

The Knife Rack

Personalization Options from J.K. Adams a Profit Center for Retailers

BY AMBER GALLAGHER

J.K. Adams has rolled out new personalization options for its cutting boards and entertaining products. From monograms to letters and text, retailers can now offer custom snackings that shoppers may order right from the store and pick up in person a few days later.

While the company has offered single monograms on many popular items for years, the process is now being formalized and made more widely available with expanded options. Customers may choose from six different monogramming or personalization options that cover J.K. Adams' most popular products ranging from wooden cutting and carving boards of all shapes and sizes to their line of slate coasters and cheese

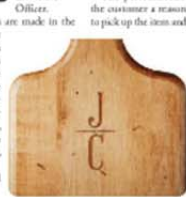
servers as well.

The company has developed a standard ordering form for retailers to complete with the customer which can then be emailed or faxed to J.K. Adams for fulfillment within five business days. The customer is able to select the product, the font style, and placement with their choice of one-, two- or three-letter monograms or up to three lines of text.

Retailers offering the service will receive a personalization kit that includes an in-store promotional sign with stand and order forms. A discount of 25 percent off the standard wholesale price is also being offered to retailers for personalized items to display

in their store as samples.

"If you can offer the customer something that's unique and is truly special that the larger retailers aren't offering as much, that is our mind is a great way to differentiate and also not have to fight for the price on every single sale in your store," said Jim Blatchford, J.K. Adams' Chief Executive Officer.



That all of the products are made in the company's Dorset, Vermont factory from North American hardwoods adds to the appeal. The customization is done through high-quality laser engraving to produce a clear image that will last for years, making these boards an ideal gift for weddings, anniversaries, housewarmings, and holidays.

As a 70-year-old company, J.K. Adams has a vast network of small specialty gift and kitchenware retailers that have carried the company's products for years. The company's latest move comes as a nod to those retailers who are now competing against online retailers in addition to the big box stores they have always had to compete with.

"There's a market and demand for it. If you can do it and do it well, and we can help you entice a pretty easy, then it's a great way to make the sale, and in fact, at a higher price than what you might sell it for if you were trying to compete against Amazon or another big box store," said Blatchford.

The personalization program also gives the customer a reason to return to the store to pick up the item and possibly make another purchase while there. Although the order form lists several of J.K. Adams' most popular items, nearly any item the company makes can be personalized upon special request. Contact J.K. Adams to order a personalization kit.

New Looks for Traditional French Cutlery

BY GORRI BAUMANN

French artisans from Laguiole and nearby towns in France are taking Laguiole cutlery designs in new directions while keeping elements that speak strongly of a 200-year tradition of attention to detail and elegant craftsmanship.

At the Atelier du Répertoire, in Sézanne, a town near Laguiole, Founder and Director Hervé Lind is using his design skills to augment blades forged in Laguiole with distinctive handles that combine precious wood with innovative materials. The Oliver tableware collection is one of his latest creations. Characterized by teardrop handles made from olive wood that widen gradually

elegant, ergonomic look, the natural wood grain gives each piece a unique appearance.



from the bolster to the handle's end for an

forks, soup spoons, coffee spoons and carving sets as well as bread knives.

The Forge de Laguiole knives are offered in many different materials and finishes. Stabile steel blades come in either a shiny or satin finish, with bolsters in the CLAL version made of stable brass or in stainless steel with either a shiny or satin finish. Handles are in horn, bone, precious wood, the stamina dye-injected wood or acrylic glass.



A new design by Philippe Stanck



celebrates Forge de Laguiole's 25th anniversary in 2012, with knives featuring an all stainless steel mono block model with a handle textured to mimic the look of wood bark. Designer Jean-Michel Wilmore brings color to the table with his creation of a model with fluorescent-colored handles in acrylic glass. Ten colors are available: red, pink, blue, green, lime, maize, wine, grey, black and white. All of the finite models can be ordered singly or in sets of two or six pieces.

