

# PRESS RELEASE

Augsburg, June 27, 2022

Award for PCI in the category "Construction Chemicals Company"

## PCI enjoys "highest reputation" according to Focus

Augsburg, June 27, 2022 – PCI Augsburg GmbH was named one of the companies with the highest reputation in the new study by Focus Money. The study examined which companies and brands in Germany enjoy an outstanding reputation among consumers. The relevant categories were management, sustainability, product and service, performance as an employer and profitability.

According to the U.S. market research company Harris Interactive, the five areas of management, sustainability, product and service, performance as an employer and profitability are the areas that determine a company's reputation. The Institute for Management and Economic Research (IMWF) therefore examined these factors again in 2022 on behalf of Focus Money and Deutschland Test and analyzed Germany's 14,500 largest companies. PCI reached second place with 96.4 out of 100 possible points.

The methodology is based on so-called social listening with a focus on tonality and reach. A total of 14 million online sources were recorded and analyzed between March 2021 and February 2022.

The study (in German) is available online at the following link:

[http://www.deutschlandtest.de/de/wp-content/uploads/DT-22-18\\_2022\\_Hoehste\\_Reputation\\_final.pdf](http://www.deutschlandtest.de/de/wp-content/uploads/DT-22-18_2022_Hoehste_Reputation_final.pdf).

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PCI Augsburg GmbH is one of the leading manufacturers of construction chemical products in Germany with over 1,200 employees and nearly 350 million euros in sales. The company offers innovative and sustainable products and solutions for the construction trends of tomorrow. PCI has thus been the market leader in the German-speaking tile-laying sector for more than 40 years.

PCI has already won numerous awards, including e.g. "Company of the Year" (Focus Money, 2022), "Trendsetter of the German Economy" (FAZ Institute, 2021), "Digital Champion" (Focus Money, 2021 and 2022), "Brand of the Century" for the THOMSIT brand in the flooring sector (ZEIT Verlag, since 2019), "German Traditional Brand" (PLUS X AWARD, 2019) or "The Best in the Industry" (VBÖ Award 2022) as well as countless product awards .

"We are very pleased to receive this award because it reflects the reputation of our company, which is very important to us. Together with the awards we have won so far from a wide range of institutes and associations, this shows us that we are on the right track," says Stephan Tschernek, Head of Marketing PCI Group. "The excellent second place makes us proud but is also an incentive for us to improve even further in the future."

## Image



*Stephan Tschernek, Head of Marketing PCI Group, is pleased with the Focus award "Highest Reputation" (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).*

*We build sustainable performance.*

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