

PRESS RELEASE

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Clear and yet complete: distributors and users benefit from the new information package on the PCI core range for tiling

PCI simplifies product selection for laying tiles

Augsburg, June 25, 2020 - Under the motto "Completely simple - simply complete", PCI Augsburg GmbH is now providing a practical information package on the PCI core range for tiling which significantly simplifies the customer's choice of products for tile laying. Users and specialist dealers benefit from the new information material which provides all information in a compact and clear form.

Consisting of a handy fold-out brochure, a brochure and a poster, the new information package supports specialist dealers with advice and makes it easier for the user to select the right product - all the necessary information is clearly and compactly illustrated.

The brochure "PCI core range for tiling" presents the respective products of the individual processing stages as well as their areas of application and advantages in a compact form enabling the customers in retail and trade to quickly and easily find the right product for their requirements. The fold-out brochure of the same name is the clear "take away option": a handy format on the construction site or when advising in the trade and, thanks to the registers, offers quick orientation for the respective processing step. The poster that shows the application of the core range in a practical way in the living room, bathroom and kitchen is also ideal as a sales aid in retail.

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:
Philipp Kley

Registergericht:
Amtsgericht Augsburg, HRB 6355
USt-IdNr.: DE811143409

"The newly compiled information package on the PCI core range for tiling makes it easier than ever for users and specialist dealers to choose the right product. It helps to maintain an overview and to be able to advise the essentials even more specifically," says Thorsten Leppler, PCI- Product manager tile and natural stone technology.

The new information material is available for download on the PCI website (brochure, leaflet, poster).

As a system provider, PCI's core range for tiling covers all areas related to tile laying - from substrate preparation and floor leveling to waterproofing and laying to grouting.

Image



PCI's new information package for faster and easier product selection in the field of natural stone laying.

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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 world's leading suppliers of construction chemicals products and was created from the former BASF's construction chemicals business following its spin-off from the BASF Group. We offer innovative and sustainable products and solutions for the construction industry for various sectors, such as buildings, infrastructure, civil engineering, new construction and renovation. Our strong brands, such as Master Builders Solutions®, PCI®, Thermotek®, Wolman®, Colorbiotics® and Watson Bowman Acme® are established in the market. With our innovations we face the challenges of sustainability in the industry. The MBCC Group consists of about 70 companies worldwide and employs around 7,500 construction experts in over 60 countries. Further information under: www.mbccgroup.com. We build sustainable performance.

Press contact:

Christian Kemptner

PCI Augsburg GmbH

Tel.: +49 821 5901-351

Fax: +49 (821) 5901-416

E-Mail: christian.kemptner@pci-group.eu

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