

# Morakniv



# Generations of knife makers

- Long Tradition of knife making in Mora thanks to proximity to nature and richness in materials timber and iron ore.
- A 400 year long, and knife-making culture in the villages around Mora
- Morakniv is today family-owned by the 3<sup>rd</sup> and 4<sup>th</sup> generation of knife makers
- Our Journey Started in 1891 Frost Erik Erson returned from North America
- Past competition & collaboration between industry companies and families
- A strong spirit of innovation and development





Made in Sweden,  
since 1891.



# New Morakniv brand identity



A person wearing a grey tactical vest and tan cargo pants stands in a desert landscape. A black knife sheath with a silver handle is attached to their belt. The background is a blurred, arid environment under a clear sky.

# Our Vision

The responsible company, innovating for future generations.

# Our Purpose

Creating for tomorrow, leaving good handprints.



# Quality takes no shortcuts

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

- 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.



# The Ash Wood Outdoor Collection



The image shows four Morakniv knives arranged diagonally on a light-colored wooden surface. Each knife has a light-colored ash wood handle with two visible screws and a black leather sheath. The sheaths are secured with a strap and a button. The text 'The new Ash Wood Outdoor Collection reinforces the Morakniv brand.' is overlaid in the center in a white, serif font.

**The new Ash Wood  
Outdoor Collection  
reinforces the Morakniv  
brand.**





# What is different?

- The biggest innovation from Morakniv in years with respect to nature and our heritage.
- Robust, hand-made, full tang, durable black coated, Swedish made in Mora from recycled Swedish Stainless steel, ash wood handle knife collection
- High-quality products with a long life cycle
- Easy maintenance
- Easily and fully Recyclable product
- FSC-approved unique ergonomic handles made of ash wood





"With the help from selected focus groups around the world who provided valuable input, we have been able to navigate our way to four new outdoor knives that together make The Ash Wood Outdoor Collection."

*straight*

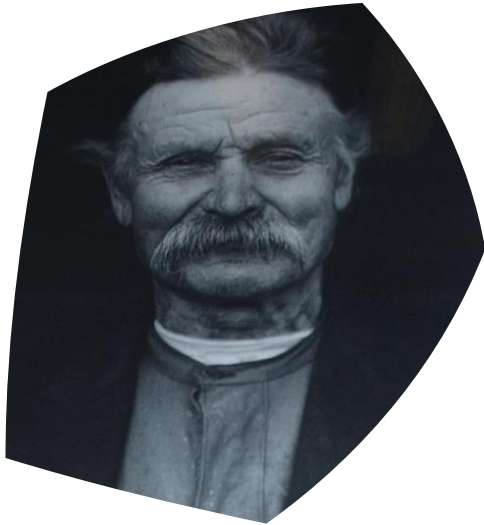
Thomas Johansson  
Industrial Designer  
Morakniv

# The Story of Finn, Wit, Lok & Rombo



# The family names that tell our story

## Finn, Wit, Lok & Rombo...



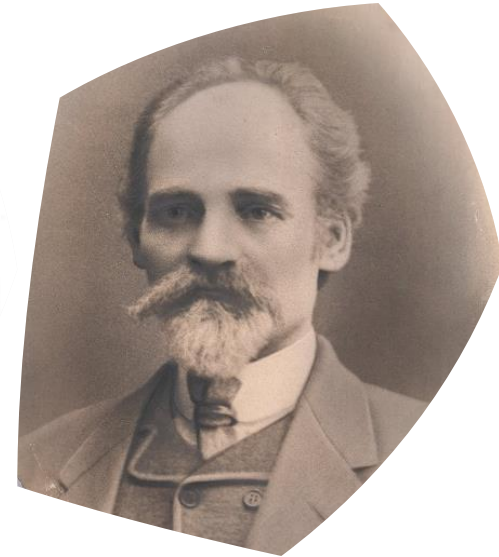
- **Finn-Anders**  
Andersson



- **Wit-Anders** Eriksson



- **Lok-Anders** Mattsson



- **Rombo-Anders** Eriksson  
Ström





# Finn, Wit, Lok & Rombo



# The Story of Finn

## BlackBlade™ (S) Ash Wood

The first recognised manufacturing knife factory was founded in 1870 by the innovator Finn-Anders Andersson, who at the time worked at Mora Mekaniska Fabriks AB, which manufactured sewing machines. FA Andersson's Täljknivsfabrik's success really took off when the sewing machine factory was shut down a few years later due to overwhelming competition from abroad.

