

## A Journey Through the History of the JOKARI Company

*Extremely popular with electrical installers and a household name among electricians: "The JOKARI." For more than 50 years, the name JOKARI has stood worldwide for high-quality wire stripping tools "Made in Germany." Now owner-managed for three generations, we are now successfully positioned on the international market. But we, too, started small. A journey into the history of our successful family business.*

The history of our company begins with Josef Krampe. Since 1949, he ran an electrical installation business in Ascheberg-Herbern, located in the beautiful Münsterland region. And, as was often the case in rural areas, such a business sold not only televisions and radios, but also kitchen appliances, washing machines, and all manner of other everyday electrical devices. To run a business successfully in the post-war period, it was often necessary to focus not only on selling items, but also to develop other business areas in parallel. At that time, electrical appliances were considered pure luxury items, and not many people had the money to afford them. As a result, Josef Krampe's shop also offered electrical appliance repairs. He also installed electrical systems in homes and businesses.

### From a Practical Invention to the World's First Cable Knife

Josef Krampe was an extremely resourceful mind who continually came up with new ideas, implemented them, and patented them. For example, in 1957, he received a patent for an automatic cable rewinder for dry shavers.

Due to the numerous repair jobs he had to perform – there was a shortage of good tools at the time – he developed tools that made his life easier in the shop and in the home installation. Furthermore, DIY was a growing source of income in the 1950s, bringing Mr. Krampe another business segment and more customers. At the beginning of the 1960s, the wires and cables used in domestic wiring changed. NYM wires were increasingly used, and a type of jackknife was usually used for stripping. Those who weren't very experienced at this quickly damaged the inner conductors. Josef Krampe addressed this problem and searched for a better and simpler solution. After some tinkering, he developed a knife that, using a metal bracket and a spring, secured the wire in such a way that the wire could be stripped with a rotating hand movement. The cable knife, which is still used in its basic configuration today, was invented! Josef Krampe received a patent for the first cable knife in 1966.

Of course, a good idea and a patent don't necessarily guarantee resounding success. So Mr. Krampe began looking for a sales partner while he devoted himself to new development and production.

### The Founding of JOKARI

In 1969, the time had finally come, and JOKARI was founded. The name of the JOKARI company can be interpreted as follows: JO = Josef KA = Krampe RI = name of daughter Maria.

The success continued, and in 1974, the classic electrical workshop with a garage production facility for stripping tools transformed into an industrial business. This was followed by the construction of a production hall with an office wing in the industrial area of Ascheberg-Herbern, our current company

Publisher:  
JOKARI GmbH & Co. KG  
An der Vogelrute 34  
59387 Ascheberg-Herbern, Germany  
Phone: +49 25 99 / 50 19 70  
Fax: +49 25 99 / 71 51  
www.jokari.eu  
E-Mail: info@jokari.de

Contact person:  
Susanne Noll  
Frank J. Goebbels

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location. From then on, the workshop was managed by son-in-law Heinrich Grosserichter. In the following years, further tool inventions simplified the stripping of cables and wires. In 1983, the electrical business was finally discontinued. Heinrich Grosserichter and his wife Maria, Josef Krampe's daughter, continued to run the JOKARI company in the second generation.

## **The 1990s saw the move to the international market**

The success story continued, and in the following years, sophisticated tools were successfully developed and brought to market. In 1990, JOKARI began building its own national and international sales network and has since taken over the marketing of its smart wire stripping tools. The production facility was significantly expanded in 2009.

Andrea Bünnigmann, the granddaughter of the company founder, and her husband Carsten Bünnigmann, now represent the third generation of the family business. They are successfully leading the company into the new millennium with numerous developments in the tool sector, as well as a contemporary brand relaunch. Today, JOKARI operates worldwide and has an international sales network. The innovative product range will be adapted to changing market conditions from now on. We offer innovative solutions for every challenge, thus maintaining our position as a renowned manufacturer of precision tools for wire stripping and dismantling technology.

Naturally, an inventive mind like Josef Krampe never stopped inventing interesting and useful things. In addition to automatic bicycle saddles and gutter decorations, he filed further patents before passing away in 2012. His inventive spirit and immense energy are still evident in the company today. He would surely be proud that JOKARI is constantly evolving. And this not only in the production and distribution of high-quality wire stripping tools, but also with numerous digital offerings in training and sales. Always with the entrepreneurial goal of the company founder in mind: manufacturing high-quality and safe professional tools 100% Made in Germany.

## **About JOKARI**

JOKARI GmbH & Co. KG 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).

Publisher:  
**JOKARI GmbH & Co. KG**  
An der Vogelrute 34  
59387 Ascheberg-Herbern, Germany  
Phone: +49 25 99 / 50 19 70  
Fax: +49 25 99 / 71 51  
[www.jokari.eu](http://www.jokari.eu)  
E-Mail: [info@jokari.de](mailto:info@jokari.de)

Contact person:  
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