

About Us



Making Product History

Where some of the “world’s first” and best-selling products won retailer and world fame.

Jokari has been turning inventions into “best-selling” products since our founder, Sam Ligon, and his Texas partners agreed to pay royalties to an inventor in France for the exclusive rights to manufacture and market their invention. The invention was called Jokari®, which they turned into a product that set new retail sales records at the time and won world fame in the 1970’s. As the company grew, more and more inventions were licensed from inventors and turned into Jokari products.

Over the years, Jokari has collaborated with retailers to innovate their stores. With the help of retail giants, Jokari invented the world’s first merchandising strips that would be pre-assembled with new products and then shipped to their stores to be hung in their aisles...another innovation that helped to merchandise Jokari products and turn them into best-sellers.

So, the next time you walk down the aisles of a retail store and see innovative new products hanging from a pre-assembled merchandising strip, think “Jokari” and smile. You can always count on us to try to innovate and **Make Life Better**.