

# PRESS RELEASE

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All useful information about the new generation of PCI Flexmörtel<sup>®</sup> can be called up quickly and easily

## **Complete information package PCI Flexmörtel<sup>®</sup> line facilitates the right product selection**

**Augsburg, April 12, 2021 - Accompanying the new PCI Flexmörtel<sup>®</sup> line, PCI Augsburg GmbH is now presenting a comprehensive information package that makes it easier for both the user and specialist retailer to choose the right product. The information package consists of the complete brochure, a handy fold-out brochure and two-sided flyers for each of the five PCI Flexmörtel<sup>®</sup> products of the new generation.**

The comprehensive information package is all about the new generation of tile adhesives which began around 40 years ago with the introduction of the PCI Flexmörtel<sup>®</sup>, the first flexible tile adhesive in the industry. The five flexible tile adhesives cover almost all application areas on the construction site and are characterized by a high level of installation reliability for challenges such as large-format tiles, difficult substrates or time-critical work.

The information package consists of three modules that differ in terms of scope and depth of information. Both the specialist company on the construction site and the specialist distributor in the consultation benefit: The appropriate information medium for the PCI Flexmörtel<sup>®</sup> line is available depending on the customer's requirements or the scope of the consultation.

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The entire PCI Flexmörtel<sup>®</sup> line with its five flexible mortars, some of them completely revised, is presented in detail, yet compact with plenty of background information, and its special properties and areas of application are discussed in more detail in the brochure.

The fold-out brochure on the PCI Flexmörtel<sup>®</sup> line is immediately at hand in a handy pocket-size format. It enables a quick overview with a brief description of all five PCI Flexmörtel<sup>®</sup> products and their distinguishing features - both on the construction site or at the distributor.

- In addition, PCI offers a two-page flyer for each individual PCI Flexmörtel<sup>®</sup> product describing its particular properties and advantages.

The entire information package is available in digital form and can be downloaded from the new campaign website [www.flexmoertel.com](http://www.flexmoertel.com).

- “With the new PCI Flexmörtel<sup>®</sup> information package, it will be even easier for users and specialist distributors to find all information on the new generation of PCI Flexmörtel<sup>®</sup> products quickly and unerringly - whether analog or digital. Because speed is the most important thing for our customers when it comes to finding information in their day-to-day business,” says Stephan Tschernek, Head of Marketing PCI Group. “Like the PCI Flexmörtel<sup>®</sup> line itself, the comprehensive information package stands for even more flexibility in use.”

## Images



New information package PCI Flexmörtel<sup>®</sup> line makes it easier to choose the right product (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 2019. Further information about PCI on the Internet under [www.pci-augsburg.de](http://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<sup>®</sup>, PCI<sup>®</sup>, Thermotek<sup>®</sup>, Wolman<sup>®</sup>, Colorbiotics<sup>®</sup> and Watson Bowman Acme<sup>®</sup> 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](http://www.mbcc-group.com).*

*We build sustainable performance.*

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