

MLM Company Profile: CUTCO/Vector Marketing Corporation



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CUTCO/Vector Marketing Corporation

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Welcome to **MLMLegal.Com Company Profiles** at www.mlmllegal.com. Here you will find brief summaries of pertinent information about hundreds of MLM, Direct Selling, Direct Sales, Network Marketing and Party Plan Companies. As a general matter, the summary information is derived from Company published information, generally posted at Company websites, public information releases or posts at industry trade sites . *

Founding Story

CUTCO is located in Orlean, NY. CUTCO started in 1949. It was founded on the craftsmanship of early settlers to Western New York and Northern Pennsylvania. The roots of the Company can be traced back to the skilled (www.mlmllegal.com) cutters who settled in the area after immigrating from England's Sheffield cutlery industry in the 1800s. CUTCO has many partnering companies that help them with selling and manufacturing and the corporate structure is illustrated as follows:



Each of these companies has the following roles:

Alcas Corporation - the parent company

CUTCO Cutlery Corporation - manufacturer of CUTCO since 1949

Vector Marketing Corporation - exclusive marketer of CUTCO directly to consumers via sales representatives in the U.S. and Canada

CUTCO International, Inc. - markets CUTCO internationally

KA-BAR Knives, Inc. - maker of quality sporting knives

All are located in Olean, New York.

Schilling Forge - manufacturer of precision forgings - located in Syracuse, NY.

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This Company presents a www.mlmllegal.com distinguished history:

1952- The ergonomically-designed "hand-perfect" Wedge-Lock handle is added to CUTCO cutlery, ensuring a comfortable, no-slip grip

1960- The exclusive Double-D® stay-sharp recessed edge is added to appropriate CUTCO items 1972- ALCOA purchases Case Cutlery's share of Alcas. Alcas becomes wholly-owned by ALCOA. An improved Universal Wedge-Lock handle is added to CUTCO products

1982- Alcas management team purchases the company from ALCOA in a management buyout 1985- Alcas acquires Vector Marketing Corp. establishing it as Alcas' wholly-owned CUTCO marketing subsidiary in the U.S.

1990- Vector Marketing expands into Canada

1996- Alcas acquires KA-BAR Knives, Inc.

2001- CUTCO opens a Visitors Center next to its corporate headquarters

Impact on the Industry

NA

Discussion of Products

CUTCO sells cutting tools and house and kitchenware. CUTCO also sells kitchen dish sets, individual knives, table knives, flatware, gift www.mlmllegal.com sets, accessories, gadgets, sporting knives, cookware and garden tools. CUTCO offers a "forever" guarantee on all of their products and a sharpening service.

Discussion of Opportunity

Vector Marketing offers supplemental income to people that work as representatives for the Company. Representatives set appointments, demonstrate the products, write up order forms and ask for referrals.

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Discussion of Distributor Base and Sales Volume in U.S.

CUTCO utilizes a person-to-person sales strategy and operates in several countries, including the United States, Australia, Canada, Costa Rica, Germany, Puerto Rico and South Korea.

Cutco offered sales figures and facts about their company, current as of 2006:

- *In 2006 sales of CUTCO were over \$175 million*
- *More than 100 kitchen cutlery products are sold under the CUTCO name, as well as a variety of kitchen gadgets, utensils and flatware. The company also carries a line of cookware, sporting and pocket knives and garden tools.*
- *CUTCO has been purchased by more than 14 million customers.*
- *Over 700 manufacturing and www.mlmlegal.com administrative people are employed at the Alcas/CUTCO/Vector headquarters in Olean, N.Y.*
- *CUTCO products are marketed directly, by appointment only, to consumers in the convenience of their homes.*

Company Website: www.cutco.com

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***MLMLegal.Com** typically provides a link to official Company websites so that readers can become more fully informed about Companies that are profiled. The descriptive material offered is best categorized as "snapshot" information and represents a good starting point for research on Company products, services and opportunities. It should be clearly understood that such information may need updating in a dynamic and changing business marketplace. In addition, the information is gathered and presented in good faith for educational purposes, and if errors in information become apparent, **MLMLegal.Com** will attempt to correct the information, or if necessary, delete the Profile altogether. A reading of a Company Profile is properly followed up with visits to the Company website, research on major internet search engines, discussions with industry professionals and experts and feedback from those acquaintances who have had direct experience with the Companies. In addition, a wealth of information on MLM, Direct Selling, Direct Sales, Network Marketing and Party Plan will be found at www.mlmlegal.com, including scores of articles, video, resource opportunities and detailed analysis on industry issues and factors to consider in both starting and running a MLM Company or a MLM home based business.*

Jeffrey A. Babener, principal attorney in the Portland, Oregon, law firm Babener & Associates, represents many of the leading direct selling companies in the United States and abroad.

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