

# PRESS RELEASE

Augsburg, 08.02.2024

PCI system solutions for reliable and sustainable refurbishment

## **New PCI brochures to present system solutions for the annual theme "Refurbishment, renovation and modernization"**

**Augsburg, 08.02.2024 – As part of its annual campaign "Refurbishment, renovation and modernization", PCI Augsburg GmbH is presenting two new application-oriented brochures that focus on the various PCI system solutions for renovation in the fields of tiles/natural stone and construction technology. These PCI systems provide support to craftspeople to reliably master any challenge - no matter how big - when refurbishing, renovating and modernizing. The brochures are aimed primarily at craftspeople and the professional trade for tile and building materials, but also at architects/planners and building owners.**

The decline in building applications, particularly in the new construction sector, continues to affect the entire construction industry. In 2024, PCI is therefore focusing entirely on refurbishment, renovation and modernization which offers great market opportunities.

Complex construction sites are the order of the day in refurbishment, renovation and modernization making reliable product solutions indispensable. Under the motto "PCI is the trump card - how winners renovate", PCI will be focusing on several systems with optimally harmonized products over the course of 2024. The aim is to offer craftspeople simple complete solutions for various refurbishment tasks for reliable application. The core of the PCI annual

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campaign are two segment-specific brochures for the fields of tiles/natural stone technology ("Reliable refurbishment of tiles") and construction technology ("Reliable refurbishment of buildings").

The content of the two new brochures focuses on the different application situations and the PCI system solutions tailored to them. The "Reliable refurbishment of tiles" brochure ranges from complete bathroom renovation and critical substrates to energetic renovation with underfloor heating systems and balcony/terrace renovation. The "Reliable refurbishment of buildings" brochure covers the waterproofing of buildings from the inside (basements) and outside as well as concrete repair and floor renovation.

The focus is on the visual presentation of the systems with short, explanatory text elements, compact and clearly presented on 16 pages each. For each segment, four selected application areas are presented with the corresponding PCI system solutions. These are supplemented by series of images for each processing step and special practical tips that go into more detail on an individual product, the system or a special feature. Both craftspeople and the professional trade benefit from PCI's practical know-how and tailor-made assistance for the respective tasks.

The two new brochures "Reliable refurbishment of tiles" and "Reliable refurbishment of buildings" (available in German only) can be downloaded from the campaign website [www.pci-ist-trumpf.de](http://www.pci-ist-trumpf.de).

"With the optimally harmonized PCI products, we offer our customers tailor-made renovation solutions for every challenge - no matter how big it is," explains Stephan Tschernek, Head of Marketing PCI Group. "The two new renovation brochures support craftspeople with practical assistance for simple and reliable application."

Images



Cover photo of the new PCI brochure "Reliable refurbishment of tiles"  
([Link to high-resolution photo](#))



Cover photo of the new PCI brochure "Reliable refurbishment of buildings"  
([Link to high-resolution photo](#))

**About PCI**

*PCI Augsburg GmbH is part of Sika Holding CH AG & Co KG and leader in the tile laying materials sector for specialist firms in Germany, Austria and Switzerland. In addition, the company supplies product systems for waterproofing, concrete protection and repair, as well as a complete product range for the flooring sector. The PCI Group employs a staff of about 1,150 in Europe and generated sales of almost €320 million net in 2023. Further information about PCI on the Internet under [www.pci-augsburg.de](http://www.pci-augsburg.de).*

**About SIKA AG**

*Sika is a specialty chemicals company with a leading position in the development and production of systems and products for bonding, sealing, damping, reinforcing, and protecting in the building sector and motor vehicle industry. Sika has subsidiaries in 101 countries around the world and manufactures in over 300 factories. Its more than 27,500 employees generated annual sales of CHF 11.24 billion in 2023. More information at: [www.sika.com/](http://www.sika.com/).*

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