

PRESS RELEASE

Augsburg, Sep 17, 2021

Focus on the essentials

Enhanced corporate design of PCI catches the eye

Augsburg, September 17, 2021 – PCI Augsburg GmbH has enhanced its corporate design and is focusing on the PCI brand color Orange for an eye-catching effect. Together with short and concise headings and new fonts, the new design stands out more clearly than before.

In recent months, PCI has scrutinized the appearance of its brand and raised it to a new level. The further development is clearly aligned with the PCI brand positioning and brand values and is also oriented towards the design language of the future.

Text and visual language are focused on the essentials in all visual implementations. Expressive, striking and concise headlines catch the reader's attention and get straight to the point.

At the center of the new design is the corporate color Orange which visually conveys the PCI identity like no other element. Applied over the entire surface, it catches the eye and creates attention-grabbing messages, but also creates a differentiation on the market. Exciting motif layouts and new, modern fonts are the core elements of the new design.

The new corporate design appeared at the PCI-Alpencup 2021 in full-page advertisements and in online advertising for the first time. PCI is now continuing on this path and is making the design change visible step by step on all channels and in all communication media.

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Image



The enhanced corporate design of PCI with a central image on full-surface PCI orange (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 €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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