For more information, visit www.anelledumiquita.com for the Atelier du Répertoire cutlery and www.laguiole.com for the knives designed by Stanck and Wilmore.

The Edonist Collection from Lion Sabatier



Rosselin Dumas-Sabatier has celebrated the bicentenary of his brand Lion Sabatier by creating the Edonist collection. The brand was acquired in 1991 by Pascal Sol-Brohan, who represents the fifth generation in the Rosselin family business started in Lyon in 1852.

This collection is forged in Thiers, the cradle of French cutlery, by hot stamping from a single piece of steel. This process is known as "hot forging" and it gives the knife qualities of firmness, balance and strength. Each knife is hand-polished.

In addition to the steak knife, this collection comprises 11 other knives, each of which meets the needs and gestures that are specific to the cook: slicing, chopping, paring and transporting, chopped ingredients from cutting board to pan. The series is completed by a counter-top storage block made from natural ash wood to hold five of the most-used knives close to hand.

For further information, see the web page devoted to this new collection at www.edonist.fr.

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New Looks for Traditional French Cutlery

BY LORRIE BAUMANN

French artisans from Laguiole and nearby towns in France are taking Laguiole cutlery design in new directions while keeping elements that speak strongly of a 200-year tradition of attention to detail and elegant craftsmanship.

At the Atelier du Réquista, in Sebrazac, a town near Laguiole, Founder and Director Hervé Liné is using his design skills to augment blades forged in Laguiole with distinctive handles that combine precious woods with innovative materials. The Olivier tableware collection is one of his latest creations. Characterized by triangular handles made from olive wood that widen gradually



from the bolster to the handle's end for an

elegant, ergonomic look, the natural wood grain gives each piece a unique appearance.



Liné used the same delta shape for his Laguiole Cube Rouge knives, which feature handles made from solid marquetry that combines ebony from Gabon, burr maple and red stammina, a dye-injected wood. Both the Olivier tableware and Cube Rouge knives feature the bee on their bolsters that identify knives made in the Laguiole tradition.

The bee is also prominently featured on knives from the Forge de Laguiole, which takes a creative and playful approach to the traditional Laguiole shape, with its slender, gently curved handle. These table knives are made with a fixed blade, a finely decorated spring, and the bee. The company also offers

forks, soup spoons, coffee spoons and carving sets as well as bread knives.

The Forge de Laguiole knives are offered in many different materials and finishes. Stable steel blades come in either a shiny or satin finish, with bolsters in the CLAL version made of stable brass or in stainless steel with either a shiny or satin finish. Handles are in horn, bone, precious wood, the stamina dye-injected wood or acrylic glass.

A new design by Philippe Starck



celebrates Forge de Laguiole's 25th anniversary, in 2012, with knives featuring an all stainless steel mono block model with a handle textured to mimic the look of wood bark. Designer Jean-Michel Wilmotte brings color to the table with his creation of a model with fluorescent-colored handles in acrylic glass. Ten colors are available: red, pink, blue, green, lime, mauve, wine, gray, black and white. All of the firm's models can be ordered singly or in sets of two or six pieces.

For more information, visit www.atelierdurequista.com for the Atelier du Réquista cutlery and www.forge-de-laguiole.com for the knives designed by Starck and Wilmotte.

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The Edonist Collection from Lion Sabatier



Rousselon Dumas-Sabatier has celebrated the bicentenary of its brand Lion Sabatier by creating the Edonist collection. The brand was acquired in 1991 by Pascale Sol-Bruchon, who represents the fifth generation in the Rousselon family business

started in Lyon in 1852.

This collection is forged in Thiers, the cradle of French cutlery, by hot stamping from a single piece of steel. This process is known as "full forging" and it gives the knife qualities of fineness, balance and strength. Each knife is hand-polished.

In addition to the steak knife, this collection comprises 11 other knives, each of which meets the needs and gestures that are specific to the cook: slicing, chopping, paring and transporting chopped ingredients from cutting board to pan. The series



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