

PRESS RELEASE

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PCI Augsburg GmbH reconfirms its leading role in the field of digitization

PCI is "Digital Champion" in 2023 for the third time

Augsburg, 01.03.2023 – In January 2023, PCI Augsburg GmbH was once again awarded "Digital Champion" for the third time and achieved first place in the "Building Materials & Accessories" category with the maximum number of possible points. The current Focus company study annually selects companies that actively accept the challenges of digitization and find their own answers and develop solutions.

In the digital age, companies have to deal with digitization in order to remain able to act and remain competitive. Against this background, Focus Money selected the "Digital Champions" for the fifth time. With 100 out of 100 possible points and well ahead of other companies from the building materials industry, PCI Augsburg achieved first place in the category "Building Materials & Accessories". PCI Augsburg GmbH had already been honored with this award in 2019 and 2022.

On behalf of Focus Money and Deutschland Test, and with the scientific support of the renowned Hamburg Institute of International Economics (HWWI), the Institute for Management and Economic Research analyzed Germany's approximately 12,000 largest companies during the study period from December 1, 2021, to November 30, 2022, and evaluated the results in the areas of digitization, technology and innovation.

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The methodology is based, on the one hand, on so-called social listening with a focus on tonality and reach. A total of several hundred million online sources were recorded and analyzed. In parallel, the Institute for Management and Economic Research evaluated detailed questionnaires.

PCI Augsburg GmbH is one of the leading manufacturers of construction chemicals in Germany with around 1,150 employees and a turnover of almost 350 million euros. 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 many years of digital expertise and was among the first in the industry to offer customers a live chat with technology experts. Customers benefit from an extensive range of digital application and training videos which is continuously being expanded. For example, the sections "PCI presents - PCI explains - PCI asks" offer interesting facts in an entertaining format as well as tips and tricks for customers' everyday problems. The "PCI Theme Week" is a thematically self-contained series of topics for different target groups in the form of individual daily modules. The PCI website which was relaunched in spring 2022 received the German Design Award "Special Mention" in the category 'Excellent Communications Design - Web' at the beginning of 2023. Thanks to new applications and additional functions, the PCI website is even faster, clearer and more user-friendly. For example, an online system finder helps to easily put together coordinated product systems for individual requirements.

"The renewed award as Digital Champion makes us very proud. Achieving first place for the third time is further confirmation that PCI is an industry leader in the field of digitization. We have dealt with the topic early on, be it internally to

optimize our processes or as digital solutions for our customers. The service concept is our top priority which is why we are continuously developing our broad portfolio of digital offerings to provide our customers with practical benefits for their everyday needs," says Stephan Tschernek, Head of Marketing PCI Group.

PCI has already won numerous awards including "Company of the Year" (Focus, 2022 and 2023), "Highest Quality" (F.A.Z.-Institut, 2022) or "Trendsetter of the German Economy" (F.A.Z.-Institut, 2021). The THOMSIT brand has been "Brand of the Century" (ZEIT Verlag) in the flooring sector in succession since 2019. The company has won the Architects' Darling Award from Heinze Verlag several times in various categories, most recently in 2022 with the PCI brand with two product awards in gold and bronze.

Image



Stephan Tschernek, Head Marketing PCI Group ([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 about 1,150 in Europe and generated sales of almost €350 million net in 2022. 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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