

AKINOD

SUSTAINABLE & NOMADIC

THE US MAG - 2025 / 2026

THE FIRST
MAGNETIC CUTLERY
SETS

NEW
AKINOD MINI
ALSO FOR KIDS

NEW AND
EXCLUSIVE
COLLABORATIONS





AKINOD 2025 | 2026 - IMPRESSION : PIXART PRINTING.
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Why Akinod?

Akinod was born from our desire to give everyone the freedom to eat anywhere. That's why we designed sustainable and beautifully-made accessories for people on the go, that allow them to rediscover the joy of simple and delicious food while adopting eco-friendly habits at every meal.

Unique, useful, and durable, Akinod products, named after the time of day when they are most likely to be used, are a must-have for modern epicures.

A woman with blonde hair, wearing a light blue button-down shirt over a white tank top and orange shorts, stands to the right of a long wooden picnic table. The table is set for a meal in a grassy field under a large tree at sunset. The table features plates of food, including a salad with tomatoes and green beans, a bowl of fruit with apples and tomatoes, and a large bowl of watermelon. There are also glasses of wine, jars of orange juice, and a vase of yellow flowers. The scene is bathed in the warm, golden light of the setting sun, with a large tree trunk and branches visible in the background. The text "It's not where you eat but how" is written in a white, cursive font across the upper part of the image, with a white curved line underneath it.

*It's not
where
you eat but
how*



12:34

MAGNETIC STRAIGHT CUTLERY



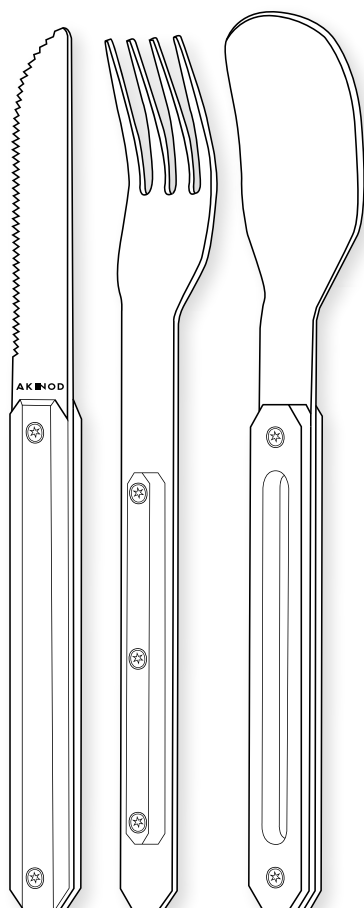
6.89" x 1.38" x 0.79" / 4.58 oz

ACTUAL SIZE

If there ever was an everyday activity, it's eating. On the go or taking your time, Akinod encourages you to eat well and healthy: to make these essential breaks a pleasant moment. So what's more indispensable than a beautiful 3-piece cutlery set? Compact, durable, elegant and necessarily high-performance, Akinod cutlery is not the sort left in a drawer. On the contrary, we use it...and we show it off.

Magnetized, the 3 pieces fit seamlessly together to be easily transported in the case included. Detached, Akinod cutlery offers unparalleled ease for all your nomadic meals. Note how the knife blade is micro-serrated: it remains perfectly sharp without ever having to re-sharpen it. So, what will you eat this afternoon?

