

PRESS RELEASE

Augsburg, August 11, 2020

PCI Augsburg GmbH celebrates 70th anniversary

70 years of success for PCI

Augsburg, August 11, 2020 – In 2020, PCI Augsburg GmbH is celebrating the 70th anniversary of the company's foundation. Established in 1950 as Poly-Chemie-Ingenieurgesellschaft mbH what started as a two-man operation developed into one of Germany's leading manufacturers of construction chemicals with more than 1,200 employees and sales well in excess of €300 million.

The company's founders Karl Strehle, an engineer from Augsburg, and Hans W. Schulz, a Frankfurt businessman, already made a successful entry to the market in 1951 with their "Concrete Emulsion" a newly developed product to improve the adhesion properties of cementitious mortars. The mortar additive was the right product for the years of the "Economic Miracle" and still accounted for about 75 percent of the company's total sales in 1954.

Over the following decades, innovative products such as PCI FT[®] Klebemörtel, introduced in 1959, the first cementitious tile adhesive for thin-bed laying, made the company a pioneer in the sector. In 1981, PCI offered the first flexible tile adhesive in powder form, making PCI the market leader in the tile fixing segment. Nowadays, PCI Flexmörtel[®] is used in Germany as a generic term for an entire class of products.

Sustainability has been an integral part of PCI's corporate culture for many years. PCI focuses on sustainability from product development through to

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

delivery with the preferred use of environmentally compatible raw materials for production as well as eco-friendly or recycled materials for packaging and lightweight products, which reduce carbon dioxide emissions during transport. PCI products have been awarded various environmental seals of approval such as the well-known "Blauer Engel" (blue angel) in Germany. These products make a significant contribution to low pollutant concentrations in buildings and therefore to the health and well-being of users.

PCI already launched sustainable products in the early 1970s. In 1974, PCI Gisogrund[®] was the first solvent-free epoxy resin primer for gypsum substrates. Nowadays, 93% of PCI products are solvent-free.

Other ground-breaking developments with respect to sustainability included nano and lightweight mortar technology products such as PCI Nanolight[®]. During the production of the special flexible mortar, recycled glass is added, reducing material consumption and carbon dioxide emissions. The light weight of PCI Nanolight[®] also reduces CO₂ emissions during shipment by up to 33 percent per cubic meter of tiling laid compared with standard tile adhesives. In 2003, PCI Nanolight[®] received the EC1 PLUS environmental seal of approval for very low-emission products.

The latest innovation is the first joint grout offered by the industry that is available in hundreds of different colors to match each individual tile. PCI Durapox[®] Premium Multicolor is supplemented by the digital color measuring device PCI Colorcatch Nano for professional advice on colors. PCI Durapox[®] Premium Multicolor has received the internationally recognized PLUS X AWARD as "Best Product of the Year 2019".

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

A milestone in history of the company was the acquisition of THOMSIT, founded in 1946, from Henkel in 2017. Through the takeover of the second-largest flooring system company in the German-speaking region, PCI has further expanded its product portfolio.

Nowadays, PCI Augsburg GmbH is a successful, growing company, one of the leading manufacturers of construction chemicals and the market leader in the tile fixing products sector in the German-speaking region. The company continues to invest in the future at its three plants in Augsburg, Hamm and Wittenberg. PCI recently completed an extension of its delivery center in Augsburg that is to be inaugurated on October 8, 2020.

PCI is also well-prepared for the digital future. This April, PCI was honored as one of the digital champions among Germany's major companies by Focus Money magazine. This accolade confirms the leading role played by the PCI Group within the construction chemicals sector, also with respect to digitalization. PCI's digital offerings include a live chat with PCI technical service team members, a number of apps and advice tools, new online training concepts and videos as well as a plug and play web package for customers.

"We look back with pride on a very successful history over the past 70 years and continue to write this success story every day," says Marc C. Köppe, Chairman of the PCI Management Board. "Our focus is on offering complete system solutions. The construction materials we develop can be used simply and rationally, cover all areas of applications and are convincing in every respect. We succeed in these efforts for a number of reasons including close cooperation with specialist dealers and contractors. As we provide advice and training, we learn about customers' problems and the

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

requirements of the marketplace, allowing us to adjust even more effectively to changing market requirements in the future. We would therefore like to take this opportunity to thank our customers for 70 years of cooperation in a spirit of trust."

For the remainder of 2020, PCI has planned a number of activities to celebrate the company's 70th anniversary. These include attractive sales campaigns for dealers and contractors. You will find information on activities in connection with our anniversary as well as on the company and its history on the PCI website (see <https://www.pci-augsburg.eu/en/company/70-years-of-pci/>). You can also follow us on Facebook ([PCI](#) and [THOMSIT](#)), [LinkedIn](#) and Instagram ([PCI](#), [THOMSIT](#)).

Photos



PCI Augsburg GmbH: Personal advice in the 1950s ([high-resolution photo](#))



PCI headquarters in Augsburg 2020 ([high-resolution photo](#))

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 PCI anniversary logo ([high-resolution photo](#))

About PCI

PCI Augsburg GmbH is part of the business unit Construction Chemicals of BASF 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 BASF

At BASF, we create chemistry for a sustainable future. We combine economic success with environmental protection and social responsibility. The approximately 117,000 employees in the BASF Group work on contributing to the success of our customers in nearly all sectors and almost every country in the world. Our portfolio is organized into six segments: Chemicals, Materials, Industrial Solutions, Surface Technologies, Nutrition & Care and Agricultural Solutions. BASF generated sales of more than €59 billion in 2019. BASF shares are traded on the stock exchanges in Frankfurt (BAS) and as American Depositary Receipts (BASFY) in the US. Further information at www.basf.com.

Press contact:

Dr. Susanne Herchner
Manager Corporate Communication and Press
PCI Augsburg GmbH
Tel.: +49 821 5901-464
Fax: +49 (821) 5901-416
E-Mail: susanne.herchner@PCI-group.eu

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