

PRESS RELEASE

Augsburg, 24.02.2021

Winner product PCI Seccoral® 1K flexible waterproofing slurry - even more convenient application when waterproofing

PCI Seccoral® 1K awarded "Product of the Year 2020" in the Fliesen & Platten readers' choice

- **Augsburg, February 24, 2021 - The winners of the Fliesen & Platten readers' choice for "Product of the Year 2020" have been determined: PCI Augsburg GmbH took third place in the categories construction chemicals and substrates with the flexible waterproofing slurry PCI Seccoral® 1K. The readership jury of the specialist magazine Fliesen & Platten was impressed by the improved ease of use with the shorter drying time and greater area coverage.**

The readers of Fliesen & Platten had voted in advance on the new products submitted by the industry in five different categories. As in the previous year, only specialist tile companies and distributors among the F + P subscribers could take part. With their choice, they determined the top three winners in the five categories of tiles, construction chemicals and substrates, software, and tools and accessories.

PCI Seccoral® 1K with a completely new formulation convinced the jury with even more ease of use and took third place. The one-component cementitious waterproofing slurry has an extremely creamy consistency and cures in a short time. At the same time, users benefit from the effortless, smooth application, large area coverage and rapid work progress. PCI Seccoral® 1K is suitable for standard-compliant waterproofing in bathrooms and shower systems as well as

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

on terraces and balconies with a low level of odor and dust and very low emissions. In short: a completely new comfort experience for all waterproofing work under tiles and natural stone coverings on walls and floors, without additional primer or bonding agent.

"We thank the readers' jury of Fliesen & Platten who once again awarded us a place on the winner's podium," said Fabian Ladenburger, Head of Marketing Management PCI, commenting on the voting result. "We are particularly pleased that our customers, the specialist tile companies and also the specialist dealers appreciate the advantages of the significantly improved formulation and see real added value in it."

For PCI and its products, this is not the first award as "Product of the Year" by Fliesen & Platten. In recent years, PCI has regularly been one of the winners with its products.

As every year, the specialist magazine Fliesen & Platten honors the three top placements as "Product of the Year" in various categories. Due to Corona, the announcement of the winners of the "Product of the Year 2020" took place in digital form as part of the first "F + P Forum im Netz "on February 23, 2021. The official award ceremony will take place at the " F + P Fliesen & Platten Forum" in Cologne on June 11, 2021.

Images

F+P Fliesen und Platten Produkt des Jahres 2020

3. Platz in der Kategorie Bauchemie und Untergründe

PCI Seccoral[®] 1K named "Product of the Year 2020" in the Fliesen & Platten readers' choice ([link to high-resolution Photo](#))



Flexible waterproofing slurry PCI Seccoral[®] 1K with a new formulation - even more convenient application when waterproofing ([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