/ PRESS RELEASE // OCTOBER 2021

A stand-out success: VOLLMER receives the HR Award for Training

Biberach an der Riss, 11. October 2021 – The Biberach-based sharpening specialist VOLLMER was one of the prizewinners at this year's German Human Resources Awards (Deutscher Personalwirtschaftspreis – DPP). At the grand awards ceremony in Berlin, the machinery manufacturer was awarded second place in the "Training" category. The DPP is one of the most prestigious HR awards in Germany and was held for the 29th time in 2021. The event is organised by the specialist magazine "Personalwirtschaft", published by F.A.Z. Business Media.

(You can also find the press release with relevant images at: http://www.vollmer-group.com/de/unternehmen/presse/pressemeldungen.html)

Successful training marketing is the foundation for future-oriented HR management. This is a well-known fact at VOLLMER. After all, it's not for no reason that the big hitters on the company's HR team were recognised for their achievements in the world of human resources this year. The concept of digital training marketing was a hit with the specialist jury to start, before going on to win over an audience encompassing the entire country.

The core of the winning concept of "work experience to go" for school pupils consists of an interactive online workshop focusing on career guidance, alongside a digital programming course. This gives the participants a hands-on experience in spite of the pandemic and lockdown restrictions – they receive a box containing tools and materials and can then gain practical experience with a range of tasks, supported digitally by apprentices. An accompanying brochure contains details about the different practice projects in the mechanical engineering field, which have all been developed by VOLLMER apprentices.

After being selected by a jury of experts, the finalists presented their projects in workshops as part of the Personal Reconnect trade fair between the 9th and 15th September. Over 1200 participants joined these workshops. At the same time, participants could vote for the projects online; each project was accompanied by its

own video. This vote and the jury's decision were used as the basis for the final ranking. On 16th September in Berlin, the winners of the 2021 DPPs were announced from a total of 70 eligible companies and awarded prizes in six categories.

Initially born of necessity,-the "work experience to go" concept will remain a fixture at VOLLMER – the company is planning to continue to offer it alongside in-person work experience. It is a great addition to conventional work experience placements within the company and offers an ideal solution for dealing with time constraints during annual leave or public holidays, or for young pupils who are hoping to get a first taste of a range of different careers in a short time.

The digital workshops will also be offered in the future: Active links with schools are, like work experience placements, an important part of training marketing, and this digital content can also be used in this context in order to bring more variety to the classroom.
The fact that all available training places were occupied despite all the challenges that the COVID-19 pandemic threw at us in 2020 is testament to how well these concepts work.

"To be recognised at this year's DPP 2021 is both a reward and an incentive for us to continue expanding our future-oriented HR engagement – just a few weeks ago, 17 young people once again began their training at VOLLMER," says Hans Wahl, HR manager at VOLLMER.

Digitalisation is not only an important element of training marketing; it has also influenced the training itself and has been integrated into the training concept. VOLLMER has been training new talent for over a century and continuously develops new ideas. The company's apprentices and students are trained far beyond the bounds of industrial, technical and economic skills in an environment that places equal focus on personal development, health and safety and, of course, fun. At VOLLMER, for instance, joint trips and excursions are part and parcel of training – just like in-house teaching, workplace health and safety management, and our range of practical projects, these simply can't be replaced by an online alternative.

(approx. 4100 characters)

Press picture

Caption: VOLLMER receives the second place award in the "Training" category of the Deutscher Personalwirtschaftspreis (DPP) for its achievements in digital training marketing. Annika Kürner, personnel officer for training at VOLLMER, and work-study student Carina Behringer were at the event this year to receive the award, which recognises the company's outstanding work in the field of HR.

About the VOLLMER Group
With its comprehensive range of machinery, the VOLLMER Group – which has sites in Germany, Austria, Great Britain, France, Italy, Poland, Spain, Sweden, the USA, Brazil, Japan, China, South Korea, India and Russia – enjoys global success as a specialist in tool machining in the Production and Service divisions. The technological leader's range of products includes the most advanced grinding, eroding, laser and machining tools for rotary tools and circular saws in the woodworking and metalworking industries, as well as for metal-cutting band saws. In offering this, VOLLMER draws heavily on the company's long-standing expertise and its strengths: Local contacts for efficient communication channels, quick decisions and rapid action by a family-run company. The VOLLMER Group currently employs approximately 800 workers worldwide, with around 580 of these at the main headquarters in Biberach alone, including more than 75 trainees. The company invests around eight to ten per cent of its turnover in the research and development of new technologies and products. As a provider of technology and services, the VOLLMER Group is a reliable partner to its customers.

Further information and relevant images are available at:
http://www.vollmer-group.com/de/unternehmen/presse/pressemeldungen.html

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