



Press Release

Deutsche Amphibolin Werke concludes co-operative agreement with Sanner and Pirelli Deutschland – A joint technology day "Industry, Technology, Production – Experience qualified vocations close up" takes place on 9th July 2015

Ober-Ramstadt, 16th March 2015 (DAW SE) - The struggle to find young talent is in full swing. Professional and innovative marketing of apprenticeships is the order of the day for enterprises. With this awareness the Deutschen Amphibolin Werke (DAW SE) specifically approaches potential job applicants. It provides a forward-looking course which also comprises initiatives with other companies.

In collaboration with regional companies the building paints and insulation system manufacturer, DAW SE from Hesse's Ober-Ramstadt, wants to make the subject of vocational orientation tangible to school leavers.

To achieve this target a strategic partnership with the Sanner Group in Bensheim and Pirelli Deutschland GmbH at the Breuberg site has been started. The objective is to offer interested students from regional schools practical insights into technical vocations which form a focus in all three of the companies offering apprenticeships. During a major "Technology Day" on 9th July 2015 with the topic "Industry, Technology, Production – Experience qualified vocations close up" the companies will not only present their established qualified vocations, but rather also provide information on operating structures and career opportunities.

To show that this is not all talk and no action, after a joint introductory event the participants explore the individual companies on their premises. A shuttle bus takes them directly to the companies. Here, they spend 90 minutes experiencing the operation close up and authentically. In the main plant of DAW SE the apprenticeships Production Specialist in Chemistry and Chemical Laboratory Assistant are presented. In the German headquarters of Pirelli and at Sanner the focus is in each case on the apprenticeship "Process Mechanic for Plastics and Rubber Technology". After the intensive insights into the operations of the regional employers a joint concluding event for all participants is planned in Burg Frankenstein (Mühltal).

DAW SE
Roßdörfer Straße 50
64372 Ober-Ramstadt
Deutschland

Telefon +49 6154 71-0
Fax +49 6154 71-222
www.daw.de

Sitz: D-64372 Ober-Ramstadt
Amtsgericht Darmstadt
HRB 88725
USt-IdNr. DE 111 673 732

Vorsitzender des
Verwaltungsrates:
Dr. Klaus Murjahn

Geschäftsführende Direktoren:
Dr. Christoph Hahner
Christoph H. Hentzen
Dr. Ralf Murjahn (CEO)
Daniel Weber
Michael Wendler (COO)



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With the new partnership DAW SE is giving a comprehensive insight into the technical qualified vocations and is offering vocational starters a high potential for specialist, personal development at national and international levels. The qualifying operation supports and supervises starters on the career path to prepare them optimally for the demands of the industry in international competition. No matter whether in production, development, administration, marketing, training or services, well-trained and committed employees are indispensable for company growth, particularly in times of increased market demands. The objective is to arouse and maintain enthusiasm at all levels.

Since 1895 DAW, now in its fifth generation, has developed, produced and sold innovative coating systems. The independent family company has continued to grow to become the third largest manufacturer of building paints in Europe and for decades has been the market leader in Germany, Austria and Turkey.

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Link list:

DAW SE	http://www.daw.de/
DAW SE – Careers	http://www.daw.de/karriere/schueler/berufsausbildung.html
Sanner	http://www.sanner-group.com/nc/de/
Pirelli Deutschland GmbH	http://www.pirelli.com/tyre/de/de/company/pirelli_overview.html

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Figure:



PC: Throughout Germany DAW provides thorough, practically orientated training in the most varied vocations for over 230 apprentices. With an apprentice quota of 9.5% the company is placed way beyond the average for the chemical industry.

About the company:

DAW SE, Ober-Ramstadt

The DAW Group is the market leader in the building paints sector in Germany, Austria and Turkey. In Europe the company occupies third place for building paints behind two large international companies. With about 5,600 employees in Germany and abroad and with an annual turnover of about 1.3 billion euros, DAW is Europe's largest building paints manufacturer in private ownership. The group of companies includes Caparol (paints, enamels, glazes, thermal insulation composite systems) and Alpina (the brand for DIY enthusiasts). The most well-known product is Alpinaweiß - Europe's most sold interior paint.

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**DEUTSCHE
AMPHIBOLIN-WERKE
VON ROBERT MURJAHN**

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Press contact

Karin Laberenz

DAW SE

Company Communication

Roßdörfer Str. 50

D-64372 Ober-Ramstadt

Tel: +49 6154 71 -420

Fax: +49 6154 71 -99420

Mobile: +49 173 9311 809

E-mail: karin.laberenz@daw.de

www.daw.de

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