



MILESTONES

OF A GLOBAL
SUCCESS STORY

GLOBAL THINKING, LOCALLY ROOTED.

What began in 1968 on a farm in the Bergisch town of Wipperfürth has, over the course of five decades, evolved into a globally operating corporate group. Shaped by courage, pioneering spirit, and entrepreneurial foresight, Jokey has continuously expanded, entered new markets, and strategically broadened its product portfolio.

Whether through acquisitions, new foundations, or technological innovations – every milestone marks another step in the journey from a regional bucket producer to a globally leading manufacturer of plastic packaging, reusable containers, and bathroom furniture.

Today, Jokey stands for quality, family values, and future-oriented growth.



 **1968**

Founding of Jokey Plastik Wipperfürth

In 1968, Josef Kemmerich founded Jokey Plastik in Fähnrichstüttem near Wipperfürth — with five employees, two used machines, and a lot of manual labor. The business idea: plastic buckets. The name “Jokey” is derived from the founder’s initials, complemented by a “Y” — an idea from the graphic designer at the time. That’s how the logo with the jockey on horseback came to be.

At the end of the 1960s, plastic was considered a household material, not packaging. But Kemmerich remained steadfast, added lids to the buckets — and hit the trend. Plastic packaging impressed with its durability, break resistance, and price. Demand skyrocketed. In the early 1970s, the company expanded and the four sons joined the family business.

 **1974**

Acquisition of Sure Plastik, Gummersbach

The oil crisis of the 1970s hit the plastics industry hard – Sure Plastik Gummersbach went bankrupt.

For the Kemmerich brothers, the acquisition was both a risk and an opportunity. At the time, Jokey was the smallest provider on the market – and took over a competitor three times its size. The industry was skeptical, but Jokey took the leap – and grew.

Sure Plastik brought in new products and valuable market experience. With this successful expansion, the vision also grew: Jokey set course for new markets.

 **1981**

Acquisition of Sicopal, Nordfrankreich

The breakthrough came at the Pack Emballage trade fair in Paris: Sicopal, a French competitor with strong expertise in packaging design, offered Jokey the opportunity to acquire the company.

Six months later, Sicopal became part of the Jokey Group — Jokey’s first international subsidiary. The site in northern France became a springboard into the French and British markets.

Today, Jokey is a leading provider in Western Europe.

 **1982**

Opening of Jokey Plastik Gummersbach

A major fire destroyed the printing facility in Gummersbach in 1981. The Kemmerich family responded quickly and built a new production hall in Rebbelroth. In the interim, products were labeled by hand — but the new building paid off.

Since then, the site has been continuously modernized. From 2014 to 2016, a complete technical restructuring was carried out during ongoing operations — a key step toward Industry 4.0.

 **1986**

Site Expansion in Wipperfürth

The plant in Fähnrichstüttem reaches its capacity limits.

In 1983, redevelopment begins on the historic Vorwerk site in Wipperfürth-Niedergaul. After three years of dedication and investment, the new site goes into operation in 1986 — and remains to this day one of Jokey's two main headquarters alongside Gummersbach.

 **1991**

Acquisition Formaplast

Following the reunification of Germany, Jokey expands eastward: In Sohland near Dresden, the group acquires the company Formaplast — and fundamentally modernizes the facility.

For the first time, Jokey begins producing not only packaging, but also bathroom furniture and technical plastic components. Through this diversification, Jokey becomes a market leader in these segments as well.

 **1996**

Founding of Jokey Plastik Blachownia, Poland

Jokey continues its expansion into Poland: On the former IG Farben site in Silesia, the company establishes its second international location.

Through two years of pioneering work, the site is transformed into a state-of-the-art production facility. With its expansion into Eastern Europe, Jokey sees significant growth potential, as the consumption of plastic packaging in the region is still low.

 **1998**

Founding of Jokey Plastik Istanbul, Turkey

In 1998, Jokey begins producing plastic packaging in Gebze, 60 km south of Istanbul. From its Turkish location, the company successfully opens up the Southeastern European market.

