

Press release

dataTec relaunches online shop: find the right test and measurement devices faster

New page structure and improved filter functions for product selection / comparison function and shopping cart check support purchasing decisions / Wiki extended

Reutlingen, 20 February 2024 - dataTec AG has comprehensively revised its website and online shop to make it even easier and quicker for customers to find solutions for their individual measurement tasks. Germany's largest specialist distributor for test and measurement technology is focusing the relaunch on optimising user-friendliness through simplified navigation, a clearer page structure and the extension of search functions.

An improved filter logic now facilitates orientation in the comprehensive dataTec portfolio and helps with the pre-selection of suitable devices. In the new "Solutions" section, the search can be sorted according to industry-specific topics and tasks, such as energy or standards. Visitors will also be able to obtain summarised information on areas of interest as well as insights into the possible applications of measuring and testing devices.

In the new online shop, customers and interested parties are accompanied with advice throughout the entire process, from product search to purchase. As a new tool, a comparison function is available in which similar products can be placed next to each other and their features and performance can be compared. Just like the new shopping cart check, these two functions offer the opportunity to have the selection checked by the dataTec experts before making a purchase. With these new features, dataTec supports its customers in finding the optimum solution and making the right purchase decision.

"Individual consulting is one of dataTec's core areas of expertise," emphasises Markus Kohler, CEO of dataTec AG. "Therefore, we have now geared our online shop even more closely to the requirements of our customers. Together with our customers, we select the right test and measurement devices for them from more than 50 well-known manufacturer brands. We pass on our expert knowledge by sharing application reports and providing insights into trends."

www.datatec.eu #messbaregröße

The wiki area on datatec.eu has also been restructured and extended. The sections "Applications and Use", "Customer Magazine and Product Portfolio", "Future and Trends" and "Measurement Technology Tips" provide clear orientation and enable content to be found easily. A new highlight is the "100 questions and 100 answers" section, which provides information on the areas of application, requirements and performance features of the various device types.

For more information go to: <https://www.datatec.eu/>

Image material

dataTec CEO Markus Kohler emphasises the importance of customer orientation and individual advice.

About dataTec

dataTec AG is the leading specialised distributor for test and measurement technology in Germany. Growing 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 the Nordic countries of Sweden, Estonia and Finland. The broad product portfolio from more than 50 manufacturers includes power supply units, oscilloscopes, modular measurement technology, test systems, test equipment and thermal imaging cameras. With over 140 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.

Press contact

Tanja Wendling

Head of Product Communication

dataTec AG

Ferdinand-Lassalle-Str. 52

72770 Reutlingen, Germany

Phone +49 7121 / 51 50 50

Fax +49 7121 / 51 50 10

E-mail tanja.wendling@datatec.eu