brand of the company: «LA BOTTE COURONNEE».



1899

Louis Verdier (blacksmith/cutler) marries Françoise Delignère (cutler) and both combine their know-how to make the family business prosper.



1924

Mr and Mrs Verdier bequeathed the cutlery to their sons, André and Albert, who worked for a time together in the «Coutellerie VERDIER frères».



1936

Albert leaves the company. André then takes over the reins of the company, which changes its name to «André VERDIER Coutellerie».



1947

In the following years, the company opened new frontiers and marketed its products under different brands such as: «DELIGNERE», «LA BOTTE COURONNEE», «ANDRINOX», «AV» ...



1970

From 1970, the company integrates new manufacturing processes and innovates on coloured cutlery, then on the famous LAGUIOLE knives.



2018

In 2018, the company takes the commercial name «Verdier Manufacture» to cover the various brands and know-how it masters today. It is currently one of the last companies to manufacture 100% of its products in France.



la bonne coutellerie...

ANCIENNE MAISON DELIGNÈRE AÎNÉ

VERDIER

FRÈRES SUCCESSIONS

CELLES-SUR-DUROLLE (P. de D.)

Chèques Post. : CLERMONT-FERRAND 9287

OUTILLAGE MODERNE
FABRICATION PARFAITE
LIVRAISON RAPIDE

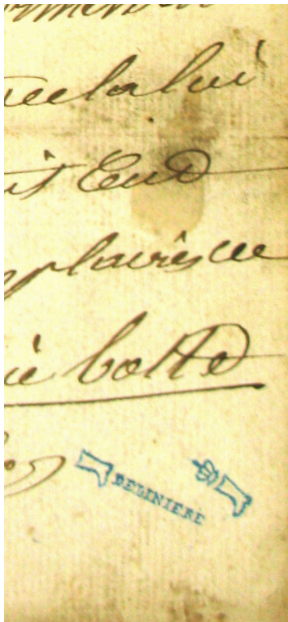
Toute la Coutellerie de Table

ACIER INOXYDABLE

UN NOUVEL ARTICLE MODERNE INDÉMANCHABLE

Couteau de TABLE à lame biseautée

MANCHE MASSIF en alliage d'aluminium INOXYDABLE conté directement sur la lame :



MANUFACTURE DE COUTELLERIE EN TOUS GENRES
INOXYDABLE ET AUTRE

VERDIER FRÈRES

ANCIENNE MAISON DELIGNÈRE AÎNÉ

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MANQUE DE GARANTIE DÉPOSÉE

MANUFACTURE DE COUTELLERIE

INOXYDABLE ET AUTRE

VERDIER

ANCIENNE MAISON DELIGNÈRE AÎNÉ ET VERDIER FRÈRES, FONDÉE EN 1858



Archive photo of 1958, the cutlery's 100th anniversary



Present in more than

30
COUNTRIES

Canada, South Africa, South Korea, Switzerland, USA, Denmark, Chile, Japan, Thailand, Australia...



3.8M€
of turnover in 2022

Traditionnally, 60% of the turnover is made exclusively at the export. For 2022 the numbers are up to 70%. The French and European markets are stable. Overseas the demand has greatly increased.



40 KM

Is the distance between us and 95% of our suppliers and partners. We prioritize local know-how and resources in order to reduce as much as possible our carbon footprint. Packaging manufacturers, raw material suppliers, all of them to a 45 minute drive.



La Région
Auvergne-Rhône-Alpes

1.500.000 €

In 2020 we received financial support from the Auvergne-Rhône-Alpes region for our project to improve and increase the current production. From 2020 to 2025, 1,5 million euros will be invested to improve diverse aspects such as: water filtering, robotics, grinding, handle manufacturing, polishing, packing,

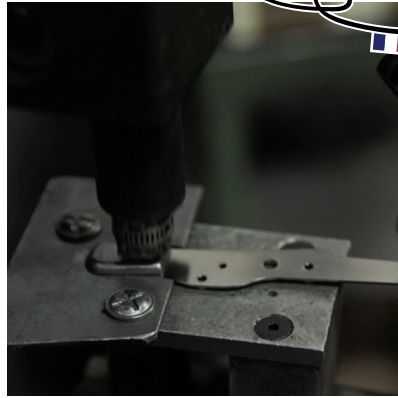
33

Employees from which 20 are directly connected to the manufacturing and 6 for packing and logistics steps.

So, does this mean that ebony comes from 40 km around you?

Well, obviously not. For the moment ebony doesn't grow in our cold Thiernoise mountains. Our suppliers and ourselves work with multiple materials from very diverse origins!

We are a 100% french manufacturer, but not all the materials are obtainable in France... Nevertheless, 99% of our business is conducted with raw materials which have a European origin.



