

# PRESS RELEASE

Augsburg, May 30, 2022

The second PCI Alpencup in Augsburg from July 7 - 8, 2022: even larger, even more international, even more highlights

## PCI Alpencup 2022: The tilers' competition is entering the next round

**Augsburg, May 30, 2022 – For the second time, PCI Augsburg GmbH is organizing the PCI Alpencup in close cooperation with the Tile and Natural Stone Association (FFN) in the Central Association of the German Construction Industry and the European Union National Tile Associations (EUF). Due to the great success of 2021, this year's event is even bigger and more international. From July 7 to 8, 2022, 14 young craftspeople from seven countries will be in the running for the PCI Alpencup Challenge. The event takes place at the Augsburg location in the PCI Alpencup arena and is embedded in an attractive supporting program of presentations, workshops and a specialist exhibition.**

14 young tilers from Germany, Austria and Switzerland as well as from South Tyrol, France, Denmark and the Czech Republic compete against each other in teams of two in the arena specially designed for the PCI Alpencup. Each team has a total of twelve hours to complete the task defined jointly by the jury the content of which is based on the requirements of international professional competitions. They are looked after by a trainer from their country and an expert who is also part of the jury. In 2022, Switzerland will nominate the chief judge of the jury.

Due to the great success and the high level of popularity in the industry last year, not only has the group of participants expanded to seven countries, the

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competition arena has also been significantly enlarged and accommodated on a large exhibition site. The extensive supporting program is new: with presentations by external speakers on the future of the industry and on recruiting skilled workers, practice-oriented workshops on laying glass mosaic and natural stone as well as on the refurbishment of critical substrates and a specialist exhibition with various industrial partners. The award ceremony on July 8 concludes the event.

“Our success proves us right: The PCI Alpencup really is a unique format! This time even bigger, even more international and with many highlights. We look forward to numerous customers and visitors on site who will be there at the PCI Alpencup,” says Stephan Tschernek, Head of Marketing at the PCI Group. “You can already follow the countdown and the live reporting during the PCI Alpencup at [www.pci-alpencup.com](http://www.pci-alpencup.com) as well as on Instagram and Facebook! ”

With around 500 employees at its Augsburg location, PCI is one of the largest employers in the region and has been committed to promoting young professionals, especially in the industry, for many years. The PCI Alpencup motivates young people in the industry, arouses enthusiasm and encourages them to choose an apprenticeship.

The PCI Alpencup was launched for the first time in July 2021 as a completely new format and takes place regularly at the PCI location in Augsburg, in close cooperation with the Tile and Natural Stone Association (FNN) and the European Union of National Tile Associations (EUF). The objective is to provide support for young craftspeople, and to give them an opportunity of taking part in international cooperation, exchanging views and measuring their performance against each other. In 2021, Team Germany with Silas Dulle and Tim Necker won ahead of the teams from South Tyrol and Austria.

Information and up-to-date highlights about the PCI Alpengcup are available at [www.pci-alpengcup.com](http://www.pci-alpengcup.com).

## Images



*PCI Alpengcup 2022: The tilers' competition is entering the next round*  
(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 €350 million net in 2021. 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®, 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](http://www.mbcc-group.com).*

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