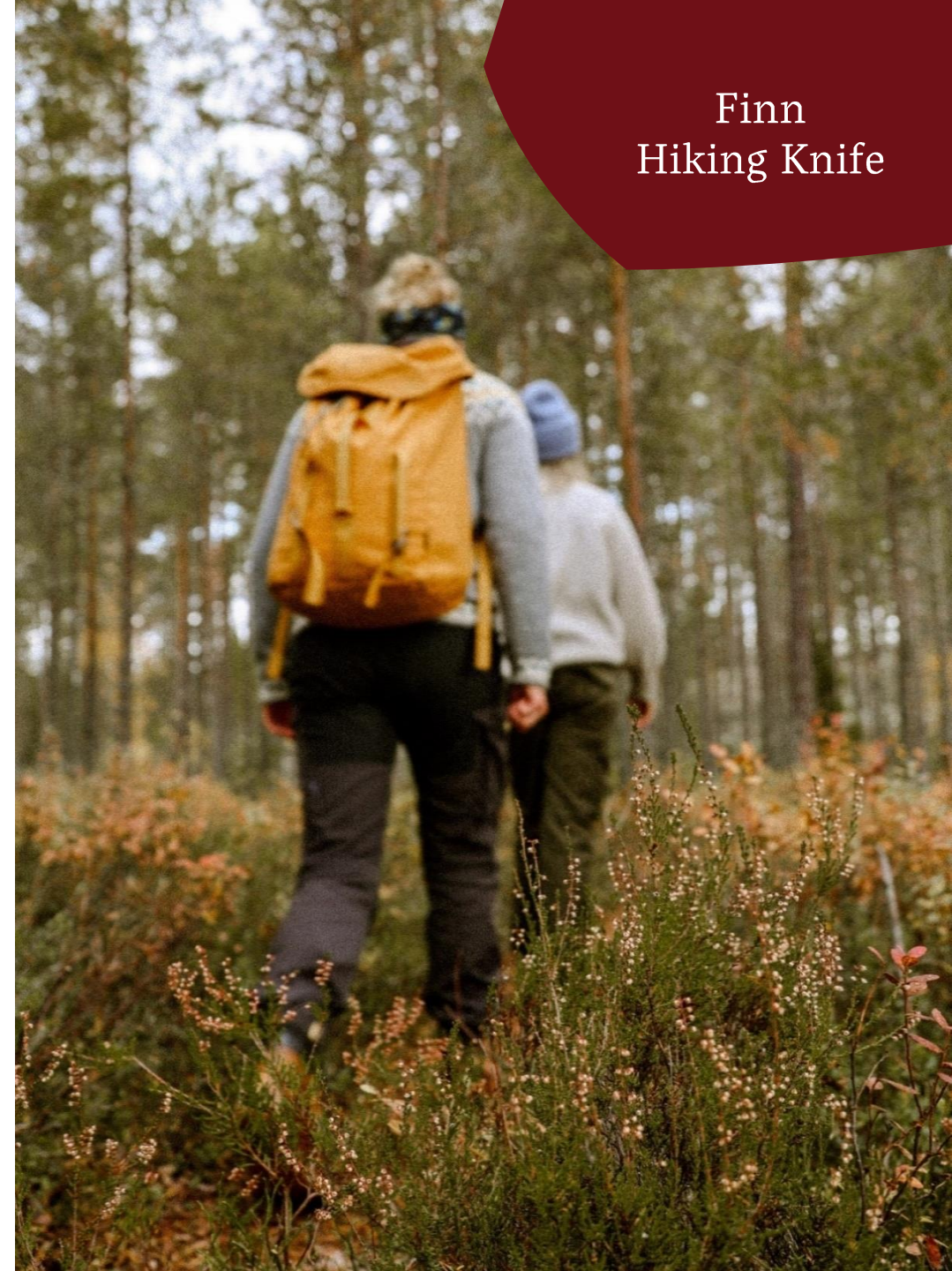


MORAKNIV®

# Morakniv Finn BlackBlade™ (S) Ash Wood

Developed to perform smaller tasks during the outdoor experience, Fits for those, whose common interest is rather in simpler outdoor activities.