Why is manufacturing in France so important?

It's not the fact of manufacturing in France that is important. Anyone can manufacture one range or product in France.

The important part is to manufacture everything locally. Thanks to the vast network of companies in the Thiernoise region and their ancestral know-how anyone has the possibility to manufacture 100% of their ranges locally.

We choose to manufacture everything locally, because there is no point in having it done to 5000 km from where the company is located. There are 600 years of history and tradition rooted into the Thiers region, we have to profit from it and invest on it if we want it to still be here to 600 years from now.



Steel...

More than 82% of the steel used in our products is recycled. The steel waste from our production is recycled either in specific treatment channels or in the production process.

We currently work with French, German, Spanish, Swedish or Japanese steel.

Wood..

90% of all the wooden handled products we manufacture are made from 3 types of wood: beech, oak and walnut. Whose origine is mainly French.

The olive wood in our range is of Italian or Spanish origin.

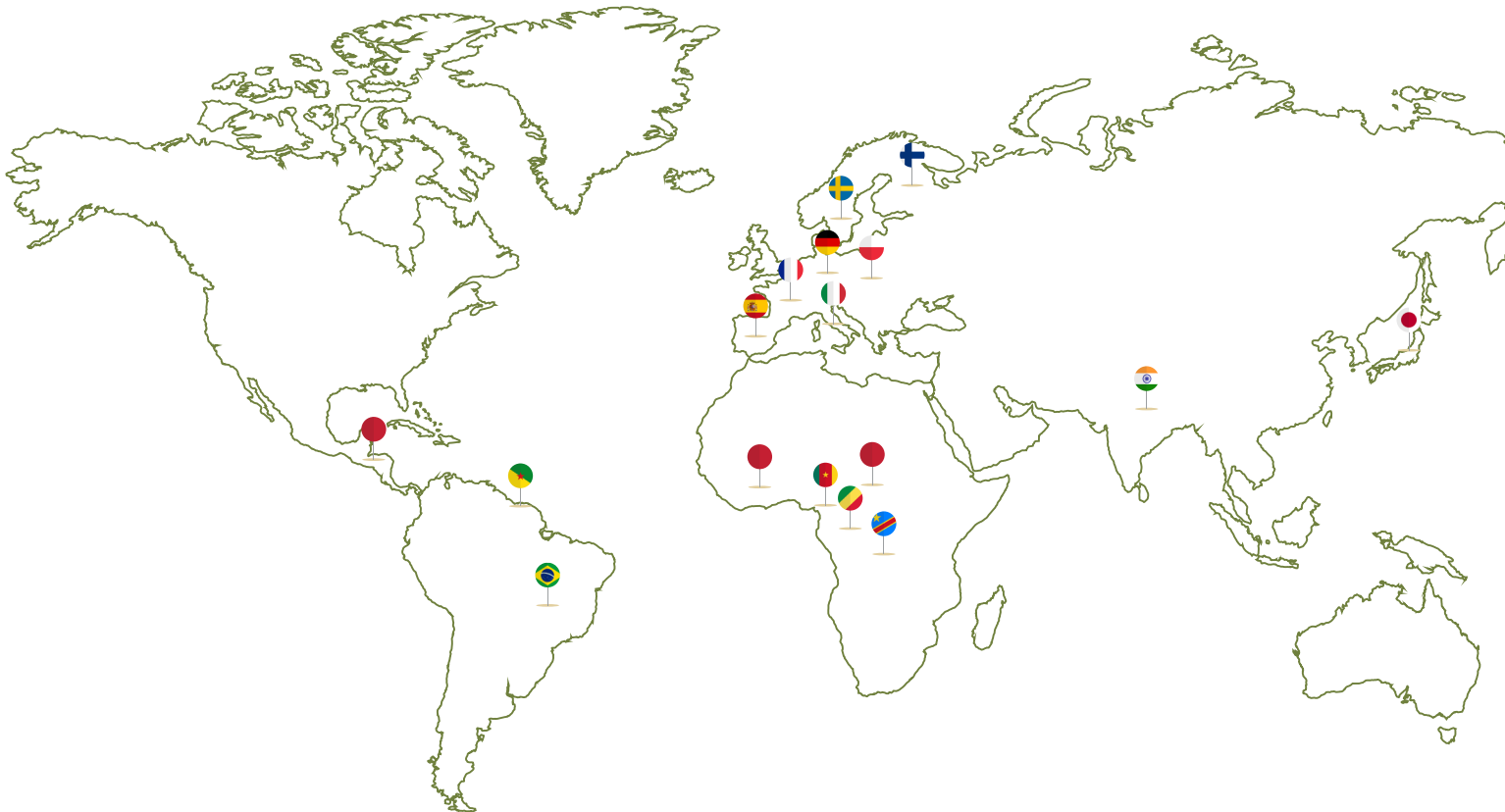
The rest of the woods come from Asia, Africa and South America.

