SIEGWERK

05/17/2006 Press release Pressemitteilungen Company

Siegwerk Headquarters opens its gates for Girls' Day

At the Siegwerk headquarters in Siegburg (Germany), this year's nation-wide Girls' Day was an excellent opportunity for school girls in grade levels 5 to 10 to check out the working world for a day. Five young women took the opportunity to explore career paths they may not usually have considered at Siegwerk.

"It was really great," enthuses 11-year-old Dénise Becker. "Everybody was really nice and answered all my questions. I'd really enjoy spending some more time here - like with a longer internship." Dénise's mother Isabell, who works at Siegwerk's Flexible Packaging business unit, took her along to Siegwerk, where she spent the day in the lab "because I think that's really exciting and I could imagine working in a lab later."

For mom Isabell, Girls' Day at the Siegwerk HQ was also a success: "Last year, when Dénise took part for the first time, we saw that it was really difficult to find companies that let the girls participate." When Isabell found out from Veronika Dern - who works in the lab - that Siegwerk was taking part in the program, her colleague offered that Dénise could spend the day with her. "That was good because kids are generally pretty interested in the place their parents work at," says Isabell. "And Dénise enjoyed it so much that she rather would have come to Siegwerk with me again this morning than gone to school!"

Offering a fresh perspective

This year, one local school wanted to give equal rights for boys, giving two young men the opportunity to have a closer look at Siegwerk's IT Department for "Boys'

Day". The seven kids who spent the day at Siegwerk all have parents working for the company. Girls' Day gives young women the chance to explore career options they wouldn't usually consider - and to make useful contacts for their later job search.

According to a recent survey in Germany, 90 percent of those participating in Girls' Day consider the program to be "good" or "very good". 40 percent of the girls taking part say they could imagine doing an intern- or traineeship at the company where they spent Girls' Day; about a quarter of the companies offering Girls' day places later receive such applications from former participants.

Siegwerk Group International
With 4,000 employees in 36 countries and annual sales of €830 million, Siegwerk Group International is a world-leading independent ink manufacturer. Established in 1830 and headquartered in Europe, the company is one of the oldest family-owned businesses. Countless inventions and patents demonstrate the Group’s leadership in innovation. Siegwerk Group International is a global market leader in packaging ink and publication gravure ink. In web offset the company is one of Europe's fastest-growing players in the industry.

Media contact



Nathalie Müller-Samson
Manager Corporate Communications

Tel: +491622002727
Email: nathalie.mueller-samson(at)siegwerk.com



Read and share this content online

Scan the QR code to open this article on the Siegwerk website.