



SOG LOGO IDENTIFICATION (Hoffritz)



SOME SOG KNIVES HAVE "HOFFRITZ" ACID ETCHED ON THE BLADE. THESE SOG KNIVES WERE SOLD BY THE CUTLERY RETAILER "MESSER HOFRITZ" LOCATED IN NORTHERN BAVARIA. IT WAS FOUNDED IN 1866 BY KNIFEMAKER JOHANN NIKOLAUS HOFFRITZ AND IS CURRENTLY MANAGED BY KNIFEMAKING MASTER CRAFTSMAN ANDREAS BIERINGER.

A CHARACTERISTIC FEATURE OF THE TRADITION-STEEPED RETAILER IS THE EXTENSIVE AND WELL-ORGANIZED PRESENTATION OF THE VARIETY OF PREMIUM CUTLERY AND HOUSEHOLD GOODS. DEDICATED TO THE COMPANY NAME, THE PRESENTATIONS FOR CHEF'S KNIVES, POCKET AND OUTDOOR KNIVES, AND FOR SILVERWARE SHAPE THE STORE AMBIANCE.

A UNIQUE REGIONAL FEATURE IS THE IN-HOUSE MASTER CRAFTSMAN WORKSHOP WITH ITS GRINDING AND REPAIR SERVICE FOR HOUSEHOLD CUTLERY AND ENGRAVING SERVICES FOR CUPS, STEEL GOODS, TIN, AND MORE. EVEN AFTER 150 YEARS, THE ENTHUSIASM WITH WHICH THE COMPANY IS MANAGED CONTINUES UNABATED, WHILE THE STAFF'S DEEP CONNECTION WITH "SHARP MATTER" CONTINUES TO SHAPE THE SPECIAL AMBIANCE AT MESSER HOFFRITZ.