

100% Made in Germany - made by JOKARI **Cross-media marketing campaign of the Münsterland stripping expert attracts a lot of attention**

Ascheberg, January 15, 2020: For the stripping specialist JOKARI, the year 2020 starts true to the motto "100% Made in Germany - made by JOKARI". In a broad-based campaign, the traditional family-owned company wants to show that this is not just an auspicious sounding marketing claim, but reality lived in all areas.

Made in Germany - at JOKARI, this world-renowned designation of origin is not a long-term corporate strategy, but a company philosophy that has been lived out in all areas since the company was founded in the 1960s. "All entrepreneurial decisions are based on the values we live by as a German family business and are aimed at the long-term preservation of our company," explains Carsten Bünnigmann, Managing Director of JOKARI-Krampe GmbH. "Although we have always incorporated the topic of "Made in Germany" into our communication, we have never given the whole thing the significance it actually deserves.

The focus of the campaign: Experiencing JOKARI up close

The marketing campaign is designed in such a way that in the core period a background noise is always noticeable through all actions. In the foreground of all activities is the "experience close up" feeling. The aim is to directly emphasize what is behind the JOKARI brand and what effects the aspiration "100% Made in Germany" has on all areas of the company.

For example, a series of topics will be implemented that will highlight in detail how the products are manufactured, how and where the raw materials are sourced, or what efforts the company is making in terms of sustainability and social commitment. This provides a deep and unique look behind the scenes of this Münsterland company. One highlight of the campaign is also an event at Light & Building (Frankfurt, Germany): Here, interested parties not only have the opportunity to test all products live, they will also benefit from great promotions and competitions that will be realized on the occasion of the campaign.

The campaign's independent microsite deals exclusively with the topic "Made in Germany" and keeps interested people up to date on the activities surrounding the campaign. It can be accessed at www.100prozentmadeingermany.de/en.

100% Made in Germany: More than just a corporate claim

Since its foundation in 1969 by master electrician Josef Krampe, the company has remained true to this essential orientation. JOKARI authorized representative Frank J. Goebbels explains: "The company is committed to its responsibility and obtains all raw materials completely from Germany. In addition, the entire production process - from product development and production to warehousing and logistics - takes place at the Ascheberg company site. But social commitment is also an issue we are engaged in, for example by supporting workshops with handicapped people for the pre-assembly".

Tools with worldwide reputation

Germany is known worldwide as one of the leading technology regions in Europe - so, the perception and acceptance of German products and brands is correspondingly high. Due to the stable JOKARI partner network, which requires

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continuous maintenance, the stripping expert is familiar with the national electrical and tool industries, especially in Europe, Asia and North America. This is not the only reason why numerous discerning customers around the globe trust the brand JOKARI. The premium quality speaks for itself and convinces professional users every day in use under the most diverse requirements and applications.

Image Index (Source: JOKARI-Krampe GmbH); Print free of charge:



Portrait_Carsten_Buennigmann:
JOKARI Managing Director Carsten Bünnigmann



Portrait_Frank_J_Goebbels:
Authorized representative of JOKARI
Frank J. Goebbels



Key Visual and Campaign Logo „100% Made in Germany – made by JOKARI“.

About JOKARI

JOKARI-Krampe GmbH from Ascheberg, Westphalia, is a specialist for the production and distribution of high-quality precision wire strippers. Since its foundation more than 45 years ago, the company has been focusing on quality made in Germany and manufactures all wire strippers in its own factory with an attached plastics injection molding at the Ascheberg headquarter. JOKARI's task is to meet the demands of its world-wide professional customers from industry and craftsmanship: They are asking to strip all types of wires quickly, precisely, easily, and safely for further handling – under all circumstances. According to this the company's innovations are geared to the latest developments in technical and industrial branches, for example in automotive and automation technology. Thus JOKARI is able to deliver exactly the wire strippers the customers need for their work. In addition JOKARI offers multimedia-based, multilingual solutions to provide quick assistance to customers all around world having questions on the use of the wire strippers. For further information visit www.jokari.eu.

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