Finn  
Hiking Knife



# Morakniv Finn BlackBlade™ (S) Ash Wood

## The Hiker

- Searching for nature experiences
- Carries a knife to use in case of need
- Uses the knife for simpler tasks
- Cares of the equipment and to be able to reuse it



# Morakniv Finn BlackBlade™ (S) Ash Wood

## Urban Explorer

- Dreaming of the big adventure
- Appreciates functional garments & flexible equipment
- Matches equipment with the lifestyle
- Following trends & values sustainability





## User benefits

Finn Blackblade™ (S) Ash Wood  
Hiking Knife

- Open packages
- Make barbecue sticks
- Make feather sticks
- Cutting supplies
- Carve objects



# Finn BlackBlade™ (S) Ash Wood

A handmade solid, full tang outdoor knife



The accessory Morakniv Dangler 10 with Button, enables you to attach the knife to your belt

Sheath made of vegetable tanned leather

Designed to fit in your pocket or backpack on your next hike



A woman with blonde hair, wearing a black headband with a yellow and blue pattern and a grey sweater with a colorful geometric pattern, is shown in profile, focused on carving a long, thin stick with a knife. The background is a blurred outdoor setting with dry grass and a wooden structure on the right.

"I happily bring Finn with me on my forest adventures and it feels safe to have such a durable knife ready at hand when I need it."

Molly Sjöstam  
Outdoor Enthusiast & Woodcarver



# The Story of **Wit**

## **BlackBlade™ (S) Ash Wood**

Wit-Anders Eriksson worked day in and day out as a tool maker at the knife factory Frosts Knivfabrik in Mora. Not only was he a skilled craftsman, he was also known for his sense of form and interest in the design of knives. He also played a role in the creation of the beautiful Wit-Anders knives.



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# Wit BlackBlade™ (S) Ash Wood

During the 21st century, the Bushcraft phenomenon has gone from being an alternative outdoor experience to becoming an accepted concept and lifestyle.

There is a strong community, who with their knowledge, do not look past quality and have high demands on how the knife should be used in different situations.





# Wit BlackBlade™ (S) Ash Wood

## Bushcrafter

- Great knowledge of the forest and the equipment
- Gadget geek
- Equips itself with additional specific tools
- Uses different types of knives for different tasks



