

Jokari expands India business

India has a growing demand for high-quality wire strippers made in Germany. Jokari uses these positive parameters to establish its own distributors' net in the South Asian country.

Ascheberg, April 13, 2015

Regional tradition and global activities are no contradiction. Family-run Jokari has been showing that for many years. Established more than 45 years ago, it is still headquartered at its original location – and that is not going to be changed, as managing director Carsten Bünnigmann states.

Simultaneously the producer of high-quality wire strippers made in Germany is internationally orientated. “We are repeatedly active at fair trades in Europe, Asia, and North America. In those regions we have a stable partner network, and our professional products and solutions meeting all demands concerning wire stripping are popular with craftsmanship and industry world-wide”, Bünnigmann says.

In the future the company will focus especially on India. Jokari has been delivering tools to South Asia for quite a time, but has recently started to penetrate the market directly. “We are establishing our distributors' net in the booming country to satisfy the growing demands for our German-made wire strippers across all industries”, Carsten Bünnigmann explains. „In India often cables with European standards are used. According to that the market parameters for Jokari are perfect to position the brand and spread new wire stripping techniques.“

An Indian expert will support the company. “Our partner knows the national electrical and tool industry. With his help we will be able to expand our India business fast. Additionally India offers stable political parameters for international investors.”

Market entry was perfectly timed, the managing director says. “India is Hannover Messe partner country. Thus we can build up important contacts in Hanover and strengthen them afterwards locally. We aim at attending Elecrama fair trade in February 2016 in Bangalore”, Bünnigmann emphasizes.

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.eu.

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Press Release



Portrait_Carsten_Bünnigmann: Jokari's managing director Carsten Bünnigmann

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