

PRESS RELEASE

Augsburg, January 3, 2023

PCI website relaