

PRESS RELEASE

Augsburg, May 12, 2022

PCI annual campaign 2022: "Easy does it - as if by itself"

Convenient and time-saving work with the self-leveling compounds from the PCI Periplan family

Augsburg, May 12, 2022 – Under the motto of its 2022 annual campaign, "Easy does it - as if by itself", PCI Augsburg GmbH is presenting the self-leveling compounds from the PCI Periplan family, which make daily work on the construction site and customer advice for professional floor leveling as easy as possible. The five members of the PCI Periplan family can be applied in a way that saves time and effort. They score with their early covering time, thanks to quick setting, and a smooth surface that can be covered directly - for effective and rapid construction progress.

Regardless of whether the substrate is new or old, the substrate must be professionally leveled before the floor covering is laid. Depending on the construction site, a professional floor leveling of several centimeters or a fine leveling of a few millimeters is necessary.

With the [PCI Periplan family](#), PCI provides the craftsman with a complete range with which he can produce smooth and even surfaces in a flexible, time and cost-saving way. The five self-leveling / floor leveling compounds can be used on all substrates and under all top coverings.

At the same time, each of the five family members has its own specific area of application. This means that distributors and craftsmen always have the right solution at hand for professional floor leveling.

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The PCI Periplan family:

- PCI Periplan – self leveling, versatile and can be used in many applications under all top coverings up to a layer thickness of 30 mm.
- PCI Periplan Extra – especially for leveling and repairing difficult substrates and for grouting underfloor heating.
- PCI Periplan Multi – versatile in use, also for direct use indoors and under top coverings outdoors.
- PCI Periplan Fein – can be applied in small layer thicknesses from 0.5 mm, scores with very self-leveling properties.
- NEW: PCI Periplan Flow – with exceptional product and processing properties. Thanks to the innovative CSA technology, the new leveling compound runs into every corner all by itself and shines with a very smooth, low-pore surface.

All products of the PCI Periplan family are very low-emission EC 1 PLUS for more healthy living and less indoor air pollution.

"With the PCI Periplan family, we offer valuable benefits for every specialist company on the construction site and every specialist dealer for advice. The self-levelling compounds guarantee a high level of flexibility in day-to-day business and work on the construction site that saves time and money. When it comes to advising customers on professional floor leveling, specialist distributors always have the right solution with the PCI Periplan family," explains Stephan Tschernek, Head of Marketing at the PCI Group. "And that also applies to difficult cases, such as critical substrates during renovation work or particularly thin PVC coverings which reflect even the slightest irregularities in the substrate."

At the start of the campaign, PCI is providing a [leaflet](#) with all the important information about the five products in the PCI Periplan family, a separate

[product folder](#) for the new self-leveling compound PCI Periplan Flow, and various explanatory and application videos on the PCI website at www.pci-augsburg.de available. The PCI annual campaign in the specialist media is accompanied by a new line of advertisements in print and online.

The face of the annual campaign is Tim Necker, newly qualified master tiler from Tübingen and winner of the first PCI-Alpencup. Tim Necker presents the products of the PCI Periplan family in different image motifs, short videos and campaigns and gives useful tips and tricks for application.

More information on the PCI Periplan family at www.pci-augsburg.eu.

Image



Convenient and time-saving work with the self-leveling compounds of the PCI Periplan family (link to the 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 €350 million net in 2021. 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®, Bluey® and Nautec™ 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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