

The spot entitled "Kalisz educates good employees".

The spot is addressed primarily to potential investors who are considering locating their venture in Kalisz. The aim of the spot is to show the cooperation of vocational schools in Kalisz with production companies, under which young people from vocational and technical schools can take practical classes in production plants. Thanks to such activities, students consolidate and enrich the knowledge acquired at school and gain experience in a real work environment.

At the beginning, an inscription appears on a black background: Kalisz educates good employees. The spot consists of dynamic images depicting students during practical classes in schools and employees operating machines in workplaces.

First you can see the students of Kalisz gastronomy, who decorate a hand-made cake. For decoration, they used crushed "Grzeński" wafer and fresh fruit. The camera zooms in on the wafer and then takes viewers to the Colian factory where the wafers are made.

A wafer production line is shown at the Colian production facility. You can see how these sweets are made. You can see large dry wafers, which are then cut into smaller ones. Then the folded wafers go on a conveyor belt and are covered with chocolate. Later, the worker transfers the box of ready-made wafers to the conveyor belt, on which they depart.

Now the viewer is transferred to the Vocational and Continuing Training Center in Kalisz. The camera entered a modern CNC machine workshop. Students - future mechatronics, under the supervision of an instructor learn to operate CNC machines. Then comes the image from the Colian factory. It is shown how future mechatronics operate a machine that controls the production of wafers. Pupils listen to the factory worker - he explains something to them. Finally, we look into the mechatronic room at the Colian factory, where students work on a computer, one of the students reads the instructions from a piece of paper.

Then we move to the furniture production plant - Kalmeb Piotr Zimny.

Two carpenters are cutting chipboards. The camera rolls over the hands of the worker, who puts down the cut piece of plate with both hands. This is where the image jumps. The plate is lifted with both hands - but it is picked up by a student of the Saint Joseph Technical School in Kalisz. In this way, we smoothly move to the carpentry workshop in this technical school. We are now observing students who, under the guidance of a teacher, learn the art of carpentry during classes at their school. Pupils also cut plates on machines, mark lines on them with a pencil. They transport cut slabs. There are girls among the group of students.

At the end, when the voiceover speaks the text, images from schools and factories are shown again. These pictures show exactly what the teacher is talking about. Voiceover words: We train your future employees in good schools, on modern equipment, under the supervision of the best professionals, thanks to cooperation with the Kalisz industry.

The film ends with a blueboard with the logo of Kalisz with the inscription: Kalisz - add your story.