



## PRESS RELEASE

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### **Berner Group: Successful start to training in Hohenlohe**

For the new training year, the Berner Group welcomes 26 young talents at the locations in the Hohenlohe region. The joint onboarding programme of the subsidiaries Berner Deutschland, Berner Omnichannel Trading Holding (BOT) and BTI Befestigungstechnik prepares the apprentices and dual students for their career entry at the B2B wholesaler.

19 apprentices and 7 dual students started their professional careers at the Berner Group on the 1<sup>st</sup> of September. This means that the family-owned company is currently training a total of 69 young people in 16 different professions. "We are pleased that we are starting the new training year with more young talents than in the previous years, despite the well-known very challenging situation on the training market," says Melinda Ritz, Head of Apprenticeship and thus the first point of contact for the apprentices and dual students. "The great interest once again underlines the attractiveness of our study and training programmes."

For the Berner Group, promoting young talent is a high priority. "The shortage of skilled workers is evident in almost all industries, including ours," reports Jasmin Fröhlich, Senior Director Human Resources at Berner Omnichannel Trading Holding. "Therefore, we want to expand the training at the Berner Group even further in the future. It is also important for us to provide our apprentices and dual students with the best possible support when they start their careers. We want to give them the feeling of being an integral part of our trading company, that is operating throughout Europe, right from the start." In addition, the Berner Group tries to offer the young talents a perspective in the company after their graduation. "In most cases we succeed in doing so. At the Holding, for example, we were able to take on four out of five graduates last year, which is a great number. We were similarly successful at our other subsidiaries."

#### **Get-Together at the Kocherwerk**

This year, for the first time, the onboarding takes place as a community event. This means: The 26 apprentices and dual students from Berner Deutschland, BOT and BTI have a joint introduction week. "We want to strengthen communication and cooperation between our subsidiaries from day one - and thus create synergy effects," says Melinda Ritz. "In line with our corporate value *be connected!*" Fittingly, the venue is the "Haus der Verbindungstechnik" in Forchtenberg-Ernstbach. The museum is supported by the Berner Group as a sponsor. In addition to event rooms, the old mill building has been home to a permanent exhibition dedicated to the development history of the screw and fastener industry in the region since 2021. "The Kocherwerk is the ideal location for the start of the introduction week because it makes our common roots tangible and experienceable. Here you can get a good impression of the role that screws and fasteners play in the development of the region and our company."

In the further course of the onboarding, the young talents visit the company headquarters on the Garnberg and the location in Ingelfingen. A visit to the "Profi Point" shop in Künzelsau is also on the agenda. "We have worked out an interactive programme that prepares the young talents excellently for their career start with us. Of course, team building and fun activities are not neglected either," Melinda Ritz summarises.



**Tip:** For all late deciders, the Berner Group still offers apprenticeships in various sales offices at short notice. Interested? Then contact the training manager Melinda Ritz at: [melinda.ritz@bti.de](mailto:melinda.ritz@bti.de)

Anyone looking for an apprenticeship or study place for the year 2023 can already get detailed information at [www.berner.de/karriere](http://www.berner.de/karriere), [www.berner-group.com/karriere](http://www.berner-group.com/karriere) and [www.bti.de/durchstarten](http://www.bti.de/durchstarten). At the Berner Group, young talents will find a wide selection of job profiles, including Traders (m/f/d) in eCommerce, in office management or for dialogue marketing or IT specialist (m/f/d) for system integration, as well as a selection of different Bachelor's degree courses, such as Business Administration - Commerce or Business Administration - Service Management Consulting and Sales.

### **Die Berner Group**

The Berner Group is a family-owned European commercial enterprise. Our vision is: "We keep the world together and moving." This means we are the central B2B trading partner for all materials in the maintenance, repair, and production segments for our customers in the building, mobility, and industry sectors. With more than four channels we create an integrated omni-channel purchasing experience for our customers. In the steel and C materials as well as chemicals segments we are also an innovative manufacturer. We are represented in over 23 countries for our customers with more than 200,000 items and 8,000 employees.