

Press release

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Contact:
Veronika Soier
BAUER Aktiengesellschaft
BAUER-Strasse 1
86529 Schrobenhausen, Germany
Phone: +49 8252 97-3517
public.relations@bauer.de
www.bauer.de/en

BAUER Supports the “Baumeister” Campaign – the “Young Builders” Initiative

Schrobenhausen, Germany – It was a moment of great excitement for many preschool children: At the end of the school year, the educational initiative “Looking for Young Builders! Harry Hammer and Nicki Nail on Tour” presented the children at the Taka-Tuka-Land daycare center with a brand-new workbench. Now in its eighth year, the initiative, launched by the Bavarian Construction Industry Associations, brings the construction trades into daycare centers across Bavaria. It is supported by the Bavarian State Ministry of Housing, Building and Transport, while the BAUER Group serves as the local sponsor in and around Schrobenhausen.

In July, Harry Hammer and Nicki Nail – the initiative’s two main characters and experienced educators with practical construction skills – visited the daycare center in person. Equipped with a workbench, tools and a practical guide, they introduced the children to the fun of building things with their own hands. At the same time, they trained the daycare staff on how to integrate hands-on building activities into the daycare’s daily routine.

The new workbench was set up in the workshop, which is located in the garden shed. Under expert guidance, the children enthusiastically set to work in small groups, sawing, hammering, and building. Frank Seitz, Head of Human Resources at the BAUER Group, brought the materials for this project to the ceremonial handover. Christine Weichert, Head of the daycare center, expressed her sincere gratitude and delight that Taka-Tuka-Land had been selected to receive the workbench this year.

The initiative aims to integrate practical craftsmanship into everyday life at daycare centers over the long term. As hands-on learning experiences have increasingly taken a back seat in early childhood education, the Bavarian Construction Industry Associations launched the program to inspire children to discover the world of building from an early age. Working with tools has been proven to improve manual dexterity and concentration while also strengthening problem-solving skills – abilities that are valuable throughout life. The Bavarian State Ministry of Family, Labour and Social Affairs has recognized the initiative as an “Outstanding Career Orientation Program.”

Images: pressebild-press-image-aktion-baumeister-bauer-gruppe...



(1) Let's get to work: BAUER supports the "Young Builders" campaign, an initiative of the Bavarian construction industry associations.



(2) Harry Hammer and Nicki Nagel visiting the Taka-Tuka-Land daycare center in Schrobenhausen.

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About BAUER

The BAUER Group is a leading provider of deep drilling equipment, equipment and products dealing with ground and groundwater. The Group can rely on a worldwide network on all continents. The Group's operations are divided into three forward-looking segments: Geotechnical Solutions, Equipment and Resources. BAUER profits enormously from the collaboration of its three business segments, enabling the Group to position itself as an innovative, highly specialized provider of products and services for demanding projects in specialist foundation engineering and related markets. BAUER therefore offers suitable solutions to the world's greatest challenges, such as urbanization, the growing infrastructure needs, the environment, as well as water. The BAUER Group was founded in 1790 and is based in Schrobenhausen, Bavaria. In 2025, it employed about 10,500 people and achieved total Group revenues of EUR 1.7 billion worldwide. More information can be found at <https://www.bauer.de/en>. Follow us on [Facebook](#), [LinkedIn](#), [Instagram](#) and [YouTube](#)!