

PRESS RELEASE

HOYER develops additional training container concept for the U.S. market

Specially engineered design meets U.S.-specific requirements – training container unit is on its way to the United States

Hamburg, March 16, 2026 – **Following the successful implementation of the European training concept, HOYER is now expanding its training offering to the North American market. A training container unit developed specifically for the United States has been completed and is currently on its way to the country.**

The European training concept - consisting of a modified tank container and its corresponding chassis - has proven to be an effective tool for knowledge transfer since its introduction. The idea originated in 2013, when HOYER set out to present technical aspects of tank containers in a more vivid and practical way for employees, customers, and users. Since then, the concept has become an integral part of training programs, including those for public institutions such as fire departments and police forces, as well as customer events and trade fairs.

Since the launch of the first HOYER training container, this educational concept has set standards throughout Europe. What originally began as a practical solution - using individual components to clearly explain application errors and typical misuse - has evolved into a completely new, mobile training approach and was honored with the Dangerous Goods Award in 2017. The training container enables realistic and safe demonstrations of technical processes, and clearly illustrates complex procedures. With great success: from industrial companies to emergency services, authorities, and military organizations, a wide variety of institutions across Europe rely on HOYER's training modules. Over the years, the concept has become a core element of safety and quality training.

“With the new training units for the United States, we consistently continue our international training activities. Our goal is to make our technical expertise available wherever our customers and employees need it. The concept supports them in handling tank containers even more safely and efficiently,” says **Björn Schniederkötter**, Chief Executive Officer of the HOYER Group.

For use in the United States, however, HOYER intentionally did not aim to simply replicate the European equipment. Due to significantly different regulatory and technical requirements in the U.S. market, the company opted for a complete redesign. The experience gained from

ABOUT THE HOYER GROUP

HOYER, a traditional independent family business, has been one of the world's leading bulk logistics providers since 1946. As a specialist, it has extensive know-how in the provision of holistic services, with particular customer proximity. It develops and implements comprehensive solutions in European and worldwide bulk logistics, especially in the chemical, food, gas and mineral oil products industries. For this, employees and representative offices in over 100 countries on five continents support customers with well-thought-out logistics solutions to make them even more successful in their respective markets. As well as trucks, road tankers, IBC totes and tank containers, HOYER owns numerous logistics plants with depots, cleaning facilities and workshops. The HOYER Group was awarded the EcoVadis Gold Medal for its commitment to sustainability, ethics, and responsible corporate governance.

PRESS CONTACT HOYER GROUP

HOYER GmbH Internationale Fachspedition
Svenja Rüde
Wendenstrasse 414-424
20537 Hamburg | Germany
Tel.: +49 40 21044 416
Fax: +49 40 21044 455
presse@hoyer-group.com
www.hoyer-group.com

European operations - especially the expertise of long-standing employees - played a key role in shaping the new concept.

“A direct transfer of the European equipment to the U.S. market would not have been technically or regulatorily viable. That’s why we developed an independent training concept that meets U.S.-specific requirements while also reflecting the multimodal application possibilities of our tank containers,” explains **Niels Merettig**, Senior Manager Engineering Equipment of the HOYER Group.

The result is a unique training setup tailored to the needs of the U.S. market:

- **A specially engineered tank container**, primarily serving as a demonstration object
- **An additional purpose-built box container**, designed exclusively for training use

Together, these two elements form a training module that is unique in its design.

“The initial feedback from our customers and partners in the U.S. confirms that we are on the right track with this new training approach. The show container and the training box are important building blocks to expand our service and training offering in North America and to provide a comprehensive training concept with standardized modules in the future,” says **Christian Berlin**, Group Executive Director Operations of the HOYER Group.

HOYER has been firmly established in the North American market for many years, and the new training container further expands its local training and service offerings. It complements the existing operational network and serves as the foundation for the further development of a training program specifically tailored to the U.S. market. This strengthens HOYER’s long-term support for its U.S. customers and service partners.

Photo material is available [here](#):