

Press release - for immediate publication

Apprentices of WEILBURGER Graphics GmbH take part in the #MachsWieWir #AzubiChallenge2022

Gerhardshofen, 11 October 2022 – The apprentices of WEILBURGER Graphics GmbH, an internationally active manufacturer of varnishes, inks and adhesives for the graphic arts industry based in Gerhardshofen, Franconia, are taking part in the **#MachsWieWir #AzubiChallenge2022** this year for the first time. The aim of this nationwide trainee competition is to present apprenticeship occupations in the form of short videos in order to arouse interest among potential applicants and make the job profiles more transparent. The competition is organised by Hamburg-based DSA youngstar GmbH, a company that has specialised in school and apprenticeship marketing since 1997. In addition to fame and recognition for their work and submitted videos, the participating apprentices can also win the prize money of 5,000 euros.

WEILBURGER Graphics GmbH welcomes the campaign and naturally supports all trainees who wish to take part in the competition. For example, the trainees were given time off for the video shooting days and the necessary hardware, such as smartphone gimbals for smoother camera work, was purchased and made available. The respective trainers were also happy to answer questions about the video content and about any safety precautions required at the production site.

The company offers training in a total of seven different occupations: **Coatings Laboratory Assistant (m/f/d)**, **Chemical Production Specialist (m/f/d)**, **Machine and Plant Operator (m/f/d)**, **Warehouse Clerk (m/f/d)**, **Industrial Clerk (m/f/d)**, **IT Specialist for System Integration (m/f/d)** and **Digitalisation Management Clerk (m/f/d)**. Trainees from currently five departments have decided to take part in the competition, of which three training departments have already filmed, edited and submitted their videos for the competition.

Felix Lucht, General Administration and Training Manager of WEILBURGER Graphics GmbH on the trainees' participation in the competition: *"We very much welcome the commitment of our trainees and are delighted with the ambition and drive with which our trainees have approached this competition. So far, three videos have been produced which we consider to be outstandingly successful and which present three of our apprenticeship fields in a very professional and entertaining way - Coatings Laboratory Assistant (m/f/d), Warehouse Clerk (m/f/d) and Industrial Clerk (m/f/d). Two other training departments are currently still busy filming and editing and will also submit their videos to the challenge, which runs until 31 December 2022."* Felix Lucht adds: *"Of course, we also see these competition videos as an excellent opportunity to use our apprenticeship occupations for our apprenticeship marketing activities independently of the competition and to use them to inspire new applicants for the coming apprenticeship years. For example, we have already been able to use the currently published videos during our participation in the*

Neustadt/Aisch training fair on 8 October 2022 and thus gained great enthusiasm and increased interest in the three apprenticeship occupations presented among pupils and parents."

Jan Röckelein, a trainee as a Coating Laboratory Assistant, was the first participant to complete and submit his outstandingly successful video.



It can be found on the Instagram account of **#MachsWieWir** under the following link:

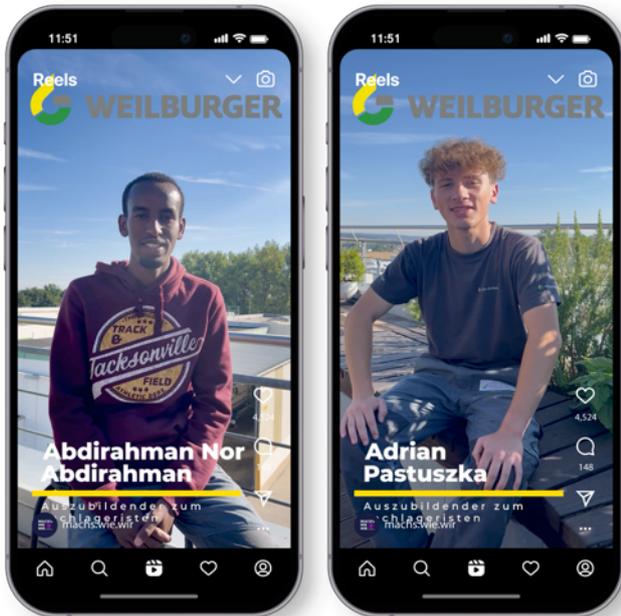
<https://www.instagram.com/reel/Ciwx25XrvQd>

Video description:

"Jan is doing an apprenticeship as a Coating Laboratory Assistant at WEILBURGER Graphics GmbH. Here he learns, for example, how tests are carried out and how they are planned, documented and analysed, and what role the different substrates play, such as metal, paper, wood, plastics, films and labels, etc. Many thanks for the video! @weilburger_graphics 🍷 #MachsWieWir #AzubiChallenge2022 #Participate #CoatingLaboratoryAssistant #Apprenticeship"

[Attention: Please turn on sound when playing the video].

As the second entry, our two Warehouse Clerk apprentices **Abdirahman Nor Abdirahman** and **Adrian Pastuszka** had their great video peppered with humour, completed and submitted.



This can be found on the Instagram account of **#MachsWieWir** under the following link:

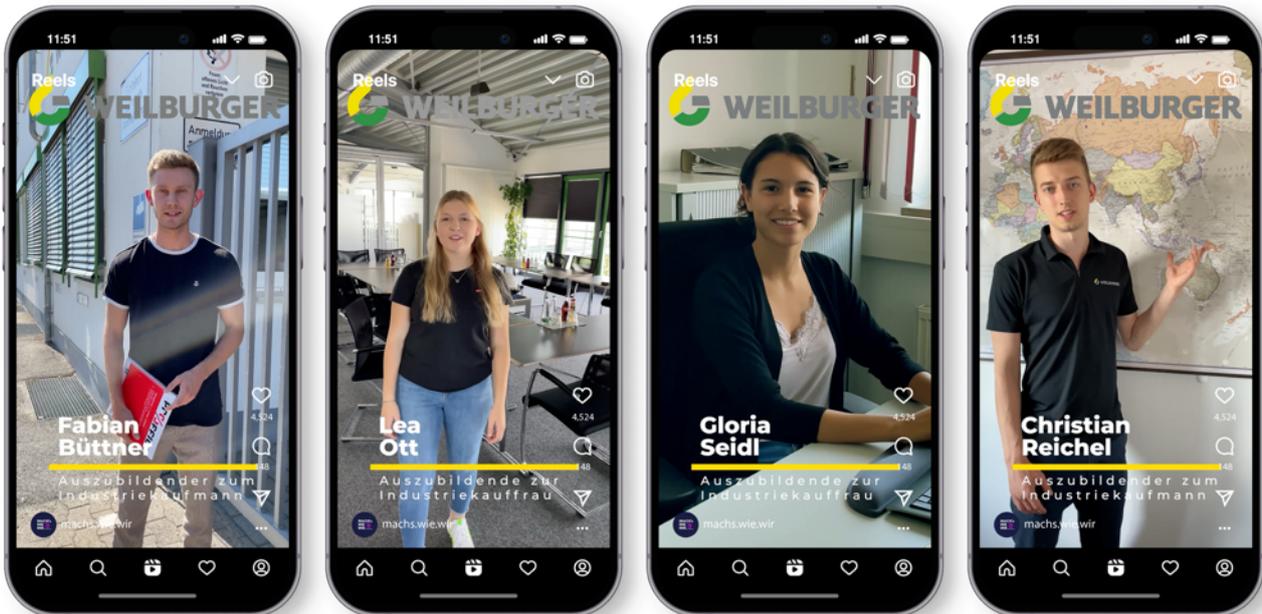
<https://www.instagram.com/reel/CjAqONGu47h>

Video description:

"Are you wondering how to store specialised goods and organise their correct delivery? Then start an apprenticeship as a warehouse clerk at WEILBURGER Graphics GmbH. Abdirahman and Adrian will tell you what to expect there! Thank you! @weilburger_graphics 🐛 #MachsWieWir #Apprenticeship #AzubiChallenge2022 #Participate #WarehouseClerk"

[Attention: Please turn on sound when playing the video].

And as the third entry, our four trainees for Industrial Clerk Gloria Seidl, Lea Ott, Fabian Büttner and Christian Reichel, had recorded, edited and submitted their also excellent infovideo about their apprenticeship profession to the competition.



This can be found on the Instagram account of **#MachsWieWir** under the following link:

<https://www.instagram.com/reel/CjVDLFyPbDt>

Video description:

"Gloria, Lea, Fabian & Christian get to know many different departments during their training at WEILBURGER Graphics GmbH. They learn, for example, how to purchase raw materials, auxiliary materials, energy and much more, or how to calculate sales prices. Well, how about an apprenticeship at a medium-sized company like WEILBURGER 🤔 #MachsWieWir #Participate #Apprenticeship #AzubiChallenge2022"

[Attention: Please turn on sound when playing the video].

Felix Lucht concludes: *"From our point of view and based on their great response rates and feedback, our apprentices are already among the favourites in the competition. Since, in addition to voting by the jury, the response from social networks – especially from the Instagram account of the **#MachsWieWir** Challenge (www.instagram.com/machs.wie.wir) – is also included in the judging of the videos and the views, likes and comments are evaluated, we would like to ask you to support our trainees in their participation and to watch, like and share the three videos linked here on Instagram. You are also welcome to do so via other platforms and by involving your own network.*

*Of course, we will be happy to keep you up to date on the progress of the competition and will also inform you about the two videos of our **Machine and Plant Operators (m/f/d)** and our **IT Specialist for System Integration (m/f/d)** that are currently pending."*

Further information: www.weilburger.com

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Persons:**Caption:**

Günter Korbacher – Managing Director of WEILBURGER Graphics GmbH

**Caption:**

Felix Lucht – General Administration and Training Manager of WEILBURGER Graphics GmbH



Caption: Logo WEILBURGER Graphics GmbH

PrintCity | Alliance Member

Caption: PrintCity | Alliance Member



Caption: Logo ClimatePartner - Certificate at www.ClimatePartner.com/14543-2007-1001

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