

## **New JOKARI website: Digital business card with a focus on personal contact** **Interactive features showcase direct solutions for cable processing**

*Ascheberg, January 2026: The new website of JOKARI GmbH & Co. KG, a specialist in precision tools for cable processing, has recently gone online. The redesigned website focuses on the expectations of modern users, for whom personal contact is particularly important.*

To meet the demand for maximum accessibility, JOKARI is implementing innovative formats on its new corporate website, such as "Why to Buy" product videos and a direct chat function. The goal is to digitally map the valuable contact with users, customers, and partners. According to a recent IFH Cologne survey, 67 percent of users want authentic product tests from real people and employees – a need that few websites currently address. "Our website is one of our most important external business cards," explains Frank J. Goebbels, Managing Director of JOKARI GmbH & Co. KG. "Users and partners should not only find information here, but also have an authentic user experience – regardless of the device they are using. Personal, on-site contact isn't always possible. With the interactive, digital features, we are creating solutions for the necessary proximity. Website visitors should feel that they will receive immediate assistance with any challenges they may encounter in the field of cable processing."

### **New Content Format: Why to Buy**

A key element of the website is "short form content," a concept also familiar from influencer marketing. Each product page features a vertical video in which JOKARI employees and influencers (practicing electricians) briefly and concisely explain the advantages of the wire stripping tools. These videos follow the motto "From professionals for professionals," are written in simple language, and are available in several languages.

### **Additional features offer expert assistance**

The *intelligent search function*, which learns with every input, and the *redesigned FAQs* with frequently asked questions ensure quick answers. The revised cable database allows product searches based on cable types with thousands of entries – the right wire stripping tool is just a few clicks away. The offering is complemented by a *notepad function* and optimized dealer redirection for a seamless customer journey.

The focus is on the target group: They often use their smartphones on construction sites to quickly search for the right tool for their specific cable-related challenge.

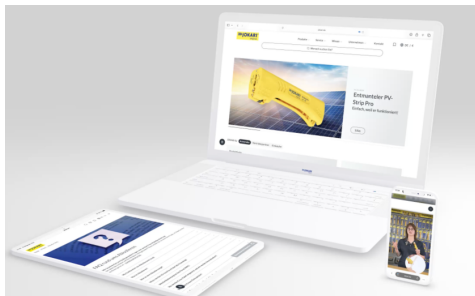
The new website is now available at [www.jokari.eu](http://www.jokari.eu).

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**Bild Image Index (Picture Source: JOKARI GmbH & Co. KG); Reprint free of charge:**



The new JOKARI website focuses on personal contact. Interactive features showcase direct solutions for cable processing. It is optimized for all devices and screen resolutions.

## **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).

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