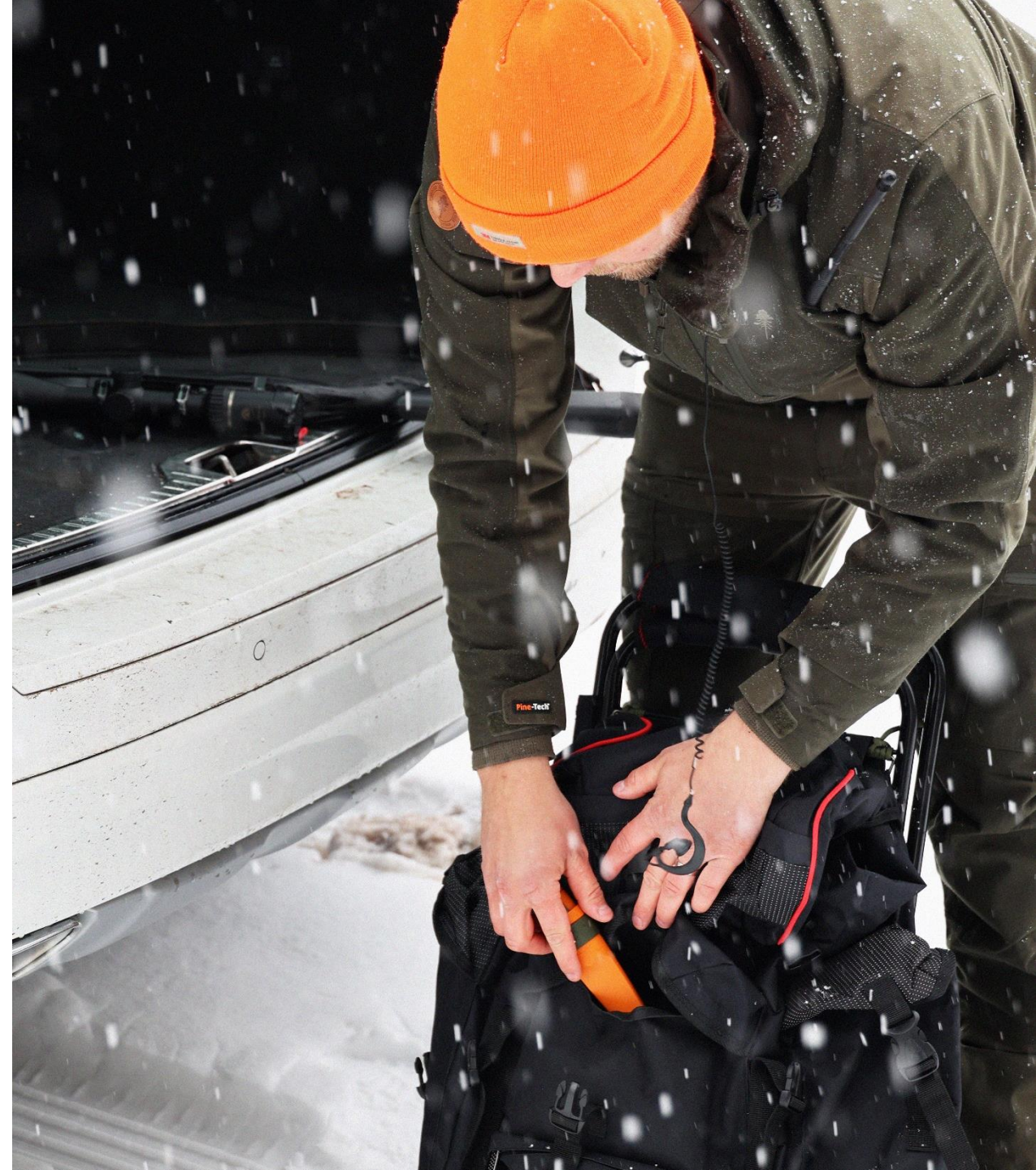


# Knife series Hunting

MORAKNIV<sup>®</sup>

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# Introduction Morakniv







Made in Sweden,  
since 1891.





# Quality takes no shortcuts

There's a special bond between the hands making a Morakniv and the hands using it.

A shared philosophy that is carefully handed over from the knife manufacturer to the craftsman, the bushcrafter, the artisan, the chef, the hiker, or the explorer. It took us 130 years to perfect the knives we sell today, and they're all produced in the village of Mora, Sweden. Because just like you, we know that quality takes no shortcuts.





