

PRESS RELEASE

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Digital competence accompanies marketing focus in 2021

PCI - the "Digital Champion" positions itself for further growth

Augsburg, February 3, 2021 - After having closed the year 2020 successfully and with significant growth despite the Corona pandemic, PCI is launching a multitude of innovative new products in the course of 2021 with online and offline annual campaigns of the marketing focal points. PCI, which was awarded the title of "Digital Champion" last year, is positioning itself as a leading provider with concentrated digital expertise and offers its customers a wide range of online services for actual benefits in everyday life.

In addition to a new PCI website, which the company has launched with a new look, new functions and applications for BAU Online 2021, the E-learning area will be expanded in 2021 with even more application and training videos. The sections "PCI presents - PCI explains - PCI asks" offer interesting facts in an entertaining format as well as tips and tricks for customers' everyday problems. The contributions in this training concept which is completely new in the industry will be continuously updated.

The latest format is the "PCI Theme Week" - a complete series of topics for different target groups in the form of online seminars. Customers and interested parties can register easily and quickly, choose individual day modules and benefit in an uncomplicated way. The concept: one week - one

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core topic with self-contained daily modules. The daily knowledge units are very compact and entertaining with a balanced mixture of theory and practice.

Furthermore, the company has further developed the popular consumption calculator and implemented a new system finder on the PCI website with which customers can easily put together a harmonized product system for individual requirements. PCI experts answer questions that arise directly via live chat.

"We have many years of expertise in the digital sector and were the first in the market to offer customers a live chat with technical experts. We are constantly developing and expanding our virtual offerings. Whether it's E-learning, training videos or PCI theme week - our digital knowledge offering provides customers with practical benefits for their day-to-day requirements. It's not for nothing that Focus Money has named us 'Digital Champion' of the construction chemicals industry in 2020," says Stephan Tschernek, Head of Marketing PCI Group.

PCI designs all products, applications, systems and solutions with a digital approach in order to create the greatest possible benefit for its customers also online. All campaigns are also placed online and accompanied by extensive digital documentation for daily use - as is the case with the new PCI marketing focus this year.

The 2021 highlight in the PCI product portfolio is the new PCI Flexmörtel® generation which ensures even more reliability and flexibility when laying tiles. The most important differentiating feature of the five optimized tile adhesives: high reliable application for challenges such as large format tiles, difficult substrates or time-critical work.

PCI adhesive mortars have been the highest standard for tile adhesives for generations. This is also the basis of the Flexmörtel annual campaign which takes up the generational theme under the motto "It's good to pass on good values". As the inventor of the flexible mortar 'Flexmörtel', PCI has revolutionized the entire industry and ensured that the name 'Flexmörtel' is now a fixed generic term throughout the German-speaking industry. The

annual campaign will be accompanied by a completely new line of advertisements that will be placed online and offline. For the start of the campaign a new [overall brochure](#) as well as various explanatory videos are available on the PCI website at www.pci-augsburg.de/know-how for daily use.

Completely new in the PCI product portfolio is the 'Sealing & Bonding' range for simple, clean installation without drilling and screws. With four new hybrid adhesives this assortment covers almost all applications in the fields of fastening, joining and sealing. The new 'Sealing & Bonding' product range is also the subject of the annual campaign of the same name which PCI will launch in spring 2021. The accompanying [product flyer](#) contains all information on the individual products in a compact format as well as an overview of which materials/substrates can be bonded with which product from the 'Sealing & Bonding' range. In addition, PCI is currently developing a special sales-supporting PoS package for the specialized trade which will be published shortly to coincide with the start of the campaign.

Another product focus is the new transparent grout PCI Durapox® Premium Harmony which expands the PCI grout range. It offers the ideal solution when bonding and grouting multicolored glass mosaic. PCI Durapox® Premium Harmony creates a harmonious color gradient and, at the same time, reflects the glow of the surrounding glass stones so that the joint reflects the color of the glass mosaic without disturbing the velvet look: An effect that optimally accentuates the color effect of the glass mosaic.

Images



Stephan Tschernek, Head of Marketing PCI Group
High resolution photo available at the following link: [Photo Stephan Tschernek PCI](#)

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 2019. 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®, Colorbiotics® and Watson Bowman Acme® 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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