

PRESS RELEASE

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PCI annual campaign 2021: 'The best generation of tile adhesives for every challenge'

New generation of PCI Flexmörtel® for even more reliability and flexibility when laying tiles

- **Augsburg, 12 January, 2021 - Under the motto 'It's good to pass on good values', PCI Augsburg GmbH is putting the new generation of the PCI Flexmörtel® line at the center of its annual campaign in 2021. The five flexible tile adhesives cover almost all applications on the building site. They stand out and are characterized by their high level of installation reliability in the event of challenges such as large-format tiles, difficult substrates or time-critical work. Numerous communication measures are planned throughout the year to accompany the annual campaign - online and offline.**

With the first flexible PCI Flexmörtel® around 40 years ago, PCI set new standards on the market and at the same time secured market leadership in the tile-laying sector. The product name was significant in the industry and became the generic term for all flexible tile adhesives. Based on its special properties, the company has continuously developed the flexible mortar range and is presenting a new generation of flexible mortar portfolio that takes into account the new technical requirements and the changing needs of the users.

With a total of five tile adhesives of the new generation, the PCI Flexmörtel® line offers reliable and flexible solutions for all requirements on the construction site. The focus is on a high level of reliability on difficult substrates

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in refurbishment and when laying tiles that become increasingly larger and heavier. The time factor on the construction sites also determines the characteristics of the product line. Fast tile adhesives provide planning security and enable tight schedules to be adhered to. PCI has also taken into account the increasing demand for building materials that are healthy for living: All tile adhesives in the PCI Flexmörtel® line are very low-emission according to GEV-EMICODE EC1 PLUS.

- **PCI Flexmörtel® S1** is the all-rounder in the PCI Flexmörtel® line. As a multi-use adhesive, it is used for all ceramic coverings, indoors and outdoors, on walls and floors. When time is a factor, the fast **PCI Flexmörtel® S1 Rapid** is the best solution. The installed tile covering can be grouted after approx. three hours. As a floor specialist, **PCI Flexmörtel® S1 Flott** is particularly suitable for large-format, heavy tiles and slabs. If cement and heated screeds are to be tiled after approx. three days (as soon as they can be walked on), the highly flexible **PCI Flexmörtel® S2** offers maximum reliability. When it comes to outdoor applications, the outdoor specialist **PCI Flexmörtel® Premium** is the right adhesive for ceramic and natural stone coverings. It is characterized by a high level of convenient application and the constant setting and processing time at both cold and warm temperatures.

“With the PCI Flexmörtel® line, we offer a generation of tile adhesives that really meets all requirements. Our specialist retail partners benefit from quick and easy advice and efficient storage. With just a few adhesives and different areas of application, our users have exactly the solution they need on the construction site. This guarantees significantly more flexibility in day-to-day business and a high level of reliable application even under difficult conditions,” says Fabian Ladenburger, Head of Marketing Management PCI.

At the start of the campaign, a new brochure on the new generation of the PCI Flexmörtel® line and various explanatory videos are available on the PCI website at www.pci-augsburg.de. The annual campaign in the specialist media will be accompanied by a new advertising line that will go online and offline.

Image



PCI's annual campaign for the PCI Flexmörtel® line "It's good to pass on good values - the best generation of tile adhesives" (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 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 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®, Colorbiotics® and Watson Bowman Acme® 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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