A person wearing a bright orange beanie and a dark green jacket stands in a snowy forest, looking towards the trees. The scene is filled with snow-covered evergreens and thin tree trunks. The overall atmosphere is quiet and serene.

# Our Vision

The responsible company, innovating for future generations.





# Our Purpose

Creating for tomorrow, leaving good handprints.





# Our Story







## Where it all started

- 1891: Frosts carriages & knives
- 1912: KJ Eriksson knives
- 1962: Incorporates FM Mattson knives
- 1988-2005: Incorporates Frosts Knife Factory
- 2005: Becoming Mora of Sweden
- 2009: Morakniv as Registered Trademark
- 2016: Change of company name to Morakniv



# Generations of knife makers

- A 400 year long, and strong knife-making culture in the villages around Mora
- Past competition & collaboration between industry companies and families
- A strong spirit of innovation and development
- Morakniv is today family-owned by the 3<sup>rd</sup> and 4<sup>th</sup> generation of knife makers





# Frosts made by Morakniv





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Frosts technology  
- made by Morakniv



# Frosts<sup>®</sup> Technology – Made by Morakniv

**The knives included in our new Hunting range are based on decades of knowledge of ergonomics and blade technology from the knives we manufacture for the food industry under the Frosts brand.**

In our long tradition of manufacturing high-quality knives, we also provide professionals in the food industry with knives specially adapted for specific purposes.

With the expertise of knife knowledge combined with craftsmen skills, modern technology, and sustainable high-quality materials, we have successfully manufactured knives under the Frosts brand for almost a century. Making our technology solid and trustworthy.

We make knives for slaughterhouses, charcuteries, and other work environments that place high demands on both the material and the quality. Therefore, every detail has been carefully thought through, from the ergonomic handle that ensures the movement is steady and safe, to the flexibility of the blade that means you get to every area of the meat.



# Sharpness that endures

Frosts' food industry knives are made according to the legislation and regulations on safe and hygienic handling of foods.

The carefully selected recycled Swedish stainless steel enables our knives to be sharpened to an extreme edge that lasts. It allows you to work effectively for long periods without needing to resharpen the knives.





# Ergonomic handles - It's all about the grip

The ergonomic design of the handles enables work to be done with force, precision and in a controlled manner, respecting long working days.

For the knife to become a natural extension of your arm, and for you to be able to carry out your work with the precision and feel required, you need a handle that ensures that the knife sits in the best possible way in your hand.

This means that you can complete tasks and reduce the risk of work and repetitive strain injuries.



# Morakniv Hunting







Combine your  
own kit as  
needed.



# Why have we developed a new hunting range?

Hunting has become a lifestyle and nowadays, there are several different types of hunters, all of them in the need of high-quality knives and tools to game.

As we have monitored the growing interest in hunting for some time, we have developed a new hunting range consisting of various products.

That's why we now present our most complete hunting range ever.

With five new butcher knives intended for game, a sharpening steel and a matching knife case together with new hunting-inspired colours on Morakniv Eldris and Kansbol, we can give the hunter the best possible conditions in all seasons of the hunt.

The products in the new hunting range are sold separately and offers the opportunity to combine products as desired.





# What do you gain as a customer?

- The biggest news in the hunting range from Morakniv in several years
- Option to purchase separate items and offer own kits/combinations
- Specially adapted and colour-matched range for the hunter
- High-quality products with a long-life cycle for a target group with strong purchasing power
- Provides increased additional sales Swedish-made in Mora with 100% green electricity
- High-quality recycled Swedish stainless steel
- Knife & sheath are secured by being locked together
- Visible products
- Peggable products
- QR code with more information








# What does the consumer gain?

- Most complete hunting range from Morakniv ever
- Option to combine your kit as needed
- Hunting inspired colour matches
- Easier to relate to user benefit
- High-quality products with a long-life cycle
- Swedish-made in Mora with 100% green electricity
- High-quality recycled Swedish stainless steel





A collection of hunting knives and a first aid kit are arranged on a dark, textured surface. In the foreground, a knife with an orange handle and a green blade is partially open. To its left is a black first aid kit with a green cross logo. In the background, another knife with an orange handle is visible, along with a red and black object. The text is overlaid on the right side of the image.

“Being able to choose which knives I need in a kit means that I have the best conditions for success both during and after the hunt.”

