

# PRESS RELEASE

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PCI Augsburg GmbH once again confirms its leading role in the industry in the field of digitalization

## PCI Augsburg GmbH once again honored as "Digital Champion" in 2024

Augsburg, 04.03.2024 – In February 2024, PCI Augsburg GmbH was once again honored "Digital Champion" for the fourth time. The company took second place behind Würth Industries in the latest Focus company study. Every year, Focus honors companies that actively take on the challenges of digitalization and find their own answers and develop solutions.

Digitalization is advancing inexorably and has become an integral part of modern life. Companies must deal with digitalization in order to remain agile and competitive. Against this background, Focus Money selected the "Digital Champions" for the sixth time. With a very close score of 99.2 out of 100 possible points, PCI Augsburg achieved second place in the "Building Materials & Accessories" category, while Würth Industries took first place. PCI Augsburg GmbH had already been awarded first place in 2020, 2022 and 2023.

On behalf of Focus Money and Deutschland Test and under the scientific supervision of the renowned Hamburg Institute of International Economics (HWWI), the Institute for Management and Economic Research analyzed the approximately 12,000 largest companies in Germany in the study period from January 1, 2022 to December 31, 2023 and evaluated the results in the fields of digitalization, technology and innovation.

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PCI Augsburg GmbH is one of the leading manufacturers of construction chemical products in Germany with around 1,150 employees and a turnover of approx. 320 million euros. The company offers innovative and sustainable products and solutions for the construction trends of tomorrow. This has made PCI the market leader in the German-speaking tiling sector for more than 40 years.

PCI has many years of expertise in the digital sector and was one of the first in the industry to offer customers a live chat with technical experts. Customers benefit from an extensive range of digital application and training videos, which is continuously being expanded.

"We are very proud to receive the Digital Champion award once again. Three gold and one silver award is a result to be proud of and further confirmation that PCI is an industry leader in the field of digitalization. The service concept is our top priority which is why we are continuously developing our broad portfolio of digital offerings to provide our customers with practical benefits for their everyday needs," says Stephan Tschernek, Head of Marketing PCI Group.

PCI has already won numerous awards including first place as "Company of the Year" three times in a row (Focus, 2022, 2023 and 2024). The THOMSIT brand has been "Brand of the Century" (ZEIT Verlag) in the flooring sector without interruption since 2019. The company has won the Architects' Darling Award from Heinze Verlag several times in various categories, most recently in November 2023 with second place in the "Best Sampling Package" category.

## Image



Stephan Tschernek, Head of Marketing PCI Group ([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 €320 million net in 2023. Further information about PCI on the Internet under [www.pci-augsburg.de](http://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 11.24 billion in 2023. More information at: [www.sika.com/](http://www.sika.com/).*

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