

PRESS RELEASE

Augsburg, 01.07.2019

PCI honoured as “German traditional brand”

With immediate effect, PCI can use the title of “German traditional brand”. With this special accolade, the internationally renowned PLUS X AWARD honours companies who have demonstrated leading and exemplary brand management for many years – for sustainable, responsible operations, proactive decisions and customer-oriented action. As a leading manufacturer of construction chemicals products, PCI joins the “Who’s Who” of German industry – other companies honoured include the traditional German brands BMW, Bosch, Miele, Alpina and Zeiss.

“For the PCI brand, it is a great honour to join the select group of German traditional brands that have been honoured together with a number of other major brands,” says Manuel Rez, Head of Marketing Management of the PCI Group. “This award is a special honour for us and bears witness to the strength of our brand. It confirms our achievements and also provides an incentive to continue the successes we have recorded over the past 70 years. In the history of PCI to date, we have always offered our customers outstanding product and service solutions to meet their challenges as their partner for the added-value building and maintenance of living space. In line with this approach, we have further sharpened the brand profile of PCI over the past few months. Since the beginning of the year, we have worked intensively to gradually implement the unique positioning of PCI. Our objective is to provide our customers with even better support to master the challenges of the marketplace and to generate further

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growth together with them. We do this by offering holistic solutions that offer the greatest possible benefit on construction sites,” Manuel Rez reports.

With the “German Traditional Brand” accolade, the brand experts on the PLUS X AWARD jury honour companies who have assumed responsibility for their customers, partners and employees over the decades, have considerable influence over their sector and are continually revitalizing their brands. With impartial international jury members from more than 80 industrial sectors, 23 competent strategic partners and over 700 participating international brands, the PLUS X AWARD is the world’s major innovation award for technology, sports and lifestyle and one of the largest projects for protecting and strengthening brands and trade.

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Photos and captions:



The PCI brand was awarded the accolade “German Traditional Brand” by the PLUS X AWARD jury. Manuel Rez, Head of Marketing Management of the PCI Group, is very pleased about this award.

Photo for downloading:

<https://pics.pci->

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About PCI

PCI Augsburg GmbH is part of the business unit Construction Chemicals of BASF 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 2018. Further information about PCI on the Internet under www.pci-augsburg.de.

About BASF

At BASF, we create chemistry for a sustainable future. We combine economic success with environmental protection and social responsibility. The approximately 122,000 employees in the BASF Group work on contributing to the success of our customers in nearly all sectors and almost every country in the world. Our portfolio is organized into six segments: Chemicals, Materials, Industrial Solutions, Surface Technologies, Nutrition & Care and Agricultural Solutions. BASF generated sales of more than €63 billion in 2018. BASF shares are traded on the stock exchanges in Frankfurt (BAS) and as American Depositary Receipts (BASFY) in the US. Further information at www.basf.com.

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