

PRESS RELEASE

Augsburg, 19.12.2023

PCI-Alpencup teams Germany and Denmark win special prizes

The PCI-Alpencup teams Sweden and Switzerland in second and third place at the Sika 10th International Tiler Competition in Guangzhou

Augsburg, 19.12.2023 – The winners of the Sika 10th International Tiler Competition in China have been chosen: The PCI-Alpencup teams Sweden and Switzerland take second and third place behind the winner China. In addition, the PCI-Alpencup team Denmark won the special award “Most Popular European Team”, which was awarded by the audience, and the PCI-Alpencup team Germany won in the “Best full-surface bonding” category.

The international tiling competition took place from December 13 to 18, 2023 at the Haixinsha Island Stadium in Guangzhou. The teams of the third PCI-Alpencup 2023, organized by PCI Augsburg GmbH, from Germany, South Tyrol, Sweden, Denmark and Switzerland competed in the “team competition” discipline against participating countries from all over the world. The PCI-Alpencup team Sweden with Per Mattias Andersson, Andreas Markstedt and Frida Malm came in second place behind the winner China, while the PCI-Alpencup team Switzerland with Stefan Stark, Thomas Vogel and Amarin Prediger won third place. The PCI-Alpencup team Germany (Manuel Karg, Lukas Schmittlutz and Philip Großkopf) won a special prize in the “Best full-surface bonding” category. The PCI-Alpencup team Denmark (Kristian Bak

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Hansen, Patrick Grabaek and Kenny Bruun) won the public vote for the most popular European team.

In recognition of the outstanding work of supporting young professionals that PCI Augsburg GmbH is doing with the organization of the PCI-Alpencup, Sika invited the participants of the 3rd PCI-Alpencup, which took place in Dagmersellen/Switzerland from June 29 to 30, 2023, to Sika 10th International Tiler Competition.

■ The Sika International Tiler Competition is an event that was held for the tenth time this year; the participating countries in 2023 included Australia, China, Denmark, Germany, France, Indonesia, Cameroon, Malaysia, Morocco, Pakistan, Sweden, Switzerland, South Tyrol and Vietnam .

■ The event took place from December 13 to 18, 2023, with the actual competition taking place on December 16. The highlight of the competition day was the announcement of the winners and the awards ceremony in the evening after the jury's evaluation. The winners received prize money based on placement and media exposure in several TV interviews.

PCI introduced the PCI-Alpencup as a new format in 2021 as part of supporting young craftspeople and organized it in close cooperation with the European Union of National Tile Trade Associations (EUF). The aim of the PCI-Alpencup is to provide support for young craftspeople as part of the promotion of young professionals, to give them an opportunity of taking part in international cooperation, to exchange views and to measure their performance against each other. The format has since become established and continues to grow from time to time. The 4th PCI-Alpencup 2024 will be held from July 4 to 5, 2024 in Bolzano (South Tyrol).

"We are very proud of the great rankings of so many PCI-Alpencup teams. Silver, bronze and victory in two special categories clearly demonstrate that the PCI-Alpencup offers the highest level of performance and that the participants of the PCI-Alpencup 2023 also demonstrate extraordinary competence in global competition," says Stephan Tschernek, Head of Marketing PCI Group.

Images



The winners of the Sika 10th International Tiler Competition in Guangzhou: PCI-Alpencup team Sweden, China and PCI-Alpencup team Switzerland, from left to right ([Link](#) to high-resolution photo)



The PCI-Alpencup team Germany is pleased with its victory in the “Best full-surface bonding” category. ([Link](#) to high-resolution photo)

About PCI

PCI Augsburg GmbH is part of Sika Holding CH AG & Co KG 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 about 1,150 in Europe and generated sales of almost €350 million net in 2022. Further information about PCI on the Internet under www.pci-augsburg.de.

About SIKA AG

Sika is a specialty chemicals company with a leading position in the development and production of systems and products for bonding, sealing, damping, reinforcing, and protecting in the building sector and motor vehicle industry. Sika has subsidiaries in 101 countries around the world and manufactures in over 300 factories. Its more than 27,500 employees generated annual sales of CHF 10.49 billion in 2022.

More information at: www.sika.com/.

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