

PRESS RELEASE

Augsburg, 22.01.2024

Reliable and easy-to-use product systems

PCI annual campaign 2024 “Refurbishment, renovation and modernization”

Augsburg, 22.01.2024 – From January 2024, PCI Augsburg GmbH will be focusing its annual campaign on various systems with harmonized products for refurbishment, renovation and modernization under the motto "PCI is the trump card - this is how winners refurbish".

Tradespeople benefit from reliable complete solutions with which even demanding renovation tasks can be completed easily and reliably.

Due to various factors such as high costs, inflation and interest rate increases, building applications are continuing to fall significantly, especially in the new construction sector. In 2024, PCI is therefore focusing entirely on refurbishment, renovation and modernization which offers great market opportunities.

Complex construction sites are the order of the day in refurbishment, renovation and modernization, making reliable product solutions indispensable. Under the motto "PCI is the trump card - this is how winners refurbish", PCI will be focusing on several systems with harmonized products over the course of 2024 offering tradespeople complete solutions for various renovation tasks which are simple and reliable in application.

"Thanks to decades of experience and innovative technologies, PCI is one of the market leaders in construction chemicals. Construction professionals know that they have the best cards with PCI. Because PCI is the trump card in modernization: System solutions for all cases as well as top products that are

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child's play to work with and are reliable thanks to our experience," says Stephan Tschernek, Head of Marketing PCI Group.

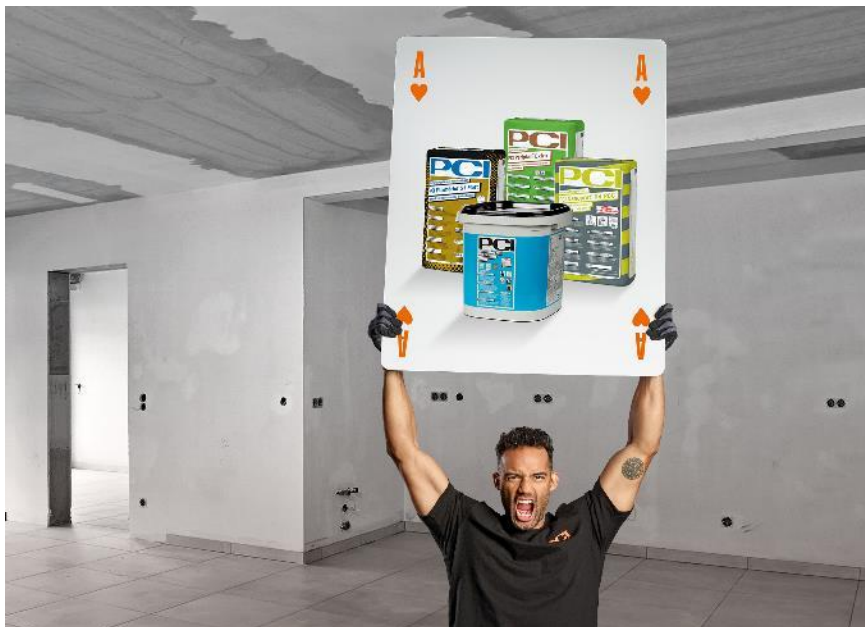
Numerous communication and marketing activities are planned throughout the year to accompany the annual campaign "Refurbishment, renovation and modernization". These include, for example, two segment-specific brochures for the sectors Tiling/Natural Stone and Construction Technology, PoS support for specialist distributors, a special [landing page](#) (in German) on the PCI website on the subject of renovation and refurbishment as well as social media and newsletter posts with various renovation solutions and thematically appropriate give-aways such as PCI playing cards.

There are "solution cards" for each of the systems presented which provide a quick and easy overview of the respective solution to the challenge encountered on the construction site. The user receives detailed explanations via the QR code on the solution card which leads directly to the corresponding website.

Throughout the year, the company will also be offering several sales campaigns with products that are ideal for use in renovation, refurbishment and modernization.

The annual theme of refurbishment, renovation and modernization is also included into the PCI Academy seminars. Participants benefit from additional added value as the seminars go into even more detail on the application of refurbishment-specific products.

Image



The key visual of the annual campaign "Refurbishing, Renovating and Modernizing" ([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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