

PRESS RELEASE

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First place in the construction chemicals category: PCI Augsburg GmbH is the industry benchmark

PCI awarded "Trendsetter of the German Economy" by F.A.Z. Institute

Augsburg, November 23,2021 – PCI Augsburg GmbH was awarded "Trendsetter of the German Economy" by the renowned F.A.Z. Institute and achieved first place in the construction chemicals category. This makes the manufacturer of construction chemicals the benchmark for the construction chemicals industry in Germany.

In October 2021, PCI Augsburg GmbH received the award "Trendsetter of the German Economy" from the F.A.Z. Institute. For this study, the F.A.Z. Institute had included more than 20,000 companies and brands within the investigation period from August 1, 2020 to July 31, 2021. With 100 out of 100 possible points, PCI achieved first place in the construction chemicals category and is thus in a row with companies or brands such as Nestlé, Amazon, Henkel, Tetra Pak or Bosch.

PCI Augsburg GmbH is one of the leading manufacturers of construction chemical products in Germany with over 1,200 employees and sales well in excess of 300 million euros. The company offers innovative and sustainable products and solutions for the construction trends of tomorrow. PCI has thus been the market leader in the German-speaking tile-laying sector for more than 40 years. PCI has already won numerous awards, e.g. as "Digital Champion"

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(Focus Money, 2021), "Brand of the Century" for the THOMSIT brand in the flooring sector (ZEIT Verlag, since 2019) or "German Traditional Brand" (PLUS X AWARD, 2019) in addition to countless product awards. The company had won the Architects' Darling Award of Heinze Verlag several times in different categories, most recently in 2020 with the PCI brand with two product awards in gold and in 2019 with the THOMSIT brand for the best image/corporate film.

The F.A.Z. study examined more than 20,000 companies with regard to twelve defined megatrends, including globalization, individualization, connectivity, neo-ecology, health and knowledge culture. For this purpose, the F.A.Z. Institute analyzed 438 million online sources, e.g. websites, social media channels and press releases, according to tonality and reach and presented the award "Trendsetter of the German Economy" based on the score achieved in the overall ranking. The score is calculated on an industry-specific basis on a scale of 0 to 100 points, with the best company scoring 100 points as the benchmark for the industry. The jury presented the awards in various industry categories to almost 1,200 companies or brands. The study is available online at the following link: www.faz.net/asv/trendsetter.

"We are very pleased about this award," says Stephan Tschernek, Head of Marketing PCI Group. "It once again reinforces our belief that PCI is innovative in addressing the issues of the future. To be regarded as the benchmark of our industry makes us proud and is an obligation for us to continue to keep our finger on the pulse of the construction industry."

Image



PCI awarded "Trendsetter of the German Economy" by F.A.Z. Institute (picture shows the company's headquarters in Augsburg) ([link to high-resolution Photo](#))

About PCI

PCI Augsburg GmbH is part of MBCC Group 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 more than 1,200 in Europe and generated sales of significantly over €300 million net in 2020. Further information about PCI on the Internet under www.pci-augsburg.de.

About MBCC Group

The MBCC Group is one of the leading suppliers of construction chemicals and solutions worldwide and has emerged from the carve-out of the former BASF Construction Chemicals business from BASF Group. We offer innovative and sustainable products and solutions for the construction industry across different sectors, such as buildings, structures, underground construction, new construction, as well as for renovation. Our strong brands Master Builders Solutions®, PCI®, Thermotek®, Wolman®, Fire Protectors®, Colorbiotics®, Watson Bowman Acme®, TPH® and Bluey® are well established in the marketplace. With our innovations, we address sustainability challenges in the industry. MBCC Group consists of approximately 70 legal entities worldwide and is home to around 7,500 construction experts in over 60 countries. For more information go to: www.mbcc-group.com.

We build sustainable performance.

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