



## Press Release

### dataTec wins FLIR Marketing Award

Reutlingen, February 2025 - dataTec, the largest specialist distributor of testing and measurement technology, has been honored with the FLIR Marketing Award. This special honor was presented at the EMEA Star Awards in Stockholm in February and accepted by Jörg Scholl, Vice President Electronic Test & Measurement DACH at dataTec.

With this award, FLIR recognized in particular the excellent cooperation in communication for the year 2024, whether at trade fairs, in print or online channels. "In particular, the successful joint trade fair appearances last year, but also the new online store with its combination of appealing design, user-friendly navigation and technically sound content are recognized with this award," emphasizes Andreas Angerer, Sales Manager at Flir.

Roland Bertler, Head of Marketing at dataTec, adds: "We are delighted to receive this award, which underlines our high quality standards and recognizes the commitment of our entire team. It encourages us to continue developing the best possible solutions for our partners like FLIR and our customers." In the future, both companies will continue to develop joint concepts to bring state-of-the-art measurement technology to a wide range of users and thus generate sustainable business opportunities.

**Picture:** Roland Bertler, Vice President Marketing at dataTec, is delighted to receive the FLIR Marketing Award on behalf of the entire team.

[www.datatec.eu](http://www.datatec.eu) [#measurablevariable](#)

## 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.

## Press contact

**Cornelia Bonow**

Marketing Communication

## dataTec AG

Ferdinand-Lassalle-Str. 52

72770 Reutlingen, Germany

**Phone** +49 7121 / 51 50 50

**E-Mail** [cornelia.bonow@datatec.eu](mailto:cornelia.bonow@datatec.eu)