

Wire stripper specialist with global exchange

Jokari, market leader for high-quality wire strippers from Ascheberg, is looking back at a successful spring with national and international fair trades. The company focused on the dialogue with partners and customers.

Ascheberg, June 27, 2014

Köln (Eisenwarenmesse), Frankfurt (light+building), Hanover (Hannover Messe) or even Milwaukee in the US (Electrical Wire Processing Technology Expo): In springtime wire stripper specialist Jokari is traditionally active on many fair trades. „That time is really important to us. At these fair trades we are meeting our national and international partners, have many talks, and present our products and solutions for industry and craftsmanship. The international interest in our wire strippers and the positive feedback encourage us to continue our way“, Carsten Bünnigmann, managing director of the family-run company from Ascheberg, Westphalia, says. Next to the presentation of high-quality tools and innovations the company has its focus on the dialogue with its customers, partners, and interested parties about current market demands to obtain impulses to develop new solutions.

The past events were especially successful for the market leader for high-quality wire strippers made in Germany – for the company brought many news to the fair trades as Strategic Sales Director International Frank J. Goebbels happily states. He accompanies the fair trade presentations together with Carsten Bünnigmann. „On the occasion of Eisenwarenmesse we introduced our new tool ‚Allrounder‘. It was well received by our international partners in Cologne as well as at the other events.“ „Allrounder“ is a versatile tool that can strip round as well as flat cables quickly, safely, and comfortably, Carsten Bünnigmann adds.

The role of „Allrounder“ for the wire stripper market was made clear at Eisenwarenmesse: The tool was nominated shortly after its launch for „Eisen Innovation-Award 2014“ and came off a product test at „Heimwerker Praxis“ (issue 3/2014) with „magna cum laude“ (1,3).

At Electrical Wire Processing Technology Expo in Milwaukee in the US state of Michigan Jokari focused at aviation. „We have got many inquiries from national and international aviation industry for the stripping of wires and cables lately. And we have developed special tools to meet these extra demands“, Frank J. Goebbels says. In general Jokari is happy with a growing penetration of the Northern American market. Active for a couple of years there now, the company has established its wire strippers made in Ascheberg among professionals from craftsmanship and industry. „Our tools go down well“, Carsten Bünnigmann is pleased with the situation.

Jokari-Krampe LLC from Ascheberg, Westphalia, is a global market leader 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

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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.de.



Jokari_Allrounder: „Allrounder“ is a versatile tool that can strip round as well as flat cables quickly, safely, and comfortably.



Jokari_Milwaukee: At Electrical Wire Processing Technology Expo in Milwaukee (USA) Jokari focused on aviation.



Portrait_Carsten_Bünnigmann: Jokari's managing director Carsten Bünnigmann



Portrait_Frank_J_Goebbels: Strategic Sales Director International Frank J. Goebbels

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