

# PRESS RELEASE

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Customers benefit from further development: PCI website even faster, clearer, with greater user-friendliness and expanded functions

## PCI prepares itself for the future with a new website

**Augsburg, March 11, 2022 – With its new website, PCI Augsburg GmbH presents the next step towards the digital future. The new PCI website makes it easier for visitors to find all the tools and information they need with minimal effort and just a few clicks. The company implemented a faster and easier search function and a more convenient navigation. A variety of new, helpful functions include product recommendations, an extended bookmark list, target group-specific access for architects and much more.**

The focus of the website update is on making it easier for the user to search for the right product, product system and all other information. This includes, for example, an easier and even faster search function. By entering only two or three letters, the user gets the result. The loading speed of the pages has also significantly increased.

The newly created area "Building pros also use" includes recommendations for other suitable products or product systems. This overview enables customers - as required - to easily combine or complete the products they have already selected.

The detailed product pages have been completely revised. Customers and interested visitors can summarize documents in a bookmark list for download.

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This new feature now also covers the detailed sustainability data sheets for each product. Relevant videos are also available for selected products.

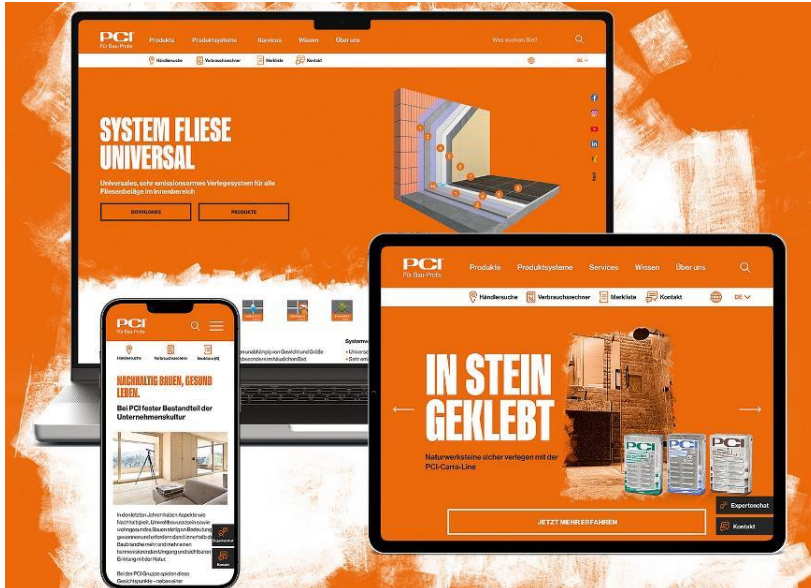
There is also a new area for architects (only available on the German website). Useful information for everyday work, such as important detailed drawings, tender texts and, in the future, BIM data are available under “Services/For Architects” – for fast and reliable planning.

PCI has further developed the popular consumption calculator for the new website. The company was one of the first in the construction chemicals market to use this tool. It is now placed more prominently on the start page and on the detailed product pages alongside the dealer search.

The [PCI Academy page](#) (only available on the German website) with the 2022 seminar program was also adapted to the new PCI design and revised. The different academy formats such as face-to-face and online seminars as well as the video training series are now described in more detail. In addition, PCI introduces the organizers and speakers of the seminars.

"Our website is the most important channel for providing customers and interested visitors with all relevant information quickly and at a glance," says Stephan Tschernek, Head of Marketing PCI Group. "That's why we are constantly working on optimizing our website to offer you more user-friendliness, higher speed and easier navigation. You will find suitable solutions and systems even faster and easier with the new PCI website. Take a look and try it!"

Image



The new PCI website with enhanced functionality ([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® and 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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