

Machines, Fairs and Doer Mode

Annika Kobsa wants more projects of her own, Daniel Fehr wants to go to the USA – baier & michels (b&m) makes both possible: What drives the junior staff at the screw manufacturer in Rohrbach.

For Annika Kobsa, the path to becoming an industrial clerk began at a horse paddock in Rohrbach (Ober-Ramstadt). “I had riding lessons there and always wondered what was happening on the huge site across the road,” reports the 17-year-old. After researching on the net, everything happened quickly. One cover letter. Two online meetings. “And then I walked through baier & michels’ production, warehouse and administration with HR representative Kira Schütz.”

The tour helped finding the answers: baier & michels, or b&m for short, develops and manufactures special fasteners, such as parts for direct screw connections. “They make the inner workings of cars, agricultural or construction machinery stable and secure,” explains Annika Kobsa, who started her traineeship in the summer of 2021. She says of her typical day on the job: “From the professional point of view, it’s top-notch, because the departments – whether engineering, purchasing or marketing – convey the content in a clear way.”

Interpersonally, she says, it’s also fun. “There are team events, laser tag sessions and people who can laugh at themselves.” And the long-term perspective? “Is definitely a given at b&m,” says Annika Kobsa. She is to take on more and more projects on her own at the moment, including looking after an automotive customer. “In the future, I would like to be increasingly active in the Sales team.”

Develop on an individual level
Daniel Fehr shares these experiences. After his traineeship, the 23-year-old industrial clerk op-

rates in the New Business sector of b&m – very soon from the USA. “The country is my big dream.” In the spring, he will set off for several weeks to the b&m locations in Greenville and Detroit. “There I will accompany our trade show appearances and product management.”

HR expert Kira Schütz accompanies the junior staff as a mentor. “We are looking for dual students and trainees in office and skilled trades to help shape our growth.” According to Schütz b&m not only offers stability through a financially strong parent company, the Würth Group. “As a company, we support those who want to develop individually and really hit the ground running.”



Precision in the application lab: Daniel Fehr inspects a blind hole in a plastic component.



Starting out as industrial clerks at b&m: Daniel Fehr and Annika Kobsa together with Kira Schütz (HR) in the production facility.