

## Press release

# Second record year in a row: dataTec continues to grow

## Increasing demand for highly specific measurement technology / Investments planned at the Reutlingen site / dataTec focuses on internationalisation

Reutlingen, 21 July 2023 – In the past 2022/2023 business year, dataTec AG, Germany's largest specialist distributor for test and measurement technology, once again recorded significant growth. With a turnover of almost 85 million euros, the Reutlingen-based company exceeded the previous year's result by almost 25 percent. 2021/2022 had already been a record year for the Swabian family-owned company, with a turnover of 68 million euros.

### Energy sector gains in importance

The record result can be explained, among other things, by the increasing demands on measurement tasks, which dataTec can fulfil with a broad product portfolio and cross-manufacturer consulting, explained dataTec CEO Markus Kohler during a press conference at the company's headquarters in Reutlingen. "Customer requirements are becoming more and more specific, especially in the context of energy transformation and electrification," he reported. "This has enabled us to grow across all business areas." In addition, dataTec has been able to avoid delivery bottlenecks and delays through pro-active warehousing and a certain independence from manufacturers. "That was and continues to be a real competitive advantage," Kohler emphasised.

### Successful expansion into Europe

Joerg Scholl, Sales Manager at dataTec, emphasised the decisive role of the company's internationalisation and the optimum use of cross-national synergies as key cornerstones for past successes and future growth. The country offices in Switzerland, Spain, Sweden, Estonia and Finland have made a significant contribution to dataTec's global success, with a turnover of around 25 million euros. "When we look at these sales in combination with the strong results of our site in Reutlingen, we can say that we have reached a significant milestone with the entire dataTec group: exceeding the 100-million-euro mark. We are proud of this success," emphasised Scholl. This successful expansion into Europe underlines

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dataTec's growth potential and the Reutlingen-based company's ability to establish itself and operate successfully on a global scale.

### **Campaigns strengthen image and international presence**

In the area of marketing, plans are aimed at further strengthening the company's international position in the test and measurement technology sector. "We attach great importance to a positive image and the trust of our customers in our brand," emphasised Marketing Manager Roland Bertler. "Through targeted marketing, we want to make our efficient customer service and our broad, high-quality product portfolio even better known in the industry and attract new customers." Bertler also emphasised the importance of effective employer branding, for which further campaigns are in preparation. "Our employees are our greatest asset. We want to show that people and their well-being are our focus."

### **Investments planned at the Reutlingen site**

dataTec plans to continue growing in the coming financial year and is increasing its staffing levels to achieve this. In the past 2022/2023 business year, the company hired ten new skilled workers, while three junior staff started their apprenticeships and two were taken on after completing their training. This has led to a growth in the workforce from 117 to 129 employees since mid-2022. Given the increasing competition for talented professionals, a company's success will largely depend on its ability to attract such qualified employees. For this reason, the company is not only investing in strengthening the HR department, but also in the further development of the site in Reutlingen. "With a larger team of specialised professionals, we are able to expand our capacity, tackle new projects and further increase customer satisfaction," explained Kohler. "We are pleased that we are an attractive employer, who can win highly qualified people for our company – despite a general shortage of skilled workers."

### **About dataTec**

dataTec AG is Germany's leading specialist distributor for test and measurement technology. Since 2018, dataTec has been pursuing the European expansion of its sales activities and is currently active in Spain, Switzerland, Austria and in the Nordic countries of Sweden, Estonia and Finland. The broad product portfolio of more than 50 manufacturers includes power supply units, oscilloscopes, modular measurement technology, test systems, test equipment

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and thermal imaging cameras. With over 120 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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