



INTERVIEW ON the dataTec Recovery Package 2025 – "We'll do it!"

An interview with Markus Kohler, CEO of dataTec AG

The new federal government is currently being formed - and dataTec is already launching its own recovery package. Why this step?

Markus Kohler: We didn't want to wait for political measures to take effect at some point. Our customers are facing challenges today and need tangible support immediately. This is exactly where we come in: with our recovery package (www.datatec.eu/de/en/konjunkturpaket), we enable companies, research institutions and educational establishments to invest in modern measurement technology quickly, efficiently and with an eye to the future. It's all about speed, reliability and practical help.

What exactly is in the dataTec Recovery Package?

We have put together a whole bundle of measures. Our scrappage scheme is at the heart of it: customers receive up to 5,000 euros when they buy a new device if they have their old device disposed of by us. This saves money, reduces costs and conserves resources. We also offer attractive special items, affordable entry-level appliances and tested demonstration appliances. Ideal for anyone who wants to modernize their technology without compromising on quality or financial planning.

That sounds like more than just a discount program.

That's right, we weren't interested in short-term incentives, but in helping to strengthen Germany as a location for innovation. Many companies and educational institutions are currently under considerable pressure to invest. At the same time, the need for high-performance, modern technology is growing. With our package, we not only want to offer financial relief, but also provide targeted support where new impetus is needed: in research, in training, in the development of pioneering technologies. Our range of services, from calibration and repair to advice, is also open to everyone, regardless of manufacturer or place of purchase. After all, functioning technology is a basic prerequisite for competitiveness. In our view, what is needed at this time is less wait-and-see and more concrete action. This is exactly what we want to contribute to.

Your company is celebrating its 40th anniversary this year. Are there any special campaigns in connection with this?

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Our 40th anniversary is an occasion for us not only to look back, but also to give something back. That's why we have deliberately incorporated the anniversary into our recovery package. As part of this, we are offering additional special promotions and discounts together with our partners. As a sign of appreciation towards our customers. For us, this is a shared journey, not just a milestone.

Education also seems to be a key topic. Why?

Because education is the key to our future, especially in economically difficult times. That's why we make modern measurement technology particularly accessible to educational institutions, with highly discounted conditions. We also offer free taster courses on NI (National Instruments). Online or in our training rooms in Reutlingen and Munich. And with our seminar vouchers, we support further training courses at our dataTec Academy with up to 100 euros.

What is particularly important to you personally in this package?

That is practical. It's not about symbolic politics or marketing, but about real benefits. It's important to me personally that we don't just react but take responsibility - in a way that can be felt in our customers' everyday lives. I don't believe in big promises if they are not linked to concrete benefits. That's why we have developed a package that is deliberately geared towards real requirements and doesn't require a one-size-fits-all solution, but rather flexible modules from which everyone can choose what suits them best. For me, this is a key element of genuine customer proximity: understanding what is needed and making it possible.

And what do you say to those who are still hesitating?

I understand the hesitation. In uncertain times, people weigh up investments particularly carefully. But that's exactly why now is the right time to take targeted action. Investing in technology, training and future viability today sends a clear signal both internally and externally.

We have designed the dataTec Recovery Package to provide pragmatic support without creating hurdles. And we accompany our customers on this path. With exactly 40 years of experience, solution-oriented thinking and a partnership-based understanding of their respective challenges.

All information: www.datatec.eu/de/en/konjunkturpaket

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About dataTec

dataTec AG is the leading specialised distributor for test and measurement technology in Europe. Since 2018, dataTec has been pursuing the European expansion of its sales activities and is currently active in Germany, Spain, Switzerland and Austria as well as in Sweden, Estonia and Finland. The broad product portfolio with more than 50 manufacturers includes power supply units, oscilloscopes, modular measurement technology, test systems, test equipment and thermal imaging cameras. With over 150 employees, the Swabian family-owned company advises customers from a wide range of industries and sectors – from industrial companies to public authorities and educational institutions – from its headquarters in Reutlingen.

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