



## Press Release

# dataTec Focuses on Consolidation and Launches Economic Recovery Package

**Reutlingen, July 18, 2025** – At the end of the 2024/2025 fiscal year, dataTec AG, the largest specialist distributor for testing and measurement technology in Europe, presented its preliminary annual results. Following an already challenging 2023/2024 fiscal year, the Swabian family-owned company again recorded a slight decline in order volume. "The political and economic environment has become even more difficult, and the times remain demanding for businesses," explained CFO Uwe Scheihing as he presented the figures. Over the past twelve months, dataTec recorded incoming orders of approximately €69 million, about 7 percent less than in the previous year. Business performance across Europe varied widely: Testhouse dataTec AB in Sweden increased its order intake in the Scandinavian region by nearly 50 percent to around €10 million. Growth also continued in Spain, where dataTec Instruments S.E. recorded a 10 percent increase, surpassing the €7 million mark for the first time. In Switzerland, closely tied to the German market, dataTec Schweiz AG maintained the previous year's level with an order intake of €4.2 million.

dataTec attributes the subdued business development to the overall strained economic situation, caused in part by investment hesitancy following the change in government and the profound transformation of the automotive industry. "We're observing that many companies are currently hesitant or postponing investment decisions – and that affects us too," said Scheihing. "Still, we are seeing positive developments," added CSO Markus Kohler. "Very few projects are being canceled — rather, they're simply not being commissioned yet."

To strengthen the company and secure its future, a series of efficiency-improving measures were already implemented in 2024. Processes were optimized and resources consolidated. This consolidation is now being further advanced. Among other things, the subsidiaries in Sweden and Switzerland will be more closely integrated with the German headquarters. "We expect these measures and a more unified market presence to create synergies, increase our market impact, and enhance our international expertise — ultimately benefiting our customers," added Kohler. As another measure, dataTec is offering an in-house Economic Recovery Package to encourage investment by companies, research institutions, and educational organizations in Germany. The package includes a Trade-in Bonus of up to €5,000 for old equipment when purchasing new devices. Since building expertise is especially important in economically challenging times, newly introduced seminar vouchers for the dataTec Academy offer a financial incentive of up to €100.

The package also includes special items, affordable entry-level equipment, and certified test equipment. The initiative is rounded off by “anniversary deals” marking dataTec’s 40th anniversary. “Our dataTec Recovery Package is not just timely; it’s more than a sales campaign,” emphasized CEO and founder Hans Steiner. “On the occasion of our 40th anniversary, we don’t just want to say thank you. We want to take proactive steps before the government acts.” The goal is not only to thank loyal customers but also to offer them concrete impulses and support. “A close, trusting customer relationship is very important to us,” Steiner said. He highlighted the company’s wealth of experience and outlined the company philosophy, which is based on the high consulting expertise of the dataTec team. “Our most valuable asset is our employees. That’s why personnel stability is a top priority for us, even in difficult times.”

Looking ahead, Markus Kohler expressed optimism: “As the demands on measurement and testing technology continue to grow, so does the demand for our cross-manufacturer expertise. At the same time, we expect postponed investments from our customers in industry, research, academia, and public institutions to resume. And our Recovery Package will kick in where hesitation still exists.”

### **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 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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