

29 new apprentices at Loewe

Kronach – 29 young people have started apprenticeships at Loewe. With apprenticeships as Industrial Management Assistant, European Industrial Management Assistant, Electronics Technician, Mechatronics Technician, Industrial Mechanic, Machine and Plant Operator and Design Draughtsman and combined apprenticeships and studies as Industrial Management Assistant, Mechatronics Engineer and IT Specialist, the young people are taking their first step onto the career ladder.

For the first time, Electronics Technicians are being trained by Loewe on a dual study programme. This promising new career path, which combines on-the-job training with study, was created as a joint initiative between Loewe and Coburg University of Applied Sciences. The aim is to counteract in good time the predicted shortage of skilled workers, especially in the engineering professions.

For a number of years it has been a tradition at Loewe to celebrate the start of the apprenticeships with the parents of the new apprentices. Many mothers and fathers accepted this invitation. They wanted to see where their children would be spending the next two to four and a half years.

Loewe Personnel Director, Dieter Saalfrank, introduced the Loewe staff in charge of the apprenticeship programme: the commercial training team of Anja Ströhla, Heidi Vetterdietz and Jürgen Löffler, as well as the technical training team of Herbert Pfaffenberger and Wolfgang Weidenhammer.

Going into more detail, Dieter Saalfrank described this day in the new apprentices' lives as "the start of a new stage in your life that won't always be child's play, but will also contain hurdles and stumbling blocks", adding that the apprenticeship is an important foundation for future career success. He pointed out to the parents that they too play a direct role in making their children's apprenticeships a success.

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The Works Council chairman, Günter Oßwald, welcomed the “Newbies”, as did the chairman of the Representation Committee for Young Workers and Apprentices, Dominik Trapper.

There then followed a presentation of the company, including the current range of products, the history of Loewe and an insight into the television manufacturing process. The new apprentices were then divided into groups and given information about training content and the procedures at Loewe.

All the new apprentices spent the second and third days of their apprenticeships with their trainers at the Knock in Teuschnitz youth education centre, taking part in the two-day “introductory seminar for young Loewe employees”.