

PRESS RELEASE

Augsburg, 06.06.2024

The fourth PCI-Alpencup from July 4 - 5, 2024 – this year in Bolzano (South Tyrol)

The PCI-Alpencup is entering the fourth round

Augsburg, 06.06.2024 – PCI Augsburg GmbH is organizing the PCI-Alpencup for the fourth time in close cooperation with the European Union of National Tile Associations (EUF). As in previous years, the event is embedded in an attractive supporting program and will take place in South Tyrol this year. Sixteen young craftspeople from eight countries will be competing for the PCI-Alpencup Challenge from July 4 to 5, 2024.

The format, newly introduced in 2021 and organized by PCI as part of promoting young professionals and in close cooperation with the European Union of National Tile Associations (EUF), has established itself as a popular and attractive event. This year, eight countries are taking part in the international competition: a total of sixteen young craftspeople from Germany, Austria, Switzerland and South Tyrol as well as from Denmark, France, Sweden and the Czech Republic will be competing to show their skills on July 4 and 5. The venue for 2024 is Bolzano in South Tyrol. The event will take place at the NOI Techpark, a science and technology park.

As in the previous PCI-Alpencup events, each team of two must work together to complete a task that is based on the level of the professional world championships (WorldSkills) or European championships (EuroSkills) within a specified time frame. One participating country takes the lead in setting the task and provides the jury chairman. It is Austria this year after Germany (2021), Switzerland (2022) and Denmark (2023).

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The winners of the past years

- 2021: Team Germany (Silas Dulle, Tim Necker)
- 2022: Team Austria (Timo-Nils Theisl, Patrick Hollerer)
- 2023: Team Austria (Sara Sinhuber, Florian Gruber)

In addition to the actual competition, participants and visitors on site can look forward to an attractive supporting program of lectures and workshops throughout the event. At the same time, decentralized training events and workshops for the next generation of tile layers under the motto “Check the tile” will be held at various locations in all of Germany throughout 2024.

The countdown with the latest information and live coverage during the PCI-Alpencup can be followed at www.pci-alpencup.com as well as on Instagram and Facebook.

"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", explains Fabian Ladenburger, Head Marketing Professional Trade Construction & Tile. "We have been committed to providing support for young professionals for many years in the skilled trades and are pleased that our new format introduced in 2021 has developed into an established event that offers a spectacular event every year. Follow the countdown and the live coverage during the PCI-Alpencup already now at www.pci-alpencup.com!"

Image



*The fourth PCI-Alpencup will take place from July 4 - 5, 2024 in Bolzano (South Tyrol).
([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 €320 million net in 2023. Further information about PCI on the Internet at 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 11.24 billion in 2023. More information at: www.sika.com/.

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