

PRESS RELEASE

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Greater user-friendliness, easier navigation and target group-based entry pages

PCI launches new website with enhanced functions

Augsburg, February 16, 2021 - PCI presented its completely redesigned website at BAU Online 2021 in addition to many new products. In addition to a fresh and modern design it offers many new digital services and functions, a simplified navigation structure and a clear and concise page layout. With their own entry pages, retailers and processors benefit from individually tailored content.

The new functions include, for example, the system finder on the PCI home page where the user can put together a combination of products that build on each other for a specific application using a sequence of questions, or the product comparison where three PCI products for the same application can be compared on the product overview page and the most suitable product selected at a glance.

Other new functions include, for example, suggestions of supplementary products or the watch list. Customers and interested parties can mark documents on the product detail pages which are then available for download in the watch list. All this improves user-friendliness and enables visitors to the PCI website to find suitable solutions and systems even more quickly and easily.

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The company has further developed the popular consumption calculator with which PCI was one of the first in the construction chemicals market. Emerging questions are answered by PCI experts directly in the live chat (for German-speaking visitors only).

The e-learning area will be expanded in 2021 with even more application and training videos. The contributions in the industry-wide unique format "PCI presents - PCI explains - PCI asks" with helpful tips and tricks for theory and practice will be continuously updated. And PCI's new format - the "PCI Theme Week" - has also been successfully launched. The concept: a core topic with self-contained one-day modules for different target groups in the form of online seminars. Customers and interested parties can register quickly and easily, select individual day modules and benefit in an uncomplicated way.

"PCI offers concentrated expertise in the digital sector, and our updated website is one of the many modules in our wide range of online offerings. As a leading system provider, we focus on customer-oriented solutions with a system concept which is why the new system finder is the heart of the updated PCI website. Take a look and try it!", says Stephan Tschernek, Head of Marketing PCI Group.

Images



The new PCI website with enhanced functions (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.

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