

PRESS RELEASE

Augsburg, 26.10.2020

Ideal as a sales aid - distributors and processors benefit from PCI's new information package for construction technology

PCI simplifies product selection in the core range of construction technology

Augsburg, October 26, 2020 - Following the introduction of the successful information package on the core range of tiles, PCI Augsburg GmbH is now providing another practical information package on the core range of construction technology which significantly simplifies the product selection for customers. Processors and specialist dealers benefit from the new information package with all the necessary information in a compact and clear form.

Consisting of a handy fold-out brochure and a brochure, the new information package supports specialist dealers in advising them and simplifies the right product selection for the user - all the necessary information is illustrated in a compact and clear manner.

Under the motto "Completely simple - simply complete", the brochure "PCI Core Range Construction Technology" presents the respective products of the individual areas of application and their advantages in a compact form enabling the customer to quickly find the right product for his requirements. The fold-out brochure of the same name is the clear "take away option" which, thanks to the registers, offers quick orientation to the respective area of application.

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Amtsgericht Augsburg, HRB 6355
USt-IdNr.: DE811143409

"Following the positive feedback from users and specialist dealers on the information package for tiles, we are now continuing the concept", says Fabian Ladenburger, Head of Marketing Management PCI. "The newly compiled information package on the PCI core range of construction technology makes it easier than ever to select the right product. It helps to maintain an overview and to be able to advise the essentials even more specifically."

Both the brochure and the fold-out brochure can be downloaded as a PDF from the PCI website.

As a system provider, PCI's core range of construction technology covers all areas of application, from waterproofing a building via concrete repair to refurbishing a floor.

Image



PCI's new information package for faster and easier product selection in the field of construction technology.

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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 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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