

# BEYOND THE BLADE

QUARTERLY NEWS FROM THE PROMOTIONAL PRODUCTS DIVISION

SWISS NEWS

AUGUST 2011

Greetings from Victorinox Swiss Army!

Welcome to the first edition of *Beyond the Blade*, the quarterly newsletter from the Promotional Products team here at Victorinox Swiss Army! In each issue we will bring you up to speed on everything Swiss Army, including news from our office in Connecticut and interesting stories from our global headquarters in Ibach, Switzerland.

In this issue you will find:

- **Great Contests**  
Be sure to enter our Gift Card drawing where one lucky winner will receive a Victorinox Swiss Army Gift Card worth \$250!
- **Selling Tools and Tips**  
Check out Sharp Ideas and learn how our products are being used in customer programs .
- **Product Information**  
Our Product Spotlight section includes information on our new Gift Card program where distributors can make up to a 40% margin!
- **Victorinox Swiss Army News**  
Read about our owner Carl Elsener winning an award from *Blade Magazine*, Swiss Army on Broadway and how Swiss Army Knives have changed the world.

Questions? Comments? Would you like to submit your story? Send us an email at [cmevents@swissarmy.com](mailto:cmevents@swissarmy.com).



[www.vsacorporate.com](http://www.vsacorporate.com)

## PRODUCT SPOTLIGHT

Victorinox Swiss Army Gift Card

NEW



Our NEW Gift Card program was not only designed to offer the best and most diverse product line in the industry, it's also PROFITABLE!

- Up to a 40% margin to the distributor
- Available in a variety of denominations
- Hundreds of products to choose from
- Gift Cards can be imprinted with up to a two-color logo
- Exclusive redemption site

Visit [www.vsacorporate.com/redeem](http://www.vsacorporate.com/redeem) to view the redemption site and for a complete list of terms and conditions.

### Enter Our Quarterly Gift Card Drawing!

Simply log on to [www.vsacorporate.com/giftcardsweeps](http://www.vsacorporate.com/giftcardsweeps) and enter to win a \$250 Victorinox Swiss Army Gift Card. Winners will be announced in our next issue! Entries must be received by September 18, 2011 to qualify

# ENTER TO WIN!!!



## VSA LEADER INDUCTED INTO BLADE HALL OF FAME



**June 15, 2011** – Victorinox, the brand recognized worldwide for the famous Swiss Army Knife, proudly announces the induction of Carl Elsener, Sr. to the Blade Magazine Cutlery Hall of Fame. He was inducted as part of the 30th Annual BLADE Show & International Cutlery Fair in Atlanta, GA, the world's largest knife show

The Blade Magazine Cutlery Hall of Fame is the world's only shrine to the giants of the entire knife industry. Living Hall of Fame members elected Elsener Sr. as the 48th inductee for the



honor. Other Hall of Fame members include such notable industry veterans as Al Buck, A.G. Russell, Chuck Buck, Paul Bos & Tim Leatherman.

Leatherman inducted Elsener, Sr. into the Hall of Fame with a speech sighting Elsener's history and dedication to the Victorinox Swiss Army Company. He stated, "This induction of Carl Elsener, Sr. was long overdue. When you think about famous cutlery all over the world, the Victorinox Swiss Army Knife is instantly recognizable with its bright red handle and Swiss Cross on the side. The knife is an icon and the company

is an icon." Leatherman also noted, "The company's grown so much with strong leadership." Leadership in this case provided by Carl Elsener, Sr., who has been called a "chief" at Victorinox Swiss Army for over 50 years. In attendance to accept the award on Elsener, Sr.'s behalf was his son and CEO of Victorinox A.G., Charles Elsener Jr. In a heartfelt acceptance speech, Elsener Jr. stated "When you ask me about my father, I can tell you that he is a true pioneer, entrepreneur and a great knife maker. His life has been Victorinox, and his passion



the Swiss Army Knife. He has worked hours and hours for more than 70 years to make this little red knife better and better and more functional. Despite his success, my father has stayed grounded. The most important values in his life have always been mutual respect and trust, courage, gratitude and humility."

Carl Elsener, Sr. is the third generation of the family to lead Victorinox Swiss Army. He joined the company in 1939 when he was only 16 years old. There were 230 employees when he took over the leadership role at Victorinox Swiss Army in 1950 when he was 27 years old. By 1984, on the company's 100th anniversary, there were 810 employees. And on the company's 125th anniversary in 2009, there were over 1,700 employees globally.

Under his leadership spanning over 50 years at the helm of the Victorinox brand, the global business has grown to a \$500MM a year, producing over 100,000 knives per day.

## SAK MAKES TOP GADGET LIST

Karl Elsener created the Swiss Army Knife back in 1891 so the soldiers would have a quality pocket tool that was made in their home country. Although he didn't know it at the time, the Swiss Army Knife would become an icon known across the world as a symbol of quality and ingenuity.

