

PRESS RELEASE

Augsburg, 15.11.2023

The teams of the PCI-Alpencup 2023 will take part in the Sika 10th International Tiler Competition in Guangzhou in December

PCI-Alpencup goes China

Augsburg, 15.11.2023 – The participants of the third PCI-Alpencup 2023, organized by PCI Augsburg GmbH, will take part in the Sika 10th International Tiler Competition in China. The international tiling competition will take place at the Haixinsha Island Stadium in Guangzhou from December 13 to 18, 2023. The PCI-Alpencup teams from Germany, South Tyrol, Sweden, Denmark and Switzerland will compete in the “team competition” discipline against participating countries from all over the world.

In recognition of the outstanding work of supporting young professionals done by PCI Augsburg GmbH with the PCI-Alpencup event, Sika has invited the participants of the 3rd PCI-Alpencup, which took place in Dagmersellen/Switzerland from June 29 to 30, 2023, to the Sika 10th International Tiler Competition.

The Sika International Tiler Competition is an event that is being held for the tenth time this year. In previous years Australia, Argentina, France, Indonesia, Cameroon, Morocco, Paraguay, the Philippines and Vietnam have taken part alongside China. The participating countries in 2023 are Australia, China, Denmark, Germany, France, Indonesia, Cameroon, Malaysia, Morocco, Pakistan, Sweden, Switzerland, South Tyrol and Vietnam.

The event will take place from December 13 to 18, 2023, with the actual competition on December 16. There are two different competition variants.

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Each country will compete with one tiler in the individual competition on the afternoon of December 16. The task involves laying tiles in large formats (30 x 60 cm and 60 x 60 cm).

Three tilers from each country will compete against each other as a team in the team competition on the morning of December 16 in which the PCI-Alpencup teams from Germany, South Tyrol, Sweden, Denmark and Switzerland will also take part.

- The team task: tiling a 2.4 meter long tile scene within two hours with tricky detailed tasks. This competition format is not only a special challenge from a technical point of view, it is also about functioning optimally as a team.

A training day is scheduled before the actual competition during which the participants can familiarize themselves with the rules of the competition and the use of the relevant tools. The highlight of the competition day is the announcement of the winners and the awards ceremony in the evening after the jury's evaluation. The winners will receive prize money based on their ranking as well as media coverage in several TV interviews.

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PCI introduced the PCI-Alpencup as a new format in 2021 as part of supporting young craftspeople and organized it in close cooperation with the European Union of National Tile Trade Associations (EUF). 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. The format has since become established and continues to grow from time to time. The 4th PCI-Alpencup 2024 will be held in Bolzano (South Tyrol) from July 4 to 5, 2024.

“We are pleased that the participants of the PCI-Alpencup will be represented at the Sika 10th International Tiler Competition in China. The PCI-Alpencup has successfully established itself as one of our components for providing support for young craftspeople and it attracts more participants every year,” says Stephan Tschernek, Head of Marketing PCI Group. “We wish the PCI-Alpencup teams much success and a good ranking in this competition in China!”

Image



The teams of the PCI-Alpencup 2023 will take part in the Sika 10th International Tiler Competition in Guangzhou in December ([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 €350 million net in 2022. Further information about PCI on the Internet under 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 10.49 billion in 2022.

More information at: www.sika.com/.

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