

PRESS RELEASE

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Processors of natural stone and fully vitrified tile coverings benefit from an improved formulation

PCI Carrament[®] grey – now even more convenient application and greater time savings

■ **Augsburg, 10 March, 2021 - PCI Augsburg GmbH has further optimized the tried-and-tested medium-bed and setting mortar PCI Carrament[®] grey for natural stone and fully vitrified tile coverings. With a new formulation, PCI Carrament[®] grey offers craftsmen even more convenient application and time savings, while at the same time attracting additional attention at the distributors and on the construction site thanks to its new, fresh packaging look.**

Natural stone is in vogue, in addition to its use indoors, natural stone is one of the most important and most frequently used coverings, especially outdoors. The very low-emission setting mortar and medium-bed mortar PCI Carrament[®] grey has been the classic in the field of natural stone laying for many years. It can be used as a thin or medium-bed mortar, but can also be used as a bonding slurry for bedding in drain mortar 'wet on wet'.

In the new formulation, PCI Carrament[®] grey guarantees even more flexibility as well as reliable planning and performance on the construction site.

- Consistent setting and processing time at cold and warm temperatures
- Very high protection against efflorescence - thanks to effective crystalline water binding

Sitz der Gesellschaft:
PCI Augsburg GmbH
Piccardstraße 11, 86159 Augsburg
Postfach 10 22 47, 86012 Augsburg
Tel. +49 (8 21) 59 01-0
Fax +49 (8 21) 59 01-372

Geschäftsführer:
Marc Christian Köppe (Vorsitz)
Frank Rösiger

Aufsichtsratsvorsitzender:
Carsten Hennicke

Registergericht:
Amtsgericht Augsburg, HRB 6355
USt-IdNr.: DE811143409

- Very easy to apply - approx. 90 minutes processing time, can be walked on after approx. 4 hours

The high level of convenient application of PCI Carrament® grey is of great advantage for craftsmen: The flexible installation mortar combines convenient application of a quick-setting adhesive with that of a normal-setting adhesive. Its short setting time ensures that the laid coverings - regardless of the temperature - can be walked on and grouted after approx. 4 hours. The special binding agent system of PCI Carrament® grey binds all excess mixing water. This means that there is no water left that could penetrate the stone and cause staining or arching. Even high temperatures cannot harm the optimized setting and medium-bed mortar: where many quick-setting adhesives set even faster in warm climatic conditions and the risk of damage increases as a result, PCI Carrament® grey scores with its convenient processing time. In addition, its consistency can be variably adjusted - as a thin-bed, fluid-bed or medium-bed adhesive. During installation, the special grain structure of PCI Carrament® grey ensures a stable adhesive bed in which even large and heavy natural stone slabs do not sink.

The packaging of all PCI products from the PCI Carra line in marble look is also completely new conveying an even clearer reference to the topic of natural stone. In addition, the respective contrasting color - with PCI Carrament® grey the color blue - takes up more space and makes the packaging appear more eye-catching, modern and tidy. The familiar basic color remains unchanged so that the familiar recognition effect continues to exist. At the same time, the product with the new packaging design makes the product easier and faster to find in stores.

“Craftsmen want an installation mortar that behaves almost the same in all seasons and ambient temperatures, with a long open time for laying without hectic rush and yet a fast curing time so that grouting can be carried out on the same day. The further optimized PCI Carrament[®] grey now makes this possible. Regardless of whether it is still cold outside or already warm: PCI Carrament[®] grey sets just as quickly at 5 ° C as at 20 ° C”, says Thorsten Leppler, PCI Product Manager Tile and Natural Stone Technology. And Fabian Ladenburger, Head of Marketing Management PCI, adds: “The new packaging design underlines the newly formulated product. In addition to the further optimized processing properties, the packaging design is now also much more modern and clearly oriented towards use in the natural stone field - more eye-catching and appealing for craftsmen and distributors”.

Images



PCI Carrament[®] grey in new packaging design - more eye-catching and appealing for craftsmen and distributors ([link to high-resolution Photo](#))



*PCI Carrament[®] grey in new formulation for even more convenient application and time saving
(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.

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.

Press contact:

Dr. Susanne Herchner
Manager Unternehmenskommunikation und Presse
PCI Augsburg GmbH
Tel.: +49 (821) 5901-464
Fax: +49 (821) 5901-540
E-Mail: susanne.herchner@PCI-group.eu