

PRESS RELEASE

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Successful start to training at BERNER

The places for an apprenticeship or a dual study program at the BERNER Group were again in high demand this year. In September, 14 young talents are starting their careers at the Hohenlohe-based subsidiaries of the B2B specialist. An orientation day and an introductory week help them get started.

The BERNER Group is currently training a total of 47 young professionals in 16 different occupations in the Hohenlohe region. Despite the generally challenging situation on the training market, the family-owned company has once again succeeded in filling all vacant positions several months before the start of the new training year. "We are proud that we have been able to attract so many young talents also this time. Since the shortage of skilled workers already begins in the training sector, this is all the more remarkable," emphasizes Holger Heydt, Senior Director Human Resources in the Central-North region.

Getting to know each other beforehand

The Hohenlohe-based subsidiaries BERNER Germany, BTI by BERNER and Berner Omnichannel Trading Holding have been working closely together for years to design training programs. In August, the new apprentices and dual students from all three brands had the opportunity to explore the location in advance and meet their future colleagues during an introductory day. The older trainees were also involved and on hand to offer advice and support. "Two years ago, I was one of the newcomers myself. I remember my first day well – I was excited, curious and had a head full of questions. Now I get to accompany the others on this journey, which makes me very happy," says Noël Volquards, who is completing a training program in wholesale and foreign trade management.

Personal contact as a recipe for success

When searching for talent, the company successfully relies on personal contact: "That still works best for us. Some of our new recruits previously attended the commercial school in Künzelsau. We regularly present ourselves there. In addition, we are present at all relevant career and job fairs in the region. We have had very good experiences with this," reports training manager Leonie Michael. A special feature this year: for the first time, a prospective wholesale and foreign trade management assistant is completing her practical training at a BTI by BERNER Handwerker-Center in Leipzig. "We have also hired trainees for the e-commerce team and in media design. We don't offer these professions every year, so I am very pleased that we were able to fill the two positions."

Introductory week at the start of training

During the introductory week at the beginning of September, the new recruits can look forward to a varied program, including a one-day trip to Tripsdrill with the entire trainee team, as well as a guided tour of the logistics. Leonie Michael: "The introductory week offers everything one needs for a smooth start. It is very important that our new colleagues get to know all the relevant contact persons early on, in addition to the local conditions, and understand the processes within the company. We want them to feel integrated and well looked after right from the start. That is our goal."

Tip: If you are looking for an apprenticeship or study place for 2026/2027, you can find out more about the many career opportunities at the BERNER Group already today at: www.berner.eu/de-de/career and www.bti.de/durchstarten