Resin...

All our plastic granules and colorants are bought in France, but the origin changes with each delivery. In spite of that, most of this raw material is produced in Asian countries.

Regarding the PMMA, which is much more prestigious than the injected plastics, it comes mainly from France or Italy.

Our raw materials come from all over the world!



With over 160 years of experience and thanks to the historic partnership that was developed with local subcontractors over the years, we are in capacity to develop a project from A to Z in France.

The production and development teams are all based in Celles-sur-Durolle, which gives a better grasp and control over the manufacturing lines.



Personalisation example for @PetitBivouac

Our fully equipped technological park allows us to be in complete autonomy and to answer better and more efficiently to the client's demands and wishes.

Small to big series are all achievable thanks to the continuous investments on new and more modern equipments.

As a manufacturer, we can also **adapt our products to your market**. A new packaging, blade or handle etching, new handle material, new products...

Our mastery of cutlery and equipments are 100% at your disposal to bring your wildest ideas to life.



André Verdier is just one of the multiple brands that are manufactured by our cutlery. We also produce under **Scof** and **Delarboulas** which are luxury flatware brands.

Forged stainless steel flatware heads or pewter casting are some of the various techniques which are used for these high-end trademarks.



In 2012, VERDIER Manufacture was awarded the «Living Heritage Company» label for the maintenance and protection of cutlery production techniques. In 2017 the label was renewed until 2022.

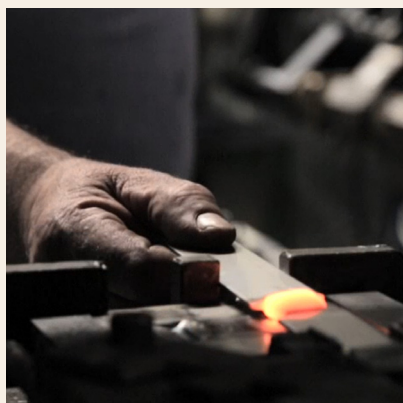


In 2014, the «Collège Culinaire de France» awarded the «Artisan de qualité» label, opening the door to close collaboration with world-renowned chefs.



ATELIERS D'ART
DE FRANCE

Since 2013, the company is recognised as an «Atelier d'Art de France» for its Laguiole Essentiel and Prestige, high end folding knives and Thiers® ranges as well as for the Scof and Delarboulas ranges: «Tableware» articles of «goldsmith» quality with special techniques and materials.





ANDRÉ VERDIER
can be split into
3 main families:

KITCHEN, FLATWARE & FOLDING KNIVES

The biggest market right now for the André Verdier brand is the flatware, where 74% of the turnover is made. Kitchen knives and utensils represent 16% and finally, the pocket knives, which involve 10%.

The most successful range is the Laguiole Débutant, which makes up to 50% of the turnover for the whole André Verdier ranges.

Kitchen knife wise, the Ideal range has certainly bombed in the last 5 years where sales have increased tenfold.

Finally, L'Alpage has also been exponentially increasing for the last 5 years and sales have been multiplied by 3.



Fine french gastronomy has a worldwide recognition, the most delicate and intricate dishes require quality tools up to the task.

All you need to become the next Paul Bocuse are just the right tools! (and lots, lots of raw talent, devotion and innovative spirit)





FLATWARE

French gastronomy - and culture - are all about the small details: the presentation, the feel, the smell, the reflections... Something that we can't completely describe, but that it's known as «L'art de vivre», or the art of living.

Our diverse ranges of flatware evoke this exact feeling. Know-how and tradition are perfectly mixed through our multiple products to bring into your table a small piece of France.

Traditional ranges such as the Laguiole have been completely rethought to suit more modern tables. Le Thiers or Capucin on the other hand have an unfashionable look which will suit the most elegant tables.

Find yourself at a Parisian Brasserie with our high quality cutlery.



Capucin





FOLDING KNIVES

In France, a folding knife it's not simply a tool, it's a small part of who you are and it's the first step towards adulthood. Carrying a pocket knife with yourself is a tradition that is transmitted from a parent to their kid, especially in rural areas.

The knife is manufactured to be passed on from one generation to the next one. It has a history.

The woods are carefully chosen, the metals are hand polished, the assembly is done by a master cutler, and each piece is individually checked to guarantee the highest possible quality.

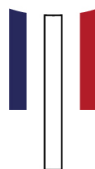
A pocket knife is the first step towards discovering who you are.





VERDIER

MANUFACTURE 1859
CELLES - SUR - DUROLLE



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www.verdiermanufacture.fr

A wide range of products carried by our own brand names



Scot Delarboulas



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