

PRESS RELEASE
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Testing and Measurement Technology Specialist BAUR Once Again Achieves Record Revenue

Family-owned company continues its growth trajectory and appoints new CFO

Sulz (Austria). Whether in the metropolises of Asia, in subsea cables off the coast of Australia or in the cities of Latin America – technology from Sulz ensures the reliable flow of electricity worldwide. BAUR GmbH has further strengthened its market position by achieving a new record revenue in 2025 and at the same time announces an important change in its executive management: Matthias Eberle assumed responsibility for finance as the new Chief Financial Officer (CFO) on May 1, 2026.

Preventing power outages before they occur has been the mission of BAUR GmbH from Austria for more than 80 years. The growing global demand for this expertise is clearly reflected in the latest figures: In the past financial year 2025, the family-owned company achieved a new revenue record of EUR 39 million, increasing its result by almost ten percent compared to the previous year. With a consistently high export ratio of 99 percent and customers in 96 countries, BAUR underlines its strong global presence. In addition to Europe, the most important markets include Latin America, the Middle East, Asia and Africa. Despite its worldwide activities, the company headquarters in Sulz remains the heart of the organization. The number of employees at the site has grown from 168 to 190 (255 worldwide) last year.

Management Transition: Matthias Eberle Appointed as New CFO

To open the next chapter in the company's history, BAUR has strengthened its management team: Matthias Eberle (50) took over as Head of Finance on May 1, 2026.

"Developing a company sustainably requires a solid financial foundation and clear orientation. This is exactly where I want to contribute – through transparency and active involvement in a responsible organizational culture," says Eberle.

He succeeds Gernot Hiebeler, who left the company after many successful years for personal reasons. "Matthias Eberle is very well connected in the region. He brings extensive experience from senior positions in controlling and finance and will contribute to the company's continued growth," explains Markus Baur, third-generation Managing Director.

Solutions for the Entire Cable Lifecycle

The family-owned company BAUR develops and manufactures highly precise systems for testing, fault location and diagnostics of power cables and offers solutions covering their entire lifecycle: from stress testing during commissioning and condition diagnostics after several years of operation to targeted fault location in case of failure.

"Our core products include cable test vans – compact and mobile all-in-one solutions that support power utilities in locating cable faults quickly and precisely," reports Markus Baur. To further expand its technological leadership, the company invested eleven percent of its revenue in research and development in 2025.

Award-Winning Corporate Culture and Sustainability

This spirit of innovation makes BAUR highly demanded partner for power utilities – and a company that has received multiple awards. BAUR is not only successful economically, but also among the leaders as an employer and in environmental responsibility, as demonstrated by recent distinctions. The company has received awards such as “Austrian Leading Company,” “Family-Friendly Company,” and “Great Place to Work.” In addition, certifications such as “Ökoprofit” (Eco-Management Program) and ISO 14001 underline BAUR’s clear commitment to sustainable business practices.



BAUR Board_Matthias Eberle_Markus Baur_...



BAUR CEO Markus Baur (c) Marcel Mayer.j...



BAUR CFO Matthias Eberle (c) Marcel Maye...



BAUR Headquarter in Sulz Austria_(c) BAU...



BAUR titron in action_1_(c) BAUR GmbH.jpg



BAUR titron in action_2_(c) BAUR GmbH.jpg

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