



VICTORINOX
SWISS ARMY

FOR IMMEDIATE RELEASE

“R.H. FORSCHNER BY VICTORINOX” HAS A NEW NAME

Monroe, CT – February, 2011 – Victorinox Swiss Army is known the world over as the creator of the Original Swiss Army Knife. What many people don't know is that the company started out in 1884 as a cutlery workshop. By the time this fourth generation family-owned business delivered the first pocket knife to the Swiss Army, they'd been selling fine cutlery to professionals for years.

The name “Victorinox” had been a staple in European commercial cutlery for over 50 years at the time they were approached by New York's R.H. Forschner – known since 1855 as a builder of scales for butchers – to be their sole cutlery supplier. The two companies joined forces in 1937. The seven decades since have seen R.H. Forschner become North America's dominant professional brand.

In 2011 we have decided to make the name on the doors of our factory in Switzerland – from which beautifully balanced, perfectly weighted, razor sharp tools began their journey to North America many years ago – the name that we are marketed under: **Victorinox Swiss Army**.

“We take great pride at Victorinox Swiss Army in producing some of the world's finest Cutlery. Crafted in Switzerland, our functional line of Cutlery is the tool of choice for professionals and enthusiasts alike. From the bustling meatpacking plants, to four-star restaurants to the serious home chef - Victorinox Swiss Army - the iconic name for unsurpassed quality has the appropriate tool for every task.”
-Tom Lawler, Vice President Sales, Cutlery

About Victorinox

Victorinox produces and sells unique, high quality products worldwide which are of practical use in differing areas of life: Swiss Army Knives, Cutlery, Timepieces, Travel Gear, Fashion and Fragrances. The head office of the company is in Ibach, Schwyz, in the heart of Switzerland. This is where the founder of the company Karl Elsener first set up his cutler's business in 1884 and, a few years later, designed the legendary “Original Swiss Army Knife”.

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