

Press Release

World Cleanup Day 2024: dataTec Trainees Take Action for the Environment

Large-scale cleanup in the Reutlingen West industrial area / Trainees demonstrate commitment and organizational skills

Reutlingen, September 23 – 18 dedicated helpers in three teams, hundreds of meters of cleaned area, more than 20 kilograms of trash – these are the figures from an event organized by dataTec AG for World Cleanup Day on September 20. The employees of the Reutlingen-based specialists in measurement and testing technology collected a total of 973 cigarette butts, along with numerous plastic cups, packaging, and bottles carelessly discarded around the industrial area near Ferdinand-Lassalle-Straße. DataTec employees also participated in World Cleanup Day last year.

As in the previous year, the event was again independently planned and executed by dataTec's trainees. "Sustainability is an issue that concerns us at dataTec in many areas," explains Tobias Maichle, Training Manager at dataTec. "These types of activities not only raise environmental awareness but also strengthen team spirit. Once again, our trainees have shown that they can take responsibility and organize an excellent project."

The trainees not only organized the cleanup with great commitment but also showed creativity in designing an entertaining and educational program. Participants could guess the weight of the collected trash, practice proper waste sorting in a fun way, and learn about often overlooked environmental issues such as light and noise pollution. "It was important to us to combine environmental protection with fun," emphasizes Luca Weber, a third-year apprentice in e-commerce. "What we've learned will certainly be integrated more into our everyday lives, as everyone can contribute. My personal takeaway: even the small things matter!"

World Cleanup Day is a global social action program aimed at combating the waste problem. Organized by the NGO "Let's Do It World," based in Tallinn, Estonia, World Cleanup Day brings together millions of volunteers from over 190 countries every September. Volunteers organize cleanup activities in cities, communities, parks, beaches, and other affected areas.

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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 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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