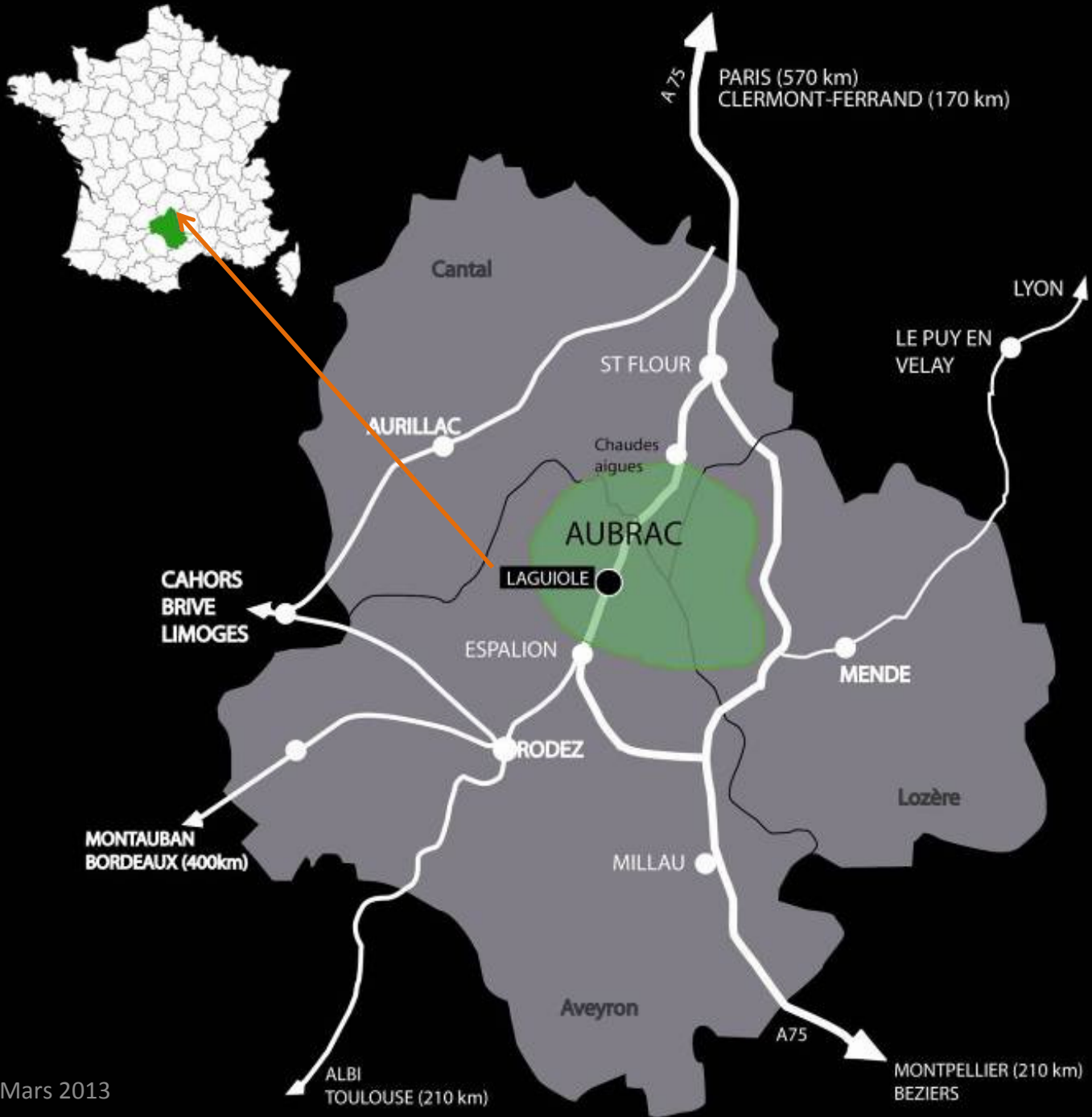


Laguiole,

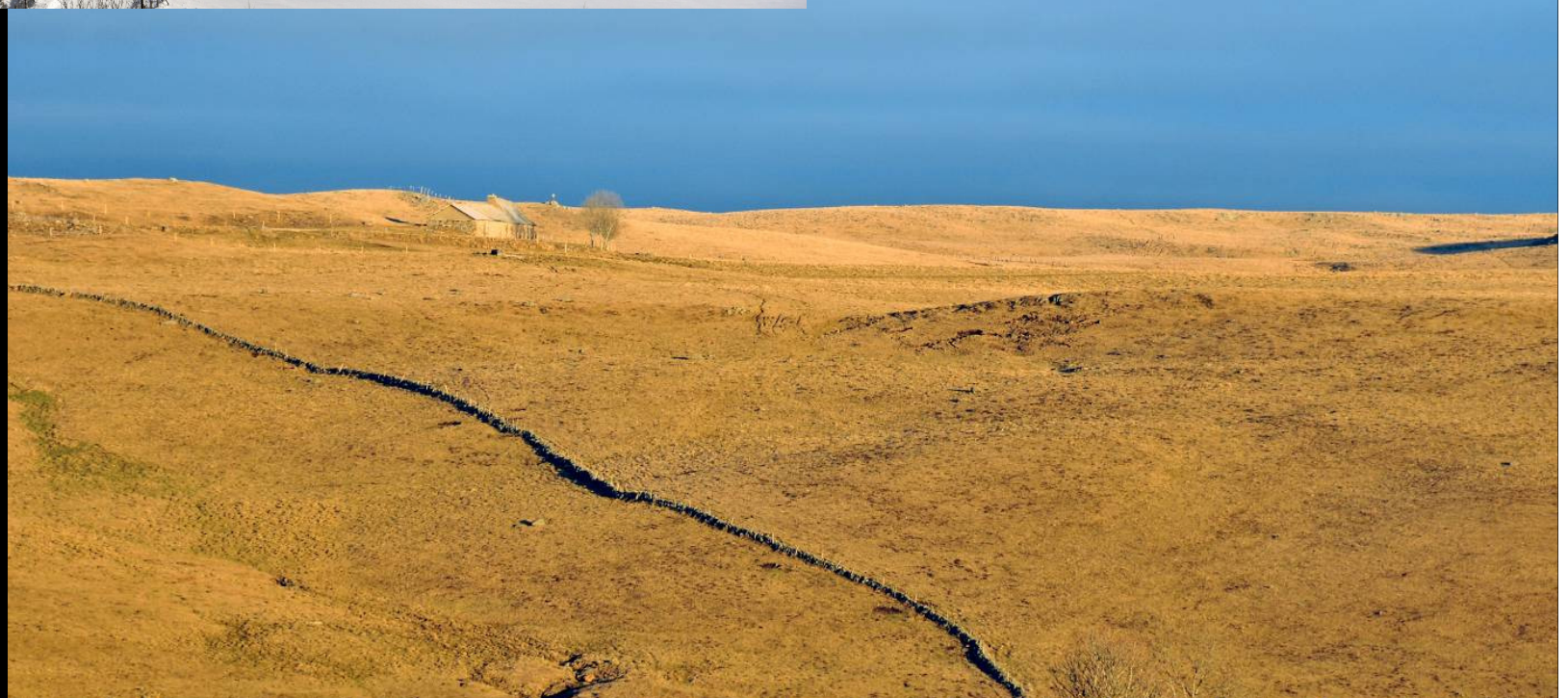
an outstanding territory ...







Aubrac Plateau







Bangkok, March 2019



A plateau ... 1200 metres



A village ... 1200 inhabitants



A legacy ... 200 years of history



Laguiole knife story

A knife and its territory Aubrac region and its peasants



The shepherd and his everyday tool



Laguiole knife story

- 1828 : M. Casimir-Antoine Moulin is the first cutlerman blacksmith in Laguiole



- The first folding knife that was produced in Laguiole in the 1820s was the « LAGUIOLE DROIT » (straight Laguiole) that was a knife without decorated bee and a forced notch. The handle made from bone or ivory , finishes bent in « corbin beak ». The blade had a « bourbonnaise » shape with centered point. This model was made in Laguiole until 1900.
- Between 1850 and 1860, The blade curved up slightly in the Yatagan shape and the handle has an elegant shape.



- Since the 1820s all the cutlermen located in Laguiole used to forge the blades and the springs of their knives by hand. The steel was coming from Pyrénées and Tarn regions . The blades were tempered into the volcanic cold waters of «La Violette» (local spring) to harden them.
- The knives made in Laguiole during that period were full handle models made from Aubrac cow horn or bone, plentiful materials in this breeding area, or from ivory for more precious knives.
- In 1900, the Laguiole knife manufacturing is at its highest level and employed 30 persons in Laguiole. The same year, during the Universal Exposition in Paris the cutlermen Pagès and Calmels received a golden medal .

