

Press release

Current

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AMF trainees contribute receipts of 18,000 euros from their Christmas campaign, which was now performed live



Christmas market comeback with record contribution

(Fellbach) The return of the Christmas market after a Corona-caused break showed a magnificent comeback for the trainees of Andreas Maier GmbH & Co. KG. An incredible sales revenue of 18,000 euros is a record in the long history of the campaign. This also reflects the joy of the visitors as they returned to the Fellbach Christmas market. As always, the trainees of the family-owned company contributed the sales revenue to a good cause. This time, the proceeds went to the Sternentraum 2000 e.V. association, which fulfils the wishes of disadvantaged and sick children.

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“This magnificent comeback of the Fellbach Christmas market as an in-presence event overwhelmed us all,” said Peter Andrianos, responsible for industrial training at Andreas Maier GmbH & Co. KG. With their 17th Christmas market, the AMF trainees achieved a record amount of 18,000 euros. After a two-year break due to Corona, the Fellbach Christmas market again took place live last

year. The large number of visitors to the Christmas market and the numerous customers at the AMF stand show how much people wanted this event to return. "Many regular customers expressly welcomed our return," reports Patrick Maier, a future tool mechanic in his third training year and one of three organisers of the 2022 Christmas market stand. This time, the record amount will be contributed to the Sternentraum 2000 e.V. Association in Backnang, which fulfils wishes of disadvantaged and sick children.

Live sale wasn't yet certain at the start of the project

As the real project of the trainees was first being planned in spring 2022, it was certainly not clear whether they would be able to go live again. Still, the business, industrial and technical trainees as well as the students at the Baden-Wuerttemberg Cooperative State University (DHBW) kicked off the project with great eagerness and enthusiasm. When it finally became clear that the Christmas market would take place, anticipation of it set everyone's efforts free. And so the articles from the assortment, now counting over 90 pieces, achieved outstanding sales. As every year, new products again enriched the offering. Visitors could admire a new grill tray, a bottle opener with cap container, a chain and three games. Sales stars this time were the mini Christmas tree, followed closely by the magnet pins and the mini elks. Among the new items, a mini basketball game came in first place.

Besides the many happy customers, the trainees are glad about the valuable experience. This is confirmed by Patrick Maier: "We gained a lot of experience, since all trainees and students are involved in the project and work closely together." The product designer in training Moritz Ebner praises "that the great communication between office and production brought us closer together, and we also got to know our established employees better and made contacts." The future industrial administrator Loris Alterino adds: "It was terrific, real teamwork, and it was fun to take on responsibility and to plan."

A real project with experience for life

And so all were satisfied with the 17th edition of this wonderful real project, which knows only winners. The fact that the proceeds are donated to charity has a long tradition. As always, the trainees themselves picked the beneficiary. And so many disadvantaged and sick children will now be happy that the Sternentraum 2000 e.V. association can fulfil for them wishes that would otherwise be unattainable.

499 Wörter, 3.576 Zeichen

Directory of images for AMF trainee contribution 2023



Image no. 121-01 AM_SpendenÜbergabe.jpg.

Comeback with record contribution: The sales receipts of 18,000 euros from the 17th Christmas market campaign of the AMF trainees this time goes to the Sternentraum 2000 e.V. Association in Backnang, which fulfils wishes of disadvantaged and sick children.

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Image no. 121-02 AM_Weihnachtsverkauf.jpg.

After a two-year break due to Corona, last year's Fellbach Christmas market enjoyed a magnificent comeback. The annual real project of the family-owned company AMF ended with a new sales record.

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((Information on the AMF trainees Christmas market campaign))

Contribution for a good cause

For the AMF Christmas market stand project with a real connection to practice, which has taken place since 2008, prospective industrial administrators and tool mechanics, students at the Baden-Wuerttemberg Cooperative State University (DHBW), technical drawers, mechatronics technicians and warehouse technicians work together across fields and functions just as they do in a real company. The trainees plan and carry out the project independently. They are supported by the company and the trainers to the best of their ability and learn project work under real business conditions. In the practical project, which starts in the spring, they learn how to think and behave as entrepreneurs under real conditions. The reward for the efforts with real time pressure is the sales success that benefits a good cause every year. The trainees themselves determine who receives the funds. The Christmas campaign will take place again in 2023.

((AMF company information))

Market leader in machine-table clamping

Today, Andreas Maier Fellbach (AMF), originally founded in 1890, is a one-stop supplier of clamping technology and one of the world market leaders. With a global market presence, the company and its employees always have an open ear for the problems of their customers. By listening to these needs, and through its strong problem-solving ability, professional consulting, intelligent engineering and high manufacturing quality, AMF repeatedly develops project fabrications and customised solutions for customers as well as standard solutions that succeed in the market. With more than 5,000 products and numerous patents, it ranks among the top innovators in the industry. Speed, flexibility and 230 well-qualified employees guarantee success at Andreas Maier GmbH & Co. KG. In 2021, AMF earned revenue of almost 44 million euros.