Fast forward to 2011 and Popular Mechanics has ranked the Swiss Army Knife #79 on the list of 101 Gadgets That Changed the World. Other items that made the list include the can opener, the boom box and the lunch box. The complete list can be viewed at:

[www.popularmechanics.com/technology/gadgets/reviews/101-gadgets-that-changed-the-world#fbIndex1](http://www.popularmechanics.com/technology/gadgets/reviews/101-gadgets-that-changed-the-world#fbIndex1)



Be sure to catch 101 Gadgets That Changed The World

on the History Channel. Check your local listings for airtimes, or visit:

[www.history.com/shows/101-gadgets-that-changed-the-world](http://www.history.com/shows/101-gadgets-that-changed-the-world)

## SHARP IDEAS

A global consulting firm specializing in business transformation services was honoring its top thirty performers with a President's Club trip to Switzerland. When they turned to their distributor for room gift ideas that would epitomize the excellence these employees had exhibited throughout the year, the distributor thought the answer was obvious:

*"Anyone going to Switzerland would love to receive a Swiss Army Knife as a gift. Not only is it the perfect keepsake for a trip to this country, but it's an icon of quality. Swiss chocolate is nice, but a Swiss Army Knife is forever."*

**Have a success story you'd like to share? Send an email to [cmevents@swissarmy.com](mailto:cmevents@swissarmy.com) with the product, how it was used and the end result and your story may be in our next issue!**

## MEET THE TEAM

In each issue, we will introduce you to a member of the Corporate Markets team. This month, we sat down with Susan Shaw, Regional Sales Manager for the Western Territory.



**QUESTION:** How long have you been representing Victorinox Swiss Army?

**SUSAN:** My 15th anniversary was July 29, 2011. I have

many memories – the Summer Show in (sweltering) Las Vegas, ski trips to Colorado after the “Dallas” Show, and two trips to the factory in Switzerland – truly amazing!

**Q:** What changes have you seen over the years in the industry?

**SS:** A change in the industry over the years has been importing. Increased sourcing from overseas has enabled more customization, decreased lead times, and heated up competition. It has also made it important to know who you’re buying from so you don’t get stuck with dangerous goods. This is a tremendous advantage we have at Victorinox Swiss Army – Swiss quality is legendary. And yes, the knives and watches ARE still made in Switzerland!

**Q:** Something most people would not know about you?

**SS:** I talk a lot so there aren’t very many secrets. I was born in North Carolina, grew up in Princeton, New Jersey, graduated from Syracuse University and moved to California. That’s about it!

**Q:** What are your expectations of the new VSA Gift Card?

**SS:** Our Gift Card is such a terrific solution for both buyers and distributors. Because our Gift Cards are on a (C), distributors can maintain good profitability while providing a very flexible gift solution. And because our product line is so diverse, buyers can feel confident that there’s something for everyone to enjoy. Once the recipient is on the redemption site, they can select from just about everything Swiss Army makes.

**Q:** What do you enjoy most about your job?

**SS:** The very best part of what I do is spend time with my customers. After all these years we can finally be honest!

## VSA HITS BROADWAY

Victorinox Swiss Army has partnered with the Tony Award-winning Broadway musical comedy *Catch Me If You Can*.



The musical is based upon the hit film starring Tom Hanks and Leonardo DiCaprio, the story of Frank W. Abagnale, Jr, a man who successfully performed cons worth millions of dollars, all before the age of 19. The musical features a dancer dressed as a Swiss Army Knife, one of the many tools used by Abagnale. For more info check out [www.catchmethemusical.com](http://www.catchmethemusical.com).

## NEW RETAIL STORES



Our shops are the only place to experience the complete collection of Victorinox Swiss Army, and we’re pleased to announce the opening of the following new retail store locations:

<b>July</b>	<b>Westchester Mall, NY</b>
<b>August</b>	<b>Copley Place Mall, Boston, MA</b>
<b>September</b>	<b>Short Hills, NJ</b>
<b>October</b>	<b>Beverly Center, CA</b>
<b>November</b>	<b>SoHo, New York City, NY</b>

## "ULTIMATE" SWISS PLANT ON NATIONAL GEOGRAPHIC



Later this year, our parent company’s factory in Ibach, Switzerland will be featured on *Ultimate Factories*, the acclaimed program on the National Geographic Channel. Go behind the scenes as *Ultimate Factories* explores factories from all over the world and brings their manufacturing to life, right into your living room! Past companies profiled include Porsche, Coca-Cola, UPS, BMW, Dodge and Apache Helicopters. Shooting is to begin at the factory in August, and the episode will air at the end of 2011. For more information, please visit:

<http://channel.nationalgeographic.com/series/ultimate-factories>.

## IN THE NEXT ISSUE

- **NEW PRODUCT INTRODUCTIONS**  
Our new products are both "friendly" and more secure than a bank vault!
- **GIFT IDEAS FOR THE HOLIDAY SEASON**  
Great last minute items both you and your clients will love!
- **NEWS FOR 2012**  
What we have in store for next year...

To keep up to date on the latest product introductions, distributor specials and pricing, register on our website at [www.vsacorporate.com](http://www.vsacorporate.com).