**Four apprentices are starting off their professional careers in the Ströher Group**

**On August 1st, four motivated young people started their apprenticeship as industrial ceramists and industrial mechanics at the Hessian clinker and ceramics specialist Ströher. Through the targeted training of qualified young professionals, the company secures the standards that are associated worldwide with clinker and ceramics “Made in Dillenburg”.**

Patrick Schneider, Managing Director of the Ströher Group: “Our qualified expert staff, especially in the field of industrial ceramics, is essential for being able to remain competitive in national and international markets in the future. Therefore, the qualified dual training is a central strategic element for the Ströher Group for securing skilled personnel, and has a high priority”.

In addition to the traditional in-house instruction and targeted exam preparation, the Ströher Group primarily relies on a mentoring system that has been successfully established over the recent years. Here, mentors from a higher apprenticeship year support the apprentices in their new day-to-day work and answer their questions. This ensures contact and integration and gives the apprentices a sense of security. These are important values in the Ströher Group.

The Ströher Group is a German ceramics company that operates worldwide and specialises at its Dillenburg site in the production and sale of signature ceramics and clinker, i.e. ceramic tiles and clinker brick slips with a distinctive character. The parent company Ströher has been one of Germany's leading manufacturers of extruded clinker brick slips for facades and frost-resistant outdoor ceramics for patios and balconies since 1884. The subsidiaries Gepadi and Ströher Living market fine stoneware lifestyle tiles for floors and walls in the residential ceramics business segment.

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