

**Zeitschrift:** Helvetia : magazine of the Swiss Society of New Zealand  
**Herausgeber:** Swiss Society of New Zealand  
**Band:** 71 (2005)  
**Heft:** [1]

**Artikel:** The Swiss Army knife  
**Autor:** [s.n.]  
**DOI:** <https://doi.org/10.5169/seals-945376>

### **Nutzungsbedingungen**

Die ETH-Bibliothek ist die Anbieterin der digitalisierten Zeitschriften. Sie besitzt keine Urheberrechte an den Zeitschriften und ist nicht verantwortlich für deren Inhalte. Die Rechte liegen in der Regel bei den Herausgebern beziehungsweise den externen Rechteinhabern. [Siehe Rechtliche Hinweise.](#)

### **Conditions d'utilisation**

L'ETH Library est le fournisseur des revues numérisées. Elle ne détient aucun droit d'auteur sur les revues et n'est pas responsable de leur contenu. En règle générale, les droits sont détenus par les éditeurs ou les détenteurs de droits externes. [Voir Informations légales.](#)

### **Terms of use**

The ETH Library is the provider of the digitised journals. It does not own any copyrights to the journals and is not responsible for their content. The rights usually lie with the publishers or the external rights holders. [See Legal notice.](#)

**Download PDF:** 30.01.2025

**ETH-Bibliothek Zürich, E-Periodica, <https://www.e-periodica.ch>**

# The Swiss Army Knife

Victorinox, one of the makers of the Swiss Army Knife, is located in Ibach under the shadow of the Mythen, in Canton Schwyz. More than one hundred years ago Victorinox won its first contract to make knives for the Swiss Army. Since then many people from all over the world have written to Victorinox stating how their lives have been saved, made safer, easier or better because of the pocketknife.

Carl Elsener, Victorinox boss and an octogenarian, says "My life is knives ... I think about them 24 hours a day". Carl Elsener is only the third man to run the family business since its foundation in 1884 by his grandfather Karl. "Victorinox don't make weapons, they make pocket tools", he says. Victorinox is the biggest business in Canton Schwyz and in 2003 had 960 employees.

There are more than one hundred different models of the pocket knife. Various tools of the pocket knives include blades, screwdrivers (including spectacle screwdrivers), corkscrews, can openers, scissors, toothpicks, tweezers, digital altimeters,

built-in timers and alarm clocks, torches, pens and many more useful accessories. However after the 9/11 attacks, the pocket knives became less popular for travellers as airport security confiscated anything pointed or sharp. Victorinox's sales fell by 30%, and they have tried to package the pocketknife in tamper-proof plastic blisters that can't be opened without a sharp instrument.

Now a new hi-tech model includes a memory chip that can store up to 512 megabytes of data. Victorinox have brought out the "Swiss Memory" series which has a small data chip that can store anything from photos to MP3 files and can be plugged directly into a computer's USB port.



Success depends on  
your backbone, not  
your wishbone.

Anon.

We make a living by  
what we get, but we  
make a life by what we  
give.

=

Sir Winston Churchill.

Überraschen Sie Ihre Liebsten  
in der Schweiz!

Online-Geschenkshop  
[www.jelmoli.ch](http://www.jelmoli.ch)

**Albergo Hanmer** *Bed & Breakfast*  
Rippingale Road • Hanmer Springs • North Canterbury

We look forward to treating you!  
Specialising in Swiss brunch-style breakfasts, we are  
passionate about our cuisine - try us out!

**Bascha & Beat Blattner**

Booking Freephone: 0800 342 313

Ph/Fax: 03 315 7428

e-mail: [albergohanmer@hotmail.com](mailto:albergohanmer@hotmail.com)

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

Only 90 minutes drive north of Christchurch Intl Airport!

*True hospitality without compromise*

**Jelmoli**  
THE HOUSE OF BRANDS

[www.jelmoli.ch](http://www.jelmoli.ch)

Bargeldlos einkaufen  
und punkten.

BONUS  
CARD