



David Böttcher, Business Development from Machine26 at NordBau 2023

IMAGE SOURCE: LECTURA Press, Aleksandra Jastrzab

David Böttcher, Business Development at Machine26 at NordBau 2023: "The market for used machinery is still fragmented and regionally limited"

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LECTURA is currently at the **NordBau 2023** trade fair reporting on news from the world of construction machinery. Listen to our live report from the **Start up Stage 2023**, this time with **Machine26's** David Böttcher about the show, industry trends and the company itself.

Aleksandra Jastrzab: Mr. Böttcher, as a StartUp company, what do you think of trade fairs - do you prefer to meet your customers in person or virtually?

David Böttcher: Trade shows are of course incredibly important for us as a young company in order to deepen personal contact with our customers and partners. Because even though we are a young, digital

company, this more personal contact remains essential for us. Equally, of course, the digital world also offers several advantages. In the end, it always depends on the situation. We value both face-to-face and virtual exchanges.

AJ: Do you think that the market for used machines is still fragmented and regionally limited?

DB: Yes, that's definitely the case and that's also the reason why we exist. The majority of all construction companies sell exclusively to a very small and regional group of potential buyers. With our platform, we break these regional boundaries and create new opportunities for both sellers and buyers. Those who use our tool to sell their used construction equipment can then choose from the best offers from a large number of interregional dealers. Of course, this is also reflected in the price. As an example, let's say a company from northern Germany wants to sell two old dumpers. Through their regional network they got an offer of 54.000,00€. Using our solution, on the other hand, they reached several hundred dealers and received an offer of 74.000,00€ for the same two machines - a clear difference. The advantages are by no means limited to the sales prices achieved. After all, construction companies digitalize the entire sales process with us, saving valuable time from the workshop to controlling.

AJ: Do you think your product contributes to sustainability in the construction sector?

DB: Yes, I would say that. It is also simply an important topic for us. Our platform makes the continued use of used construction machinery more attractive and more likely - this is particularly important when you realize how energy and CO₂-intensive the manufacture of new machinery is. It helps, of course, when we place a new emphasis on trading in used construction machinery. As a company, we also take care to work sustainably. For example, we mainly travel by train. We try to do our part every day.

AJ: And what would you like to achieve at NordBau 2023?

DB: NordBau as the central construction trade fair for northern Germany is very important for us. For example, we meet customers here with whom we previously only had purely digital contact. In addition, we naturally try to establish new contacts and present our solution to all interested companies. Of course, a visit at the stand is always worthwhile, especially for machine owners who want to sell their used construction machines and used machine dealers who are interested in expanding their business. Of course, we offer all interested parties to learn more about our platform. This is also a good opportunity for us to deepen our dialogue with our customers, so that we can continue to offer them the best possible solutions in the future.

AJ: Thank you very much for your time.

DB: Thank you as well.

Want to see the start-up's full profile and learn more about its products? [Check here > >](#)

Source: LECTURA GmbH