However, in 1999, an earthquake destroys large parts of the plant. Despite challenging conditions, such as high inflation, a modern, earthquake-resistant facility is rebuilt on solid rock in 2014. Today, Jokey Istanbul is one of the company's most advanced production sites.

 **1998**

Founding of Jokey Plastik Praha, Czech Republic

In 1998, Jokey expands its presence in Eastern Europe by purchasing a building in Mochov near Prague. A new injection molding facility and a modern high-bay warehouse are established there.

The Czech plant is a true success story: Over 80% of the products manufactured in Poland and the Czech Republic are now sold in Eastern Europe.



2000

Founding of Joktal, Algeria – as a Joint Venture

Jokey expands into North Africa and, together with the Algerian Taleb family, establishes the joint venture Joktal. The new name combines both company names and emphasizes cultural and local adaptation.

Since its founding, the Algerian site has been continuously expanded and modernized.



2002

Acquisition of Meik Werkzeugbau

In 2002, Jokey integrates its own tooling department to ensure consistent quality and reliability in mold making.

The newly formed company, Jokey Werkzeugbau – located between Wipperfürth and Gummersbach – manufactures injection molds for the entire group. It works closely with the Research and Development department to remain at the cutting edge of technology.



2005

Founding of Jokey Plastics North America, Canada

Jokey ventures into North America and invests 10 million euros in a new production facility in Ontario. After unexpectedly losing a major customer, the company needs to develop a new market in Canada and the U.S.

With support from the Research and Development department, Jokey rapidly develops suitable packaging sizes and designs to meet the new demands.



2007

Founding of Jokey Egypt

In 2007, after nearly three years of construction, Jokey opens its production facility in Badr City, Cairo. Two main reasons drive the decision: rapid population growth and increasing industrialization in the Nile Delta.

Jokey Egypt taps into a large market in Northeast Africa, particularly in the paint industry. In the future, the focus will also shift toward gaining more food-sector clients.



2008

Acquisition of Jokey BG Beograd

With the acquisition of a plant in Belgrade, Jokey secures a strategically important location in the heart of the Balkans. Thanks to strong growth in orders, the plant quickly becomes too small.

In 2017, an additional plot of nearly 70,000 sqm is acquired. In 2018, Jokey BG Belgrade expands further by opening a sales office in Romania to grow its market share in Eastern Europe.



2009

Acquisition of Sieper and Imagolux

Jokey continues to expand its spa segment: the Sieper and Imagolux brands become part of the group.

At the Sohland site, Jokey Spa broadens its product range to include mirror cabinets, steam showers, infrared cabins, bathroom furniture, and mirrors – from classic to design-oriented styles.



2016

Acquisition of KristallForm Spiegel

With the acquisition of KristallForm Spiegel, Jokey Sohland becomes one of the largest mirror manufacturers in Germany.

Producing over one million square meters of mirror surface per year, the company establishes itself as a market leader. Its product range spans from sanitary and illuminated mirrors to multimedia, decorative, and framed mirrors. This move strategically strengthens and expands the Jokey Spa division.



2017

Acquisition of Treplás, Spain

By acquiring the Spanish family business Treplás, Jokey broadens its product portfolio and strengthens customer proximity.

At the site in Molina de Segura, 40 employees manufacture packaging for the food, beauty, and home care sectors. Management remains with the Rubio Ruiz brothers. A new, modern production facility is planned for 2019.



2023

Launch of the Subsidiary Brand KeepIn

In 2023, Jokey launches its own reusable brand: KeepIn – Made in Germany.

The product range includes stackable, dishwasher-safe trays, bowls, cups, and coffee-to-go mugs in various sizes. All products are customizable, user-friendly, and highly resource-efficient – for lower CO₂ emissions and more sustainability.

KeepIn stands out with smart design, optimal ventilation, and a strong customer service promise: friendly, flexible, and always on equal footing.