



Press Release

DAW SE Technology Day "Industry, Technology, Production – Experience qualified vocations close up" on 5th July 2016 Joint event with Sanner and Pirelli Deutschland

Ober-Ramstadt, 6th July 2016 (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.

After the positive feedback from the opening event last year, the building paints and insulation system manufacturer, DAW SE from Ober-Ramstadt in Hesse, also made the subject of vocational orientation for school leavers tangible this summer.

To achieve this target the strategic partnership with the Sanner Group in Bensheim and Pirelli Deutschland GmbH at the Breuberg site is being continued. 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 the second major "Technology Day" on 5th July 2016 with the topic "Industry, Technology, Production – Experience qualified vocations close up" the companies not only presented their established qualified vocations, but rather also provided information on operating structures and career opportunities.

To show that this was not just talk, after a joint introductory event the participants explored the individual companies on their premises. A shuttle bus took them directly to the companies. Here, sixty school students aged fifteen and sixteen experienced ninety minutes of operation – close up and authentically. In the main plant of DAW SE the apprenticeships, Production Specialist in Chemistry and Chemical Laboratory Assistant, were 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 there was a joint concluding event for all participants 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 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.

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PC: The school students passed through the training operations in three groups. Twenty students from the Lichtenberg-Schule in Ober-Ramstadt and the Roßdorf Justin-Wagner-Schule played a home game at DAW.

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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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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