

## **A new era at the wire stripping tool specialist JOKARI: The company founder's daughter Maria Grosserichter retires, Frank J. Goebbels succeeds as executive director**

*Ascheberg, August 2021: With effect from 1 August 2021, the management team at JOKARI-Krampe GmbH has been restructured: Frank J. Goebbels joins the management, Maria Grosserichter, the daughter of the company founder Josef Krampe, retires. Frank J. Goebbels is now managing the company together with Andrea and Carsten Bünnigmann.*

"Frank Goebbels has had our full confidence for years. Accordingly, I am pleased that we can now take the step and bring him onto the management board. I am sure that Frank will continue to contribute a great deal to the success and growth of our company with his expertise", JOKARI Executive Director Carsten Bünnigmann is pleased to say.

### **Well positioned as a trio of managing directors**

As Executive Director, Frank J. Goebbels is now in charge of Sales, Marketing, IT and Data Management. "We complement each other perfectly and are a well-coordinated team," says Andrea Bünnigmann.

Maria Grosserichter is taking a well-deserved retirement together with her husband Heinrich Grosserichter, who himself was Executive director at JOKARI until a few years ago. She has been with the company since it was founded by her father Josef Krampe in 1969 and has helped to run it since 1983. Even after her retirement from the JOKARI management, she will always be available to the company with advice and support.

### **Frank J. Goebbels: Focus remains on quality and innovation**

Frank J. Goebbels completed his apprenticeship as an electrician in 1992 as a journeyman. Even at that time, he had regular contact with the legendary JOKARI cable knife, which inspired him from the start as a perfectly thought-out tool. He then studied electrical engineering at Aachen University of Applied Sciences and successfully graduated his diploma in 1998. After a few stopovers during his career in the field of lighting technology and cable guiding technology as well as in industrial connection technology, he finally joined JOKARI in 2011 and has taken on strategic sales development from the very beginning and gradually expanded the marketing, since 2016 as the company's authorised signatory. Internally, he quickly made a name for himself as the "guardian of the brand".

"I know JOKARI from almost every perspective, because I was lucky enough to be able to help shape the development of this likeable family business. JOKARI stands for high-quality and innovative wire stripping tools, which is very important to me as an electrical technician and engineer. It is with great pleasure that I would like to continue to promote JOKARI as a company and brand", says Frank J. Goebbels. "My heart beats especially for everything that runs digitally. In recent years, for example, we have managed - through intensive content marketing, among other things - to help our brand grow a lot online, which has now helped us enormously in the Corona pandemic. It was and is important to me that JOKARI keeps up with the times in this respect, even though as a medium-sized company we don't have the resources available to us like a corporation, as a matter of fact.

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A big focus is therefore - as is also the case with the development of our stripping tools - on creativity and quality. Only with high-quality content can we convince and continue to maintain ourselves on the international market as what we are: the wire stripping specialist with products that are hundred percent Made in Germany.

**Image Index (Picture Source: JOKARI-Krampe GmbH); Reprint free of charge:**



JOKARI Executive Director Frank J. Goebbels

### ***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 50 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](http://www.jokari.eu).

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