Laguiole knife story

- In 1909 the first bee appeared on Laguiole knives (they replaced flowers)



- The ivory handles are sculpted to give the form to horse foot, rattlesnake tail, ram, butterfly, clover...



- The First World War (1914-1918) will lead to the disappearance of the cutleries in Laguiole.
- From the end of this conflict, most of Laguiole knives were produced in Thiers. Only three craftsmen continued to manufacture a very small quantity of Laguiole knives in Laguiole village. All the remaining shops ordered knives to factories located in Thiers.
- In 1985, a team of elected people and of passionates reintroduced the fabrication of this famous knife in its cradle: it is the return of the Laguiole knife to the place of its birth and the creation of FORGE DE LAGUIOLE in 1987.



- **104 employees who makes the knives by hand**
- **Several craftsmanships : metallurgist, blacksmith, CNC operator, welder, cutlerman (assembly, chiselling, sculpting, polishing) etc..**
- **Several materials (carbone steel, Damas, titanium, leather, magnesium, horn, ivory, coral, precious woods, gems, etc.)**
- **A knife, THE Laguiole knife, manufactured in our village since 1827 !!**

Craftmanships ... some photos



Craftmanships ... some photos



Bangkok, Mars 2013

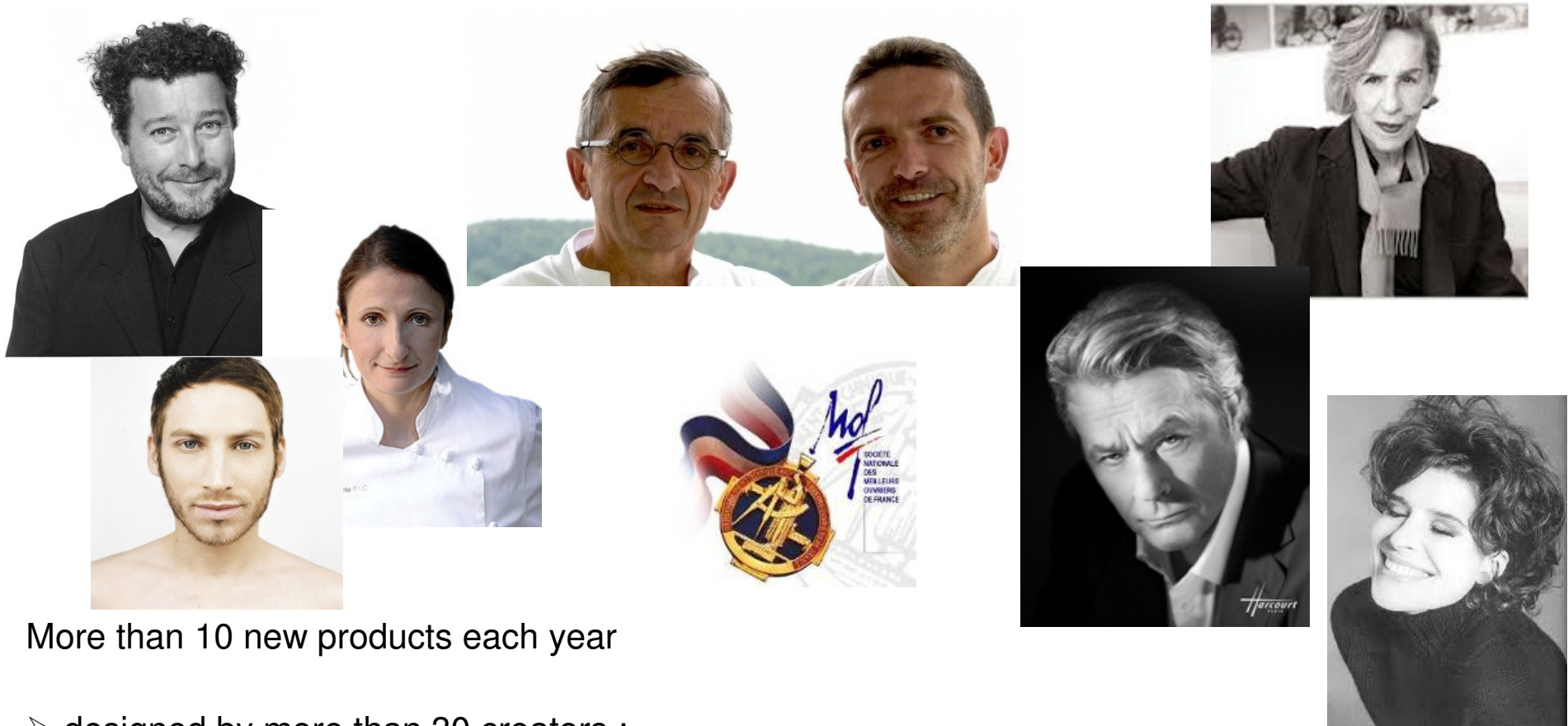
Craftmanships ... some photos



Bangkok, Mars 2013

Craftmanships ... some photos





More than 10 new products each year

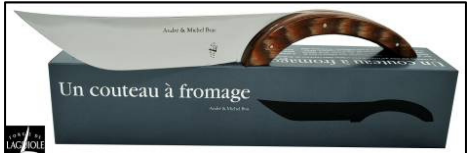

➤ designed by more than 30 creators :

Philippe Starck, Andrée Putman, Ora Ito, Jean-Michel Wilmotte, etc.

➤ designed by / for artists:

Alain Delon, Fanny Ardant, ... Sonia Rykiel, Courrèges, etc.

Four ranges of Products

<p>Restaurants Hotels</p>	<p>Furniture or interior design shops</p>	<p>Collection exception / Co branding</p>	<p>Traditional cutleries</p>
 	 		
<ul style="list-style-type: none"> • More than 80% of 3 star French Chefs • Famous hotels worldwide    <p>Bangkok, Mars 2013</p>		<p>Partnerships with Hermès, Montblanc, Baccarat, etc.</p>	<p>17</p>

