

## Fair trade season for Jokari runs at full speed

*Wire stripper specialist Jokari is traditionally active at international fair trades between September and November. By doing so the family-run company has its ear on the market – globally.*

Ascheberg, October 27, 2014

Autumn time means fair trade time for Jokari. From September to November the wire stripper specialist is under way in Germany and the world to get in touch with partners, costumers, and interested parties, to check developments on the global markets, and above all to present the professional products and solutions for industry and craftsmanship to the fair trade audience.

“We are aiming at being present nationally and internationally and to be where the users of our wire strippers are – and that is of course in the companies, but always at the global fair trades, too, be it in Europe, Asia, or Northern America”, Jokari managing director Carsten Bünnigmann states. He looks back at a successful start of the current fair trade season. At NECA in Chicago as well as at Shanghai Intelligent Building Technology and belekro in Berlin products and solutions of the family-run company met great interest.

“At the electro fair trade NECA we have addressed the Northern American market and experienced what is important to the users”, Frank J. Goebbels, Strategic Sales Director International at Jokari, points out. “The users from the US, Canada and more are convinced of our wire strippers and use them in many working situations.” The same goes, according to Carsten Bünnigmann, for Asia – Shanghai Intelligent Building Technology was big success, too.

That positive feedback Jokari has brought back from belekro in Berlin, too, which is the leading electro fair trade for Germany, especially Eastern Germany and metropolitan area Berlin Brandenburg, and meeting point for Jokari’s German partners and costumers. “In Berlin we focused at building technology, and we offer many tools for these segment”, Carsten Bünnigmann says. “We had many conversations with electricians and got to know what their demands are.”

At the upcoming fair trades Jokari is eager to hold on to this positive path, Bünnigmann emphasizes. In November Jokari is active at electronica in Munich (11<sup>th</sup> to 14<sup>th</sup>), at MITEX in Moscovia at the same time, Get Nord in Hamburg (20<sup>th</sup> to 22<sup>nd</sup>) and SPS IPC in Nuremberg (25<sup>th</sup> to 27<sup>th</sup>). Among other things the company will be focussing on its digital wire database. That is a part of the of the renewed website [www.jokari.eu](http://www.jokari.eu) and has been optimized visually and technically, too. The user simply type the appellation of the cable keyword search as they are used to from search engines, then choose the wire from the automatically completed list of content, and get one or more recommendations for a fitting wire stripper with a detailed description

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and a foto. The wire database is linked to videos on the homepage of the manufacturer.

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 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](http://www.jokari.de).



**Jokari\_wire\_database:** At global fair trades Jokari is focusing on the visually and technically optimized wire database.



**Jokari\_fair\_trade\_Chicago:** At the electro fair trade NECA Jokari addressed the Northern American market.



**Portrait\_Frank\_J\_Goebbel:** Strategic sales director international Frank J. Goebbel



**Portrait\_Carsten\_Bünnigmann:** Jokari's managing director Carsten Bünnigmann

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