Jonatan Smedberg  
Hunter





# Hunting Curved Boning (S)

This knife has been specially developed for boning. The flexible blade made of recycled Swedish stainless steel gives excellent precision and a minimal meat spoilage.

The ergonomic polymer handle in a hunting inspired colour features a friction grip, finger guard and a 1.85 mm thick blade that provides both strength and stability in every cut and slice.



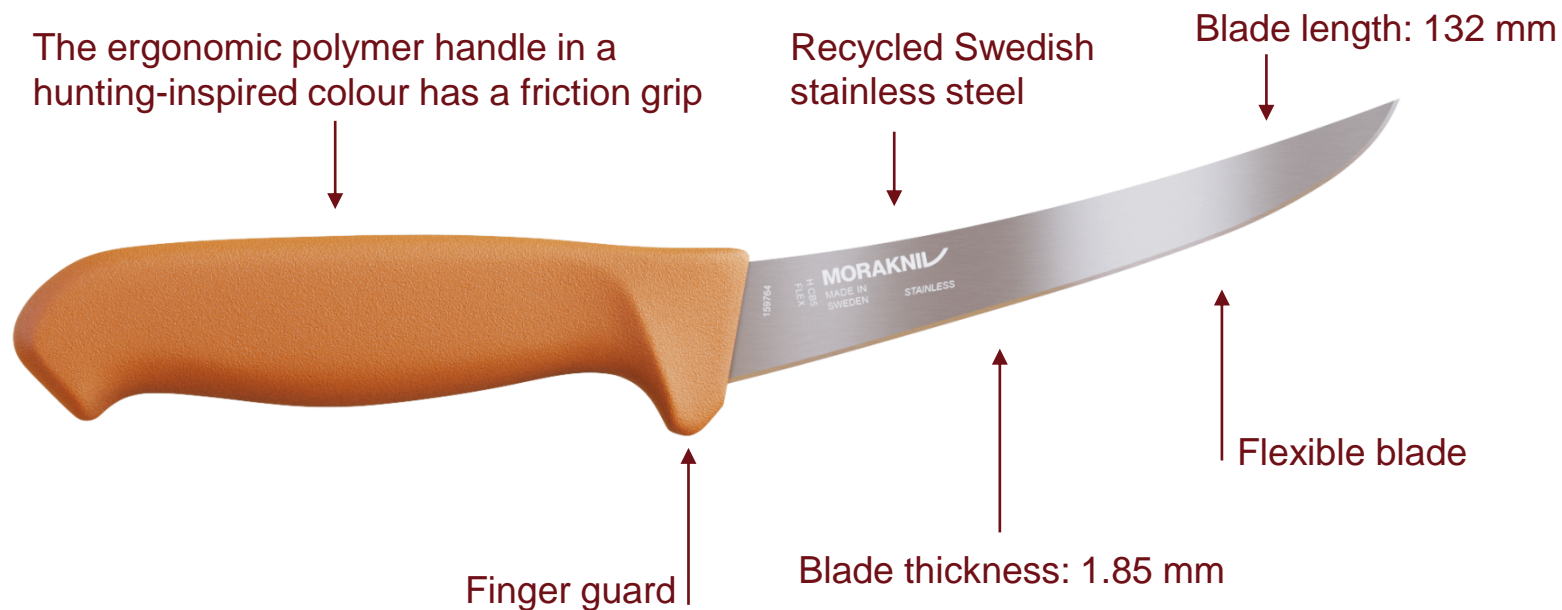
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# Hunting Curved Boning (S)

A knife specially developed for boning. The blade and handle design makes it ideal for working safely and efficiently in various weather conditions during hunting throughout the year.

**Item No. 1pcs-PinPac 5/ctn: 14231**



The polymer EasyClean sheath in a matching hunting colour has a practical lock function and is easy to rinse.

The sheath protects the knife blade even in the dishwasher

Safe storage



# Hunting Skinning (S)

This knife is ideal for skinning game. The stiff blade made of recycled Swedish stainless steel with its long-curved edge can perform even and precise cuts.

The ergonomic polymer handle in a hunting inspired colour features a friction grip, finger guard and a 2.4 mm thick blade that provides both strength and stability in every cut and slice.



MORAKNIV®



# Hunting Skinning (S)

Ideal skinning knife. The stiff blade made of recycled Swedish stainless steel with its long-curved edge can perform even and precise cuts.

