

# PRESS RELEASE

Künzelsau, 05.09.2024

## **Start of the new apprenticeship year: BERNER Group successfully relies on internal referral program to find new talent**

**Despite the generally challenging situation on the apprenticeship market, the BERNER Group was once again able to fill all places at its locations in the Hohenlohe region at the start of the 2024/2025 training year. An important success factor was internal recommendations based on the "employees recruit employees" principle – a concept with which the family-owned company has had very good experience in recruiting for some time.**

On September 1, nine young people started their apprenticeship or dual study program at the BERNER Group. This means that the B2B specialist is currently training a total of 58 young talents in 16 different professions. "We are proud that we have once again succeeded in attracting so many talented people. At a time when the shortage of skilled workers is already visible in the training sector and more and more apprenticeships in companies are going unfilled, this is even more important," says Holger Heydt, Senior Director Human Resources Central-North. "As a family business, we attach great importance to developing the skills of our junior staff, promoting their individual strengths and showing them prospects. This plays a key role in ensuring that our young colleagues feel at home with us and successfully complete their training or dual studies."

### **Internal referral marketing shows effect**

In addition to traditional recruiting measures such as job advertisements and career fairs, the BERNER Group has long relied on internal referral marketing based on the "employees recruit employees" principle in its search for qualified specialists and junior staff. This is how Neele Stuck, for example, became aware of the company and has now started her dual studies with a focus on Service Management Human Resources. "A friend has also been doing this dual study program at BERNER since last year. She really enjoys it and feels very much at home. I therefore decided to give it a try and sent off an application. When I was accepted for the dual study program, I was absolutely delighted."

Gabriel Stricker came to the BERNER Group in a similar way. In his case, however, the recommendation was intergenerational and within his own family: "My grandfather Günter Stricker was the first employee in Purchasing to work for BERNER for around 35 years until he retired. It's a great experience for me that I can now follow in his footsteps to a certain extent with the dual study program with a focus on Business Administration and Retail Marketing."

### **CSR project Future Youth shows career options**

With Future Youth, the BERNER Group has rolled out a long-term learning program in 2023 at all its European locations. The aim is to give 600 young people a practical insight into an internationally operating company, helping them to find their way in the world of work. The program has also already taken place at the Künzelsau site. Lisa Wagenblast was a participant and then decided to apply for a dual study program with a focus on Business Administration Service Management Consulting & Sales at BERNER – with great success. "I felt very comfortable right from the start and was given a very warm welcome. It feels like one big family that sticks together and welcomes new colleagues with great joy."

### **Hiking and mini golf**

Traditionally, the learning journey at the BERNER Group starts with a varied welcome week. For example, an all-day excursion awaits the junior staff. In line with the company value 'be connected', they can get to know each other while hiking and playing mini golf and directly strengthen the team spirit. "A tour of the BERNER headquarters on Garnberg and the BTI headquarters in Ingelfingen, including a logistics tour, are also on the program. Our young talents will learn everything they need to know for a good start," reports Leonie Michael, Head of Training and therefore the first point of contact for trainees and dual students.

**Tip:** If you are looking for a training or study place for 2025/2026, you can already find out about the wide range of career opportunities at the BERNER Group at [www.berner.eu/de-de/career](http://www.berner.eu/de-de/career), [www.bti.de/durchstarten](http://www.bti.de/durchstarten) and [www.berner-group.com/karriere](http://www.berner-group.com/karriere).