

PRESS RELEASE

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PCI Group focuses on more individual customer approach

Augsburg, September 12, 2022 – The PCI Group with its two leading brands PCI and THOMSIT is realigning the way it addresses its customers and will focus on segment-specific events and targeted activities in the future. The aim of this re-orientation is an even more individual customer approach.

In the future, the company will focus on smaller events that can be optimally adapted to current topics and challenges. This is because the wishes and demands of customers have changed, as Markus Spießl, Sales Director Germany at PCI, and Holger Sommer, Director Business Unit Floor Laying Systems, unanimously explain: "Numerous discussions have increasingly shown that our customers prefer a more individual approach. Innovative formats with focus topics give us the opportunity to respond to our customers in an even more targeted and flexible way."

The PCI Group is therefore planning specific events for the various customer segments in the future. "Our goal is to be close to the market and to our customers. For this reason, we decided to no longer use the financial means in 2023 for large events such as BAU in Munich, but for customized smaller events," says Stephan Tschernek, Head of Marketing PCI Group.

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Images



Markus Spieß (PCI Sales Director Germany), Holger Sommer (Director Business Unit Floor Laying Systems) and Stephan Tschernek (Head of Marketing PCI Group) are realigning the PCI Group's customer approach (links to high-resolution photos: [M. Spieß](#), [H. Sommer](#), [S. Tschernek](#))

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.

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®, 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.

We build sustainable performance.

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