**Item No. 1pcs-PinPac 5/ctn: 14232**



The polymer EasyClean sheath in a matching hunting colour has a practical lock function and is easy to rinse.

The sheath protects the knife blade even in the dishwasher

Safe storage



# Hunting Butcher (S)

This knife makes your trimming easy. The stiff blade made of recycled Swedish stainless steel has a blunt tip to minimize the risk of puncturing or damaging the meat and tissues of the game. A perfect all-round knife for the butcher.

The ergonomic polymer handle in a hunting inspired colour features a friction grip, finger guard and a 2.3 mm thick blade that provides both strength and stability in every cut and slice.



MORAKNIF®



# Hunting Butcher (S)

The perfect all-round knife for the butcher. The stiff blade made of recycled Swedish stainless steel has a blunt tip to minimize the risk of puncturing or damaging the meat and tissues of the game.

**Item No. 1pcs-PinPac 5/ctn: 14233**





# Hunting Straight Boning (S)

This knife is made for boning. The stiff and distinctive blade profile made of recycled Swedish stainless steel gives you the best conditions to succeed with separating the meat from the game.

The ergonomic polymer handle in a hunting inspired colour features a friction grip, finger guard and a 2.4 mm thick blade that provides both strength and stability in every cut and slice.



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# Hunting Straight Boning (S)

A boning knife. The stiff and distinctive blade profile made of recycled Swedish stainless steel gives you the best conditions to succeed with separating the meat from the game.

**Item No. 1pcs-PinPac 5/ctn: 14234**



# Hunting Narrow Boning (S)

This knife has the capability to perform several tasks. Due to its flexible blade profile made of recycled Swedish stainless steel, it works both as a fillet knife when preparing the meat and when you need to access tight areas when boning.

The ergonomic polymer handle in a hunting inspired colour features a friction grip, finger guard and a 1.76 mm thick blade that provides both strength and stability in every cut and slice.



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# Hunting Narrow Boning (S)

Works as fillet and boning knife. Due to its flexible blade profile made of recycled Swedish stainless steel, it works both as a fillet knife when preparing the meat and when you need to access tight areas when boning.

**Item No. 1pcs-PinPac 5/ctn: 14235**

The ergonomic polymer handle in a hunting-inspired colour has a friction grip

Recycled Swedish stainless steel

Blade length: 134 mm



Flexible blade

Blade thickness: 1.76 mm

Finger guard



The polymer EasyClean sheath in a matching hunting colour has a practical lock function and is easy to rinse.

The sheath protects the knife blade even in the dishwasher

Safe storage



# Hunting Sharpening Steel

This is an excellent maintenance tool to align the knife-edge back into a central position. The sharpening steel lets you extend the life cycle of the knife and gives you the best conditions to succeed with your tasks over time.

The ergonomic polymer handle in a hunting inspired colour features a friction grip and a finger guard that provides both strength and stability to your hand motions.



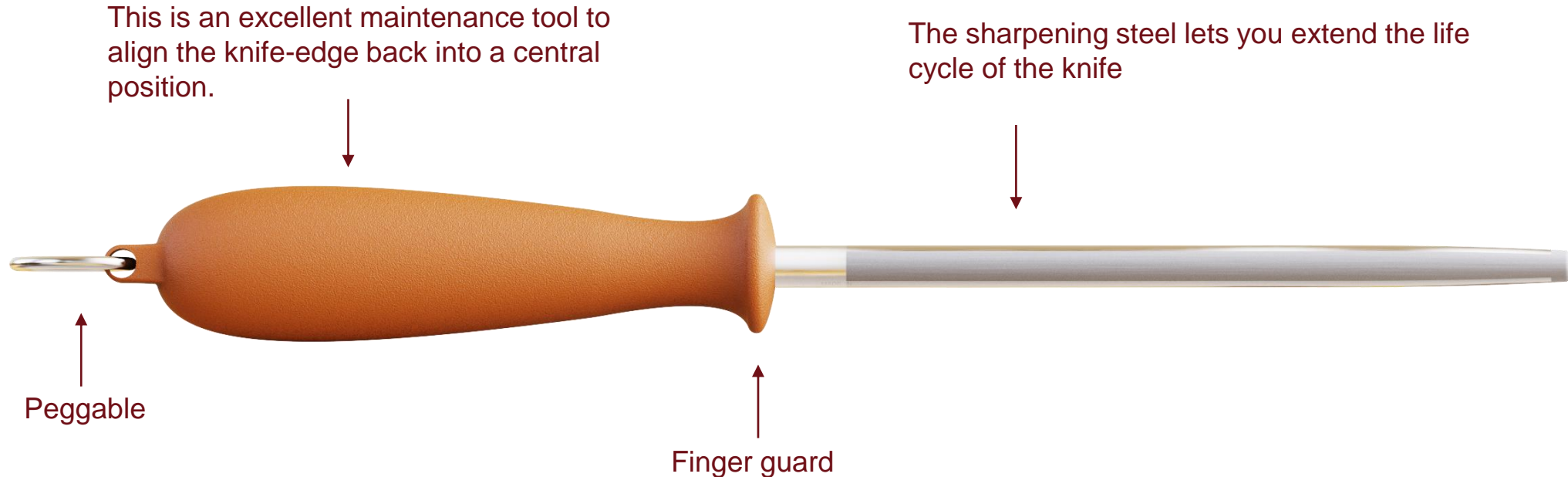
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# Hunting Sharpening Steel