Laguiole knife... some photos













MONTBLANC



HERMES



A sector in crisis

2007 : bankruptcy of the last
manufacture in Laguiole



A
declining
job

- Abandonment of machines
- Human sized workshop
104 employees, most of them are skilled cutlermen
- Knives produced by hand only and customized on request



Vision / values

- A legacy, an authenticity
- Refinement, aesthetics, exceptional products
- Modernity
- Recognition of a rare know-how



Figurative elements

- The shape of the knife
- The logo
- The symbol: the bee
- The workshop, the craftsmen, the forge
- Famous creators and designers



To manufacture high quality knives in France

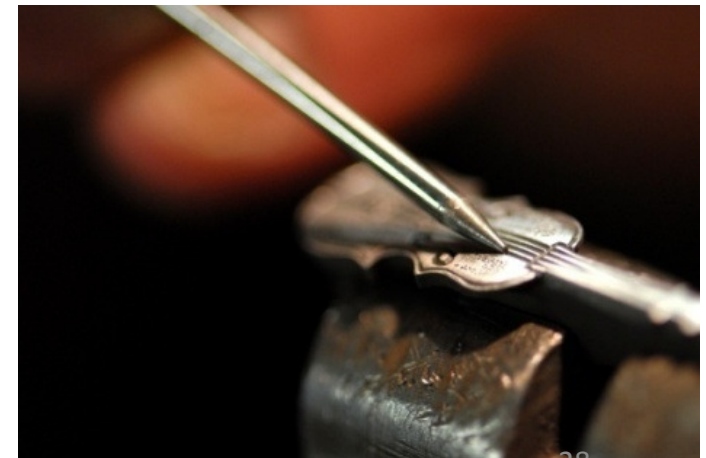
- Creation of a label, certificate of authenticity, signature of the craftman
- Fight against counterfeiting

Skills

- Ancestral knowledge
- A symbol of our region and our legacy

Proofs

- Photos, TV shows, vidéos
- Free guided tours of our workshop
- The knife, an object that we can touch, and appreciate the quality



No protection for the LAGUIOLE origin ... (global market)



- A booth presenting :
 - The French cutlery,
 - A craftsmanship and know-how of Excellence
 - The French map presenting 3 culery areas, including the Laguiole village

All these presented with the blue, white and red flags



- Blue, white and red knife displays.

- « Laguiole » knives...

This is an example of the « Made in France » used today for lack of law.

Everybody can do what he wants and tell what wants to the consumers.

**Booth on the Agricultural fair
in Paris**
**pictures from February the
24th, 2012**



- Blue, White and Red colours
- « Cutlery from France »
- « True Laguiole »
- « Authenticity certificate »

- And an authenticity certificate which guarantees the knife
 - Forge de Laguiole knife pictures
 - A « True Laguiole » statement



Only knives imported from Pakistan were presented on this booth.