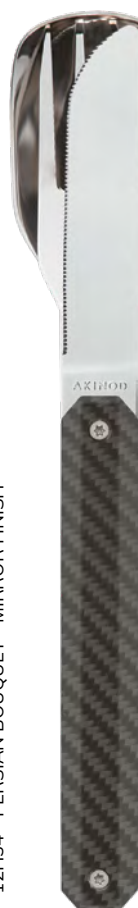




A01M00021
12H34 - PASTORAL - MIRROR FINISH



A01M00052
12H34 - PERSIAN BOUQUET - MIRROR FINISH



A01M00065
12H34 - CARBON - MIRROR FINISH



A01M00072
12H34 - UKIYO-E - MIRROR FINISH



A01M00085
12H34 - STARS & STRIPES - MIRROR FINISH



A01M00041
12H34 - ARABESQUES - MIRROR FINISH



A01M00044
12H34 - BLUE MARINIÈRE - MIRROR FINISH



A01M00020
12H34 - HELIANTHEMUM RED - MIRROR FINISH



A01M00018
12H34 - JUNGLE - MIRROR FINISH

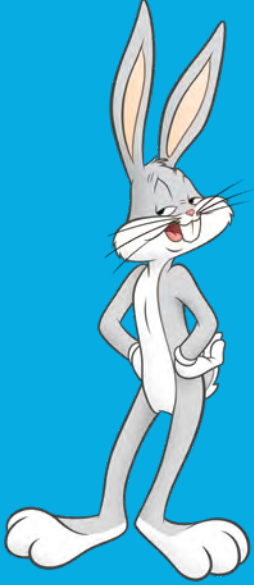


AKI000086 + AKI000435
DISPLAY FOR 8+1 STRAIGHT CUTLERY 12H34 + HEADER





AKI000086 + AKI000092
DISPLAY FOR 8+1 STRAIGHT CUTLERY 12H34 + HEADER



A01MWRN03
12H34 - BUGS BUNNY



A01MWRN05
12H34 - SYLVESTER



A01MWRN04
12H34 - TWEETY BIRD



A01MWRN06
12H34 - TAZ



AKI000086 + AKI000096
DISPLAY FOR 8+1 STRAIGHT CUTLERY 12H34 + HEADER



A vertical photograph on the left side of the page shows a person with curly hair in a kitchen. They are holding a large, silver, multi-functional knife with a red handle decorated with a white floral pattern. The knife has a serrated edge and a smooth edge. The background shows a kitchen counter with various items, including a blue spray bottle and a wooden cutting board.

Our relationship to work has changed in recent years, and our way of eating has also changed. Say goodbye to the ham and cheese sandwich, the 21st century meal adopts our new organization and becomes nomadic, thanks to clever accessories.

Let it be said, year after year we are back at work in the kitchen, with real tangible changes in all enterprises. It is no longer uncommon to hear at a Friday meeting “What are you cooking this weekend?” rather than “What are you doing this weekend”?

At the heart of the matter is a desire to have better control over our eating habits and to be in good health. As illustrated in a study in November 2020, 36 percent of the people surveyed say that they are reclaiming their daily diet by bringing their ‘homemade’ meal to the office. The fight against waste has only amplified this phenomenon.

The benefits are visible: a meal made with quality ingredients that are both healthy and inexpensive becomes a genuine moment of relaxation both in its preparation and its consumption.

Today’s moments of socializing with family, friends, and colleagues are shared around small dishes enjoyed at an outside picnic bench or the corner table in the company breakroom. Beyond social interaction, this trend towards ‘co-lunching’ offers an opportunity to exchange recipes and cooking ideas.

Every day, Akinod cutlery transforms your lunch experience. It’s the modern lunchbox accessory, designed for the unexpected and to help you break free. Akinod lets you embrace the nomadic lifestyle, discovering new lunch adventures that shake up the routine. Take a break to reconnect and recharge! Could this be the new oasis?

12:12

AKINOD MINI



ACTUAL SIZE

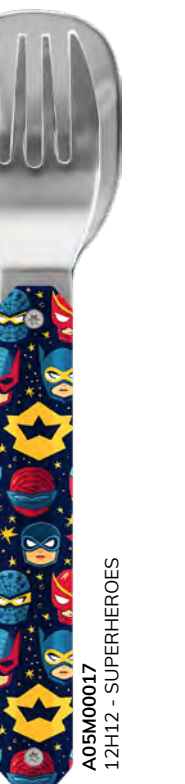
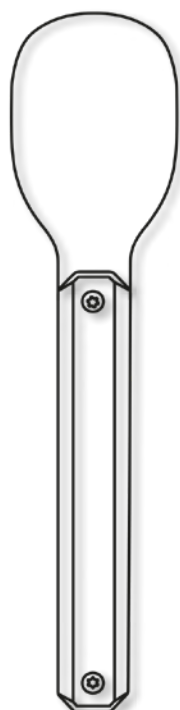
5.31" X 1.26" X 0.71" / 2.36 oz

Discover our Akinod «Mini» 12:12 cutlery range, a smaller and more compact version of our famous 12:34 nomadic cutlery set. This set includes a small spoon and fork that cleverly magnetize together for even easier transport. Their miniature design and the included case allows you to take them anywhere, making it handy and elegant to enjoy a salad, soup, or dessert on the go. Available in a wide collection of colorful patterns, these utensils

cater to all tastes and add a personal touch to your meals on the move. By choosing Akinod Mini cutlery, you're also opting for a sustainable solution that allows you to say goodbye to disposable utensils and help reduce waste. Practical, stylish, and environmentally friendly, Akinod cutlery invites you to rediscover the pleasure of eating anywhere, but with style.

Join us !







AKI000087 + AKI000110
DISPLAY FOR 8+1 MINI CUTLERY 12H12 + HEADER

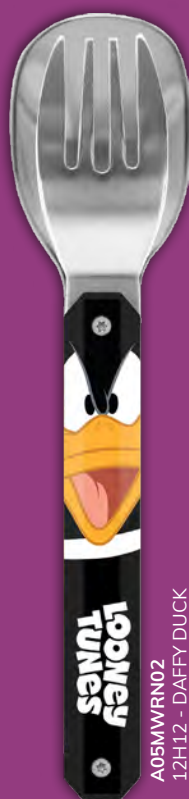




AKI000087 + AKI000097
DISPLAY FOR 8+1 MINI CUTLERY 12H12 + HEADER



A05MWRN01
12H12 - BUGS BUNNY



A05MWRN02
12H12 - DAFFY DUCK



A05MWRN03
12H12 - TWEETY BIRD



A05MWRN04
12H12 - SYLVESTER



A05MWRN05
12H12 - ROAD RUNNER



A05MWRN08
12H12 - MARVIN THE MARTIAN



A05MWRN07
12H12 - TAZ



A05MWRN06
12H12 - WILE E. COYOTE



AKI000087 + AKI000091
DISPLAY FOR 8+1 MINI CUTLERY 12H12 + HEADER



Revealing the secrets of Akinod

Driven by the motto “It’s not where you eat, but how”, Akinod offers a range of sustainable cutlery as an alternative to the plastic cutlery sometimes used for meals on lunch break. Read on to discover why we decided to dedicate our work to nomadic mealtimes.

- 1) It all began in 2020 when Akinod started its life just when people wanted an alternative to single-use plastic cutlery. Akinod decided to create a range of nomadic cutlery that would encourage people to savor lunch breaks and outdoor meals filled with wholesome, healthy ingredients (which, by definition, are unlikely to be eaten using our fingers, a habit often associated with junk food).
- 2) The name Akinod is itself an invention. If you entered “Akinod” in the Google search bar back in 2019, the search engine would have thrown up a blank page. The brand decided, therefore, to write its own story. While it is a French brand, the name “Akinod” has a Japanese ring to it—a reminder of how cutlery is often used with bento boxes filled with healthy, homemade food!
- 3) Our desire is to make Akinod a sustainable alternative to single-use cutlery, a practical solution for everyday use—just like reusable water bottles and totes, which are now replacing plastic bottles and single-use bags. We set out to create a compact set of cutlery pieces that look as good as they feel to use. With generous proportions, the micro-serrated blade offers a powerful cutting edge that requires no special maintenance.
- 4) At Akinod, our goal and brand philosophy are simple: to re-imagine the lunch break through a commitment to the motto “It’s not where you eat, but how.” In other words, eating on the go or in between meetings should not mean that you have to miss out on delicious, healthy meals!
- 5) Akinod cutlery is made from food-grade stainless steel. Our utensils feature handles crafted from solid polymer resin in a variety of colors and patterns. Embedded magnets inside the handles of each piece of cutlery make it easy to connect and detach the pieces in a set.
- 6) All of our products are assembled, customized and tested in Akinod’s workshops in France near Paris, where about twenty people are currently employed. Akinod cutlery is carried by more than 1000 points of sale, including the tableware sections of department stores, gift and home decor shops, as well as brands offering everything for the kitchen, among others. Our cutlery also has a presence in a dozen or so countries, primarily in Europe, North America, Australia, South Korea and Japan.
- 7) Cutlery by Akinod is decorated with a variety of colorful patterns. At Akinod, it is very important to us that our cutlery is stylish and eye-catching to ensure that everyone can find the style for them, while avoiding any mix-ups with their neighbors’ or other family members’ utensils.
- 8) One of the fun and unique aspects of our products is how they are named, reflecting the moments when they are most likely to be used. Our 12H34 (12:34 p.m.) cutlery sets (each containing a knife, spoon and fork), for example, are primarily designed for use in the office or in a camping van. Our Mini 12H12 (12:12 p.m.) cutlery sets (each containing a spoon and fork) are made for those who want the minimum size without any blade such as young children allowing them to eat as mom and dad. We chose 12:12 p.m. for the Mini model, 22 minutes before the larger one, because kids are always hungry before their parents! Our cutlery sets reflect the philosophy that we hold so dear: encouraging healthy eating, even for short mealtimes on the go.



*Akinod
approved by
both parents and kids*

”

«A simple and effective case that fits into any bag or pocket...!!»

Gil - 09/23/2024



”

«Very beautiful portable utensils, practical and above all eco-friendly.»

Marjorie - 03/07/2022



”

«My niece loves watermelon and she was so happy when Santa brought this amazing magnetic model to her!»

Kate - 12/27/2024



”

«Beautiful design, very useful for picnics. The magnet keeps the utensils together nicely. I already had one and bought a second one to give as a gift.»

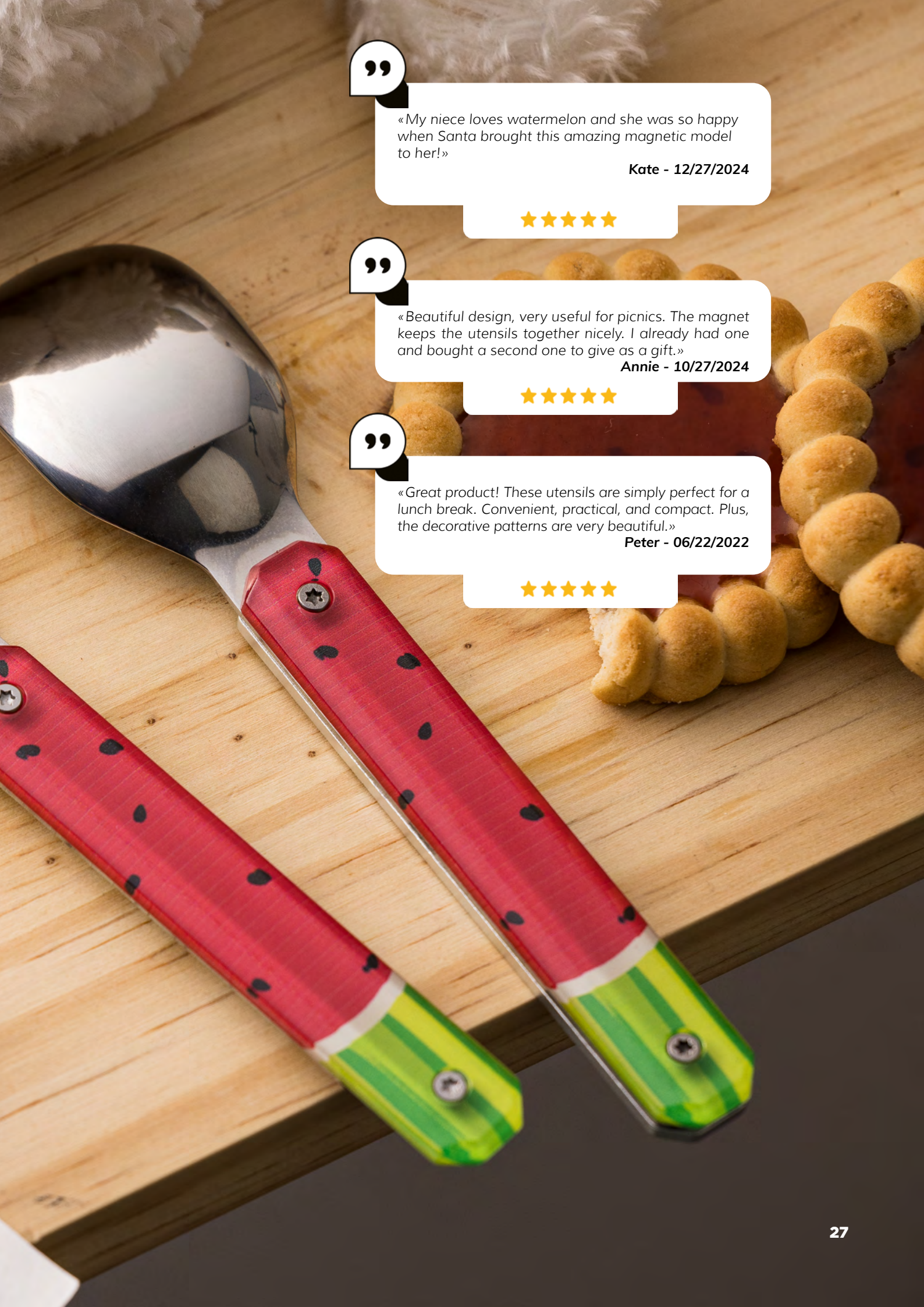
Annie - 10/27/2024



”

«Great product! These utensils are simply perfect for a lunch break. Convenient, practical, and compact. Plus, the decorative patterns are very beautiful.»

Peter - 06/22/2022





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