The sharpening steel lets you extend the life cycle of the knife and gives you the best conditions to succeed with your tasks over time.

**Item No. 1pcs-PinPac 5/ctn: 14238**



# Hunting Knife Case

This is a perfect 5 compartment knife case for storing and transporting your butchering tools safely. Made of durable recycled polyester in a matching olive green colour, the case has been impregnated with a protective surface for easier cleaning. The locking buttons keep the knives in place.



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# Hunting Knife Case

Hunting knife case for storing and transporting your butchering tools safely.

**Item No. 5/ctn: 14213**



# Kansbol Hunting (S)

This is the hunting knife you need on your next hunting adventure. Colour-matched for the hunter, the knife with its polished profile-ground blade made of recycled Swedish stainless steel has exemplary features for when you need to game.

The ergonomic barrel-shaped polymer handle features a soft friction grip, finger guard and a 2.5 mm thick, polished profile-ground blade made of recycled Swedish stainless steel, which provides both strength and stability in every cut. Thanks to the blade and handle design, the knife is ideal for working safely and efficiently in various weather conditions during all seasons of the hunt.



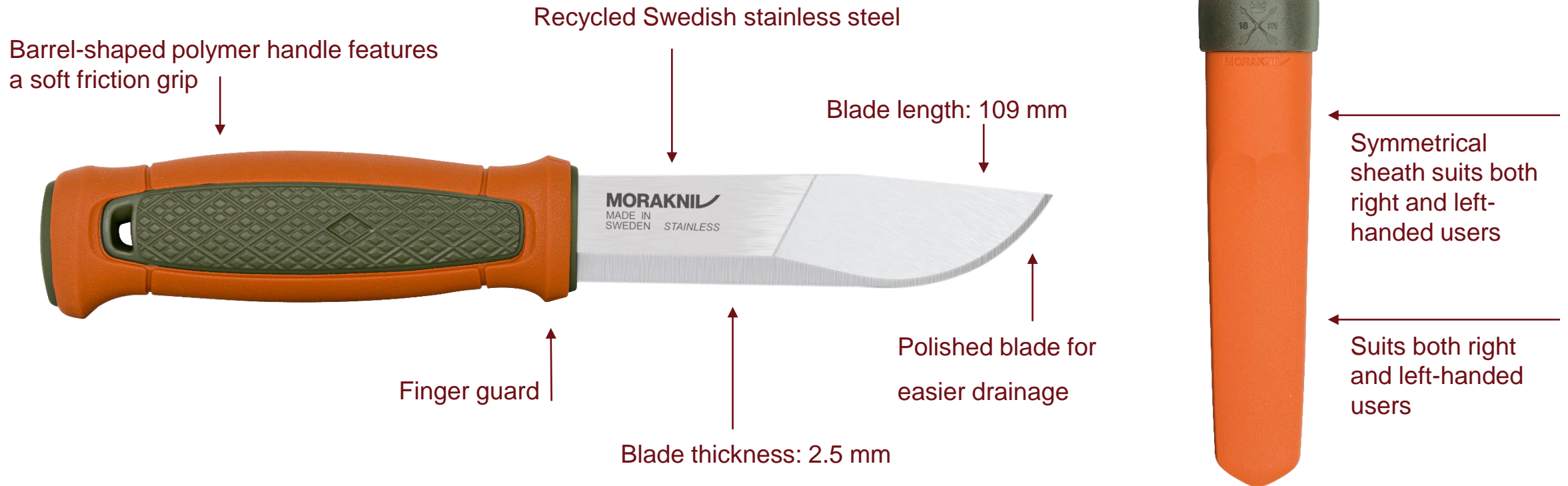
MORAKNIV®



# Kansbol Hunting (S)

This is the hunting knife you need on your next hunting adventure.

**Item No. 1pcs-PinPac 5/ctn: 14236**



# Eldris with Belt Loop (S)

This is a great little knife for hunting. Colour-matched for the hunter, the knife with its profile-ground blade made of recycled Swedish stainless steel has exemplary features for when you need to game. It is also compatible with a fire starter.

The ergonomic barrel-shaped polymer handle features a soft friction grip, finger guard, and a 2.0 mm thick profile-ground blade made of recycled Swedish stainless steel. The blade and handle design makes it ideal for working safely and efficiently in various weather conditions during hunting throughout the year. The polymer knife sheath is symmetrical, which means it suits both right and left-handed users, and has a leather strap made of Swedish vegetable-tanned leather that can be attached easily to your belt.



MORAKNIV<sup>®</sup>



# Eldris with Belt Loop (S)

This is a great little knife for hunting.

**Item No. 1pcs-PinPac 5/ctn: 14237**

Barrel-shaped polymer handle features a soft friction grip

Recycled Swedish stainless steel



Finger guard

Blade length: 59 mm

Blade thickness: 2.0 mm



Vegetable-tanned leather that can be attached easily to your belt.

Symmetrical sheath suits both right and left-handed users

Suits both right and left-handed users



# Marketing Activities









# Influencers



- Influencers & Ambassadors





# Sales



- Webshop



- Pos



- Packaging



# Merchandise

Quality takes no shortcuts, order: [morakniv.gung.io](http://morakniv.gung.io)





# Activity plan



# Activity plan - weekly

## Product & environmental images

## Product data sheets

## Launch information

## Price information

## Delivery date (1 aug)

Sales start consumer (shop + web) (1 sept)

## Sales start Morakniv Concept Store (1 sept)

Sales start morakniv.se(1 sept)

## Launch campaign Social Media

[illegible]



# Social media - weekly

Images with information about sales start Sept. 1 published on our platforms **(16 aug)**

Collaborations with ambassadors and influencers

Campaign Instagram

Campaign Tiktok

Campaign Facebook

Video launch Youtube

Products on morakniv.se

Google Ads Campaign

May				June					July				August				September					
18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40
t Sept. 1 published																						
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# Information & Price





# Info & Price

## Knife series Hunting

Name	Item no.	RRP	NET PRICE 2023
Hunting Curved Boning (S)	14231	34.99 EUR 36.99 USD	13,19 EUR
Hunting Skinning (S)	14232	39.99 EUR 42.99 USD	15,20 EUR
Hunting Butcher (S)	14233	39.99 EUR 42.99 USD	15,20 EUR
Hunting Straight Boning (S)	14234	37.99 EUR 39.99 USD	14,44 EUR
Hunting Narrow Boning (S)	14235	37.99 EUR 39.99 USD	14,44 EUR
Hunting Sharpening Steel	14238	34.99 EUR 36.99 USD	13,30 EUR
Hunting Knife Case	14213	36.99 EUR 38.99 USD	14,06 EUR
First order from			2023-05-02
Delivery from			2023-08-01
Sales start (consumer) shop, B2C web			2023-09-01





# Info & Price

## Eldris and Kansbol

Name	Item No.	RRP	NET Price 2023
Kansbol Hunting (S)	14236	47.99 EUR 53.99 USD	18,24 EUR
Eldris with Belt Loop (S)	14237	41.99 EUR 43.99 USD	15,96 EUR

First order from	2023-05-02
Delivery from	2023-08-01
Sales start (consumer) shop, B2C web	2023-09-01





A wide-angle photograph of a hiker with a backpack walking across a rocky, grassy mountain slope. In the background, a large, rounded mountain peak rises under a clear sky. The foreground is covered in low-lying vegetation and scattered rocks.

Welcome with  
your order  
- [morakniv.gung.io](https://morakniv.gung.io)





**MORAKNIL** 

Quality takes no shortcuts