

PRESS RELEASE

Augsburg, January 30.,2023

PCI Annual Campaign 2023 "Out of This World"

Innovative technologies for maximum performance when laying tiles - with the products of the PCI Nano line

▪ **Augsburg, January 30, 2023 – Under the slogan "Out of this world", PCI Augsburg GmbH is placing its technologically advanced, sustainable PCI Nano line at the center of its annual campaign starting in February 2023. The PCI Nano line is characterized by innovative technology at the highest level for an exceptional application and processing profile. Craftsmen benefit from high processing convenience, application and planning reliability as well as time and cost savings.**

Always one step ahead of current and future market requirements. That is PCI's claim - with innovative, sustainable technologies. The new PCI annual campaign under the slogan "Out of this world" therefore focuses on the topic of technology and the associated innovative strength. The space motif used symbolizes the technological progress of the highly developed PCI Nano line, which is the focus of the annual campaign, with its exceptional application and processing profile.

The PCI Nano line includes the new product PCI Nanorapid (the fast flexible adhesive with innovative CSA technology), the flexible tile adhesive PCI Nanolight with improved lightweight mortar technology and PCI Nanofug Premium in proven technology for brilliant joints with high visual standards.

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Whether new construction or renovation - the three products of the PCI Nano line offer maximum performance, convenient processing, planning reliability, quality and efficiency. Craftsmen on the construction site and distributors benefit from this in equal measure when giving advice.

"The PCI Nano line is so technologically advanced and innovative that the campaign slogan 'Out of this world' was an obvious choice," says Stephan Tschernek, Head of Marketing PCI Group. "The PCI-Nano line stands for high-quality premium products that make a major contribution to sustainable, healthy living and also offer users a previously unattained level of processing convenience and maximum performance."

Numerous communication measures are planned throughout the year to accompany the annual "Out of this world" campaign - both online and offline. A video trailer to launch the annual campaign is available on [YouTube](#).

Images



The key visual of the annual "Out of this world" campaign which focuses on the PCI Nano line.. ([Link](#) to high-resolution photo)

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 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 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.

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