- No French, European and World Law
- Anybody does what he wants in its firm
- The L 121.1 article is no more enforced after the decision of the Economy ministry in 2010.
- Only the 34 article of the Customs code (Annex 9) can be used
= **Anybody does what he wants dealing with its own moral code**

**At the end, it is the final consumer who is deceived / misled !
We are all potential consumers...**

Protected Geographical Indication (PGI)=it is the name of the place of origin of the product

The geographical indications are names of places used to identify the products made in this same place.

There is no strict law for the geographical indications and the marking of the products is not compulsory.

There is no national or european definition of the rights for the local authorities to preserve their name and the use of their name made by the a third party.

There is no national or european precise definition of the rights for an origin indication for manufactured products and of the use of this orgin indication made by a third party (unlike the food products).

A private person can patent the name of a local authority (a village name) as a brand and gain the exclusive rights to use it.

There is a clash between the private rights on a patented brand and the rights of the local authorities on their name (village name for instance).

The image of the Laguiole municipality is not only linked to the high quality products manufactured by its craftsmen, but also to its localisation.

The Courts judged that a geographical name cannot be used as a brand designating its geographical area, or either its product made in this same area.

A brand is considered as null and void if it designates the geographical provenance of its products or if it misleads the consumer about the origin of its products.

The Courts considered that the « Laguiole » name was more used to identify a knife shape (generic name) than a municipality name. As a consequence, anybody can make a Laguiole knife anywhere in the world.

There are 106 LAGUIOLE patented brands, the most of them belong to people outside the Laguiole area (third parties).

Gilbert SZAJNER has almost a monopole on the use of the « LAGUIOLE » brand.

Gilbert SZAJNER systematically objects to the « LAGUIOLE » brand patent by the « LAGUIOLE » municipality and its citizen.

- A sovereign function :
 - To create values
 - To go over the value attached to the use
 - To enforce a legitimacy,
 - To add emotions, feeling, symbolic values
 - To help innovation

- A militant function :
 - To guarantee the origin and the quality
 - To differentiate from worldwide competitors (without legitimacy)
 - To protect against counterfeits
 - Protect and better inform the consumers

- A evolutionist function :
 - To perpetuate a know-how and to enhance an heritage.
 - To develop new ranges of products.
 - To gain new markets.

What should be created :

- A Protected Geographical Indication : PGI
 - This PGI must be valid for manufactured products and for the know-how linked to a specific geographical area.
 - A PGI must be a guarantee symbol :
 - More guarantees concerning the origin of products (linked to a special geographical area),
 - A higher quality,
 - A good traceability to inform consumers and preserve the know-how and technological attainments.
- = To preserve local employment and heritage.**

The standard product for a PGI

- The product has to be known as a common name for years in everybody's mind. This name has to be definitively identified regarding the other products.
- Linked to a production area : This geographical area, where the manufacturing is located, has to be certified on a long term period. Only the manufacturers and industrial producers located in this production area defined by the PGI can join this PGI. This geographical area defined by the PGI cannot be located outside the national territory.

.

PGI : who regulates?

- An independant structure will have to be created to manage PGI.
- This **organisation, that will represent manufacturing and industrial sectors concerned by the product willing to join PGI, will propose, present, host initiative and proposal of the creation of PGI.** This professional organism should be the privileged interlocutor of authorities, during the procedures necessary for the creation of a PGI. This structure will also be in charge of the respect of the specifications through an audit (with repressive measures).
- **A PGI, for a determined manufactured product, has to be unique and applicable to all.** An opposite or concomitant PGI can't be created for a product already classified as a PGI.

- **A PGI can't be owned exclusively by one company** (protection by trademark law and patent law).
- The creation of a PGI can not rely on an exclusive patented manufacturing process owned by one person
- **An existing brand can not object to the creation of PGI, but PGI will be able to object an existing brand**

PGI should admit all new members willing to join and respect rules and qualitative criteria determined and certified in the writings of the specifications of the PGI.

PGI : Request for proposal

The law on PGI of manufactured goods will have to require, cumulatively , that all raw material processing **AND** that all the manufacturing steps (included assembly **AND** finishing) of the manufactured goods willing to join PGI be entirely realized on a certified area. It could be possible to partially subcontract but the tracability must be verifiable, validated and located in the production area, and according to the rules defined for the manufacturing of the classified product or of the product that runs for PGI.

Written law

Consultations of economic actors

Consultations of Parliamentarians

**Presentation to the National
Assembly / Senate**

**Implementation of the law and
PGI
(more than 80 in France)**

Europe ?

World ?

To meditate

Does what we create worth what
we loose?

But if we create nothing,

We will loose all that we have !