

## **JOKARI: E-Commerce-Innovation for clients and partners**

*Wire stripper specialist JOKARI is frequently asked for e-commerce opportunities on [www.jokari.eu](http://www.jokari.eu). The company has developed an interface to the shops of distributions partners to support clients.*

Ascheberg, February 10, 2018

More and more professionals are looking for information on manufacturers' websites to solve the users' questions, demands, and problems. That works for JOKARI, too. Procurator Frank J. Goebbels says that many international professionals use [www.jokari.eu](http://www.jokari.eu) daily to get information on wire stripper products and solutions. He adds: "Having found the right tool the website visitors wish to buy a JOKARI wire stripper online to save time."

But for JOKARI direct online sale is not an alternative. "JOKARI has been working in multi-level sales and is happy with the advantages for all sides and the close relationship with our distribution partners. So, a JOKARI online shop cannot be a solution", Frank J. Goebbels points out. "On the other hand, it would be unfortunate to lose potential clients. Accordingly, we have developed a smart solution with the IT specialists Nexmart and DSC."

JOKARI now offers an innovative e-commerce solution. It is based on routing clients from the website to a partner's online shop where he can buy the wished tool without loops. And JOKARI partners can win new customers without marketing efforts. Doing so JOKARI wants to support sales partners.

It's simple. On [www.jokari.eu](http://www.jokari.eu) all products have a "Buy"-button. Using it a window pops up, and clients can find the best shop for his special demand with a filter. With one more click the user is forwarded to the product page in a partner's online shop that has the tool on stock. "That means for clients and distributors a quick and simple handling of all purchase requests", JOKARI's managing director Carsten Bünnigmann says.

JOKARI works with a safe system called Retail-Connect that enables partner to link their shops quickly. If partners already possess a Retail-Connect or EDI interface with another seller via Nexmart, connecting becomes even more easy. JOKARI will contact the distributor's e-commerce executive and support installing the interface.

### *About JOKARI*

*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 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*

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*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).*



**JOKARI-nexMart-retail\_Connect\_Interface:** With the JOKARI e-commerce interface partners can link the shops quickly.



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



**Portrait\_Frank\_J\_Goebbels:** JOKARI procurator Frank J. Goebbels

Credits: JOKARI; reprint free of charge

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