# User benefits

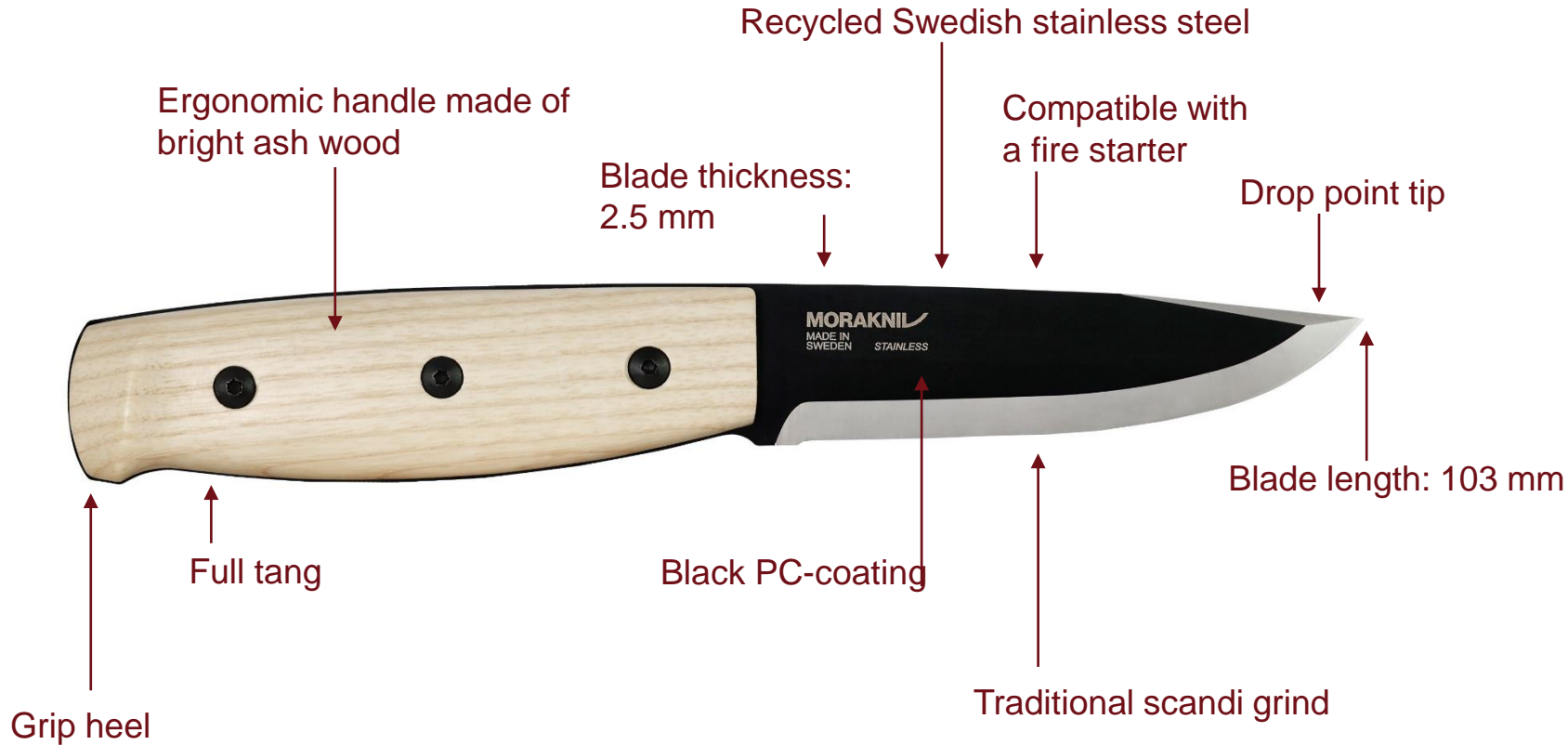
Wit Blackblade™ (S) Ash Wood  
Bushcraft Knife

- Make feather sticks
- Make tent pegs
- Craft tools
- Make field camp
- Make holes
- Make fire with a fire starter
- Strength and Stability in every cut



# Wit BlackBlade™ (S) Ash Wood


A handmade, solid complex bushcraft knife



← The accessory Morakniv Dangler 10 with Button, enables you to attach the knife to your belt

← Sheath made of vegetable tanned leather





**"With its beautiful and comfortable wooden handle, this makes the ultimate bushcraft knife as its robust full tang together with a factory 90 degree spine, enables the knife to be used easily with a ferro rod.**

**I use it on a daily basis, both in my private life, military, and my civilian bushcraft survival courses."**

**Gordon Dedman  
Survival Instructor at the Australian Army & Bushcraft Survival Australia**



The story of

# Lok

## BlackBlade™ (S) Ash Wood

Another Anders who at the beginning of the 20th century sought his luck in the knife business was

Lok-Anders Mattsson who, together with Krång-Johan Eriksson, founded the knife factory Eriksson & Mattsson's Knivfabrik. With Lok-Ander's ingenious touch and Krång-Johan's business mind, prosperous conditions were created for the company we all know as Morakniv.



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# Lok BlackBlade™ (S) Ash Wood

Developed for a more demanding adventure, Lok can always perform when challenging situations present themselves on the expedition. The solid handle and blade construction is particularly suitable for a more functional user, whose need is to carry only one tool.

Wilderness Knife  
Lok



# Lok BlackBlade™ (S) Ash Wood

## The Adventurer

- Independent & persistent
- Possesses great knowledge and experience of the wilderness
- High demands on his equipment and himself
- Appreciates multifunctional tools for the expedition
- Uses the knife when in need or for problem-solving



# User benefits

## Lok Blackblade™ (S) Ash Wood Wilderness Knife

- Make fire with a fire starter
- Build field protection
- Batoon wood
- Split wood
- Peel off bark
- Construct traps
- Skin hunting prey & clean fish



# Lok BlackBlade™ (S) Ash Wood

A handmade, robust wilderness knife



The accessory Morakniv Dangler 10 with Button, enables you to attach the knife to your belt

Sheath made of vegetable tanned leather



"With Lok, I feel confident in going on challenging adventures in any imaginable terrain. It is powerful and at the same time elegant, a new knife from Morakniv that has become a faithful companion for me out there in the wilderness."

Torbjörn Selin  
Survival Instructor  
All in Nature Sweden



The story of

# Rombo

## BlackBlade™ (S) Ash Wood

Rombo-Anders Eriksson Ström was contemporary to the early knife manufacturers from Mora and went from being the region's trusted shoemaker to making durable knife sheaths in volcanic fiber. However, the road to success was longer than Rombo-Anders could imagine when he was initially met with skepticism from the manufacturers. It was only when he demonstrated the advantageous economics of the new material that knife sheaths really caught on.



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Outdoor Cooking Knife  
Rombo

## Rombo BlackBlade™ (S) Ash Wood

Developed to optimise outdoor cooking, Rombo has exemplary features for those who want to cook in nature or love cooking in general.



# Rombo BlackBlade™ (S) Ash Wood

## The Outdoor Chef

- Passionate interest in cooking and new trends
- Appreciates outdoor activities with friends
- Identifies itself with high-quality products
- Appreciate form & function & sustainability



# User benefits

Rombo Blackblade™ (S) Ash Wood  
Outdoor Cooking Knife


- Chop
- Split
- Peel
- Slice
- Crush
- Dice



# Rombo BlackBlade™ (S) Ash Wood

A handmade full tang knife optimised for outdoor cooking





**"Small, flexible, and robust.  
Rombo is a perfect complement  
to my other knives in my  
profession as an outdoor chef."**

**Elle Nikishkova**  
**Outdoor Chef & Food Mushroom Expert**  
**Elles Utemat**



# Dangler 10 with Button

MORAKNIV<sup>®</sup>





## Dangler 10 with Button

A durable, compliant dangler made of vegetable tanned leather that allows you to extend the distance between the knife sheath and the belt. The dangler is 10 cm long and 2 cm wide, according to standard measurements for belts, and is equipped with a button that can be connected with Morakniv Finn, Morakniv Wit, Morakniv Lok, as well as several other previous knife models from Morakniv.



# Packaging



# Unique Package Solution

- Attractive & Informative
- Unique Package Solution
- Premium Packaging
- Design
- Visible Product
- Peggable
- Recycable
- QR code



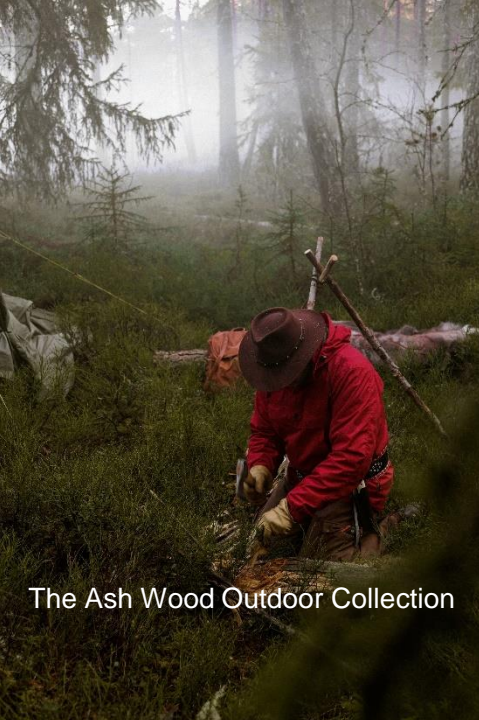
# Traditional knife roll

The knife roll's unboxing experience is something out of the ordinary where there is both time and space for our charismatic storytelling about Finn, Wit, Lok & Rombo.

## Unique Package Solution

- Visually Attractive & Informative Knife roll Design
- Visible Product / Interaction
- Peggable
- Recycable
- QR code





# Finn, Wit, Lok & Rombo



**MORAKNIL** 

Quality takes no shortcuts