

PRESS RELEASE

May 2026



United by Tools Event brings apprentices and brand partners together in Bühl

Two-day event format at Komzet Bau Bühl combines talent development, dialogue and hands-on experience

The United by Tools Event, held on 21 and 22 April 2026 at Komzet Bau Bühl, demonstrated what modern, dialogue-driven talent development in the skilled trades can look like today. Together with brand partners BESSEY, Halder, PARAT, Pica Marker, Picard and STABILA, the two-day event placed around 250 apprentices from Komzet Bau Bühl and Bühl Vocational School at the centre of the programme.

At a time of ongoing skills shortages, the skilled trades offer young people excellent career prospects. This was exactly where the two-day event came in: it brought young talents and brand partners into direct contact, communicated product knowledge in a practical, hands-on way, and created a setting that combined information, experience and community.

“Supporting young talents is not only our responsibility, but also an investment in the future of the skilled trades. Those who invest in the next generation today secure quality, innovation and passion in our trade for tomorrow,” said Dipl.-Ing. (FH) Frank Hassler, Deputy Managing Director and Head of Komzet Bau Bühl.

He opened the event together with Florian Braun from Komzet Bau Bühl and Nicholas Baldermann from STABILA. The participating brands then showcased their products at Dedicated stations. There, the apprentices were able to learn about products, explore applications and put their skills to the test in various challenges. In addition to the brand stations, the first day of the event offered further highlights with a strong experiential appeal: a photo booth created Lasting memories, while designing their own T-shirts with spray paint called for creativity. Catering was also provided for all participants. With their stamp card, they received a voucher that could be redeemed for a burger at the food truck.

A special highlight at the end of the first day was the raffle of six apprentice tool bags, each worth around €250. To take part, participants had to collect a stamp from each partner brand on their stamp card. The tool bags from PARAT contained products from all the participating brands, including a spirit level and pocket tape from STABILA, hammers from Picard and Halder, marking pens from Pica Marker, and clamps from BESSEY. This made the collaboration between the participating brands immediately tangible for the apprentices.

The second day of the event focused entirely on product training sessions and more in-depth challenges. The aim was to make specialist knowledge directly applicable and to further deepen the direct exchange with the next generation of tradespeople. Team spirit, precision and stamina were all put to the test: at PARAT, the apprentices packed a tool case as precisely as possible to match a specified target weight, while at STABILA they stacked fully extended folding rules on a

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traffic cone. At Halder, the classic beer stein holding contest was reinterpreted with a hammer and a nail cord, requiring above all strength and stability. At Picard, precision and the right feel for the hammer were also essential, as participants had to drive a nail in completely with just three strikes. BESSEY, meanwhile, focused on hands-on product training tailored to each trade and the products best suited to its specific needs.

Florian Braun, Head of the Timber Construction Department at Komzet Bau Bühl, summed up just how valuable this first-ever format was for everyday training: "Living craftsmanship meets the best tools – for strong professionals of tomorrow."

Speaking on behalf of United by Tools, Nicholas Baldermann from STABILA added: "The success of the event underlines the importance of actively supporting young talent in the skilled trades. For the partners in the United by Tools network, the focus is both on direct exchange with apprentices and on making the wide range of opportunities in the skilled trades visible – especially on the platforms through which young people are reached today."

With the United by Tools Event, the participating partners are sending a joint signal for the future of the skilled trades. The event shows that support for young talent is particularly sustainable where practical experience, personal exchange and genuine enthusiasm come together.

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IMAGE MATERIAL:



Image 1: 250 apprentices at the United by Tools Event at Komzet Bau Bühl.



Image 2: The apprentices design their own T-shirts using spray cans and motifs from the partner brands.



Image 3: The custom-designed T-shirts dry outside after the creative activity.

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Image 4: Memorable moments from the photo booth are captured in front of the United by Tools photo wall.



Image 5: The lucky raffle winners present their apprentice tool bags.

Press photos and additional image material from the United by Tools Event are available for download at the following link:

https://filetransfer.parat.de/d/s/182BqKnSM3QdLX1GC8Kzd1gQ9pSpM0Vw/rweuCALT0euOCewjZOyMpBJmXNann99w-Z7VAEDM_KA0