



TRAININGSWERK PROGRAMME 2026 OFFERS NEW IMPETUS FOR CONTINUING EDUCATION

**NORDWEST launches the
TrainingWerk 2026 programme with
fresh momentum for further
professional development**

**Dortmund, 02 February 2026 – In 2026, NORDWEST is once again setting
benchmarks in the qualification of its specialist trade partners with its**

TrainingWerk programme. The trade association's training and further education programme is being continuously expanded to meet the current challenges facing the industry and to help secure the long-term success of specialist dealers. Alongside well-established, popular in-person courses and practical online trainings, participants can look forward to several exciting new additions in the coming year.

The TrainingWerk programme offers even greater variety this year – covering digitalisation topics, classical product knowledge, sales and purchasing, as well as social media and online marketing.

New seminars for construction, trades and industry

New in the 2026 training portfolio are the seminars on "NORDWEST Testing and Measuring Instruments" and "Lifting Technology". Also new to the programme are advanced training courses on the topics of "Construction Documentation" and Acceptance & Defect Liability and Limitation of Defect Claims", which are aimed at technical and commercial employees involved in construction project work.

Specialist consultant courses for all product segments

In addition to the popular and well-established PPE specialist consultant courses in spring and autumn, specialist trade partners can deepen their consulting expertise in the specialist consultant courses for welding technology, compressed air technology, surface technology, chemical-technical products, operating equipment and tools – each concluding with a recognised certification as a Certified Consultant. This not only strengthens participants' technical expertise, but also demonstrates it externally.

In focus: sales and online marketing topics

The course "Runway Sales – Become a Sales Pilot", which premiered last year and covers a wide range of sales topics, was extremely well received and will be offered again this year.

Also still relatively new within the TrainingWerk programme are the social

media trainings for LinkedIn and Meta, which are tailored to beginners or more advanced users depending on the course, preparing participants specifically for digital visibility and a professional online presence. The SEO basic training for optimising specialist retailers' websites was very well received when introduced last year and will therefore be offered again. After all, those who are not found on Google and other search engines risk losing potential customers.

A new addition to the portfolio is the seminar "LinkedIn Focus – Become a Corporate Influencer". It supports companies in building a stable and sustainable corporate influencer team that strengthens their digital visibility and reputation.

Modern learning, strong support

With experienced trainers, modern learning environments and comprehensive services, NORDWEST ensures optimal conditions within TrainingWerk to help employees from its dealer network develop both personally and professionally. Whether compact webinars, multi-day intensive courses or flexible e-learning modules – the 2026 programme offers the right format for every need. With the knowledge provided here, NORDWEST's specialist trade partners are always one step ahead of the competition.

Über die NORDWEST Handel AG:

Die NORDWEST Handel AG mit Sitz in Dortmund gehört seit 1919 zu den leistungsstärksten Verbundunternehmen des Produktionsverbundhandels (PVH) mit einem Geschäftsvolumen in Höhe von 4.801 Mio. Euro gesamt per 2023. Die Kernaufgaben des Verbandes zur Unterstützung der rund 1.255 Fachhandelspartner aus den Bereichen Stahl, Bau-Handwerk-Industrie und Sanitär- und Heizungstechnik (Haustechnik) liegen in der Bündelung der Einkaufsvolumina, der Zentralregulierung, einem starken Zentrallager sowie in umfangreichen Dienstleistungen. NORDWEST ist auch in Europa, insbesondere in den Schwerpunktländern Österreich, Schweiz, Frankreich, Polen sowie Benelux aktiv.

Herausgeber:

NORDWEST Handel AG

Robert-Schuman-Straße 17

44263 Dortmund

<http://www.nordwest.com>

Astrid Sassen

Geschäftsbereichsleiterin Marketing & Unternehmenskommunikation

Telefon: +49 (0)231 - 2222 - 3301

E-Mail: a.sassen@nordwest.com

Janine Berghoff

Referentin für Presse- und Öffentlichkeitsarbeit

Telefon: +49 (0)231 - 2222 - 3340

E-Mail: j.berghoff@nordwest.com

Anna Eckart

Referentin für Presse- und Öffentlichkeitsarbeit

Telefon: +49 (0)231 - 2222 - 3341

E-Mail: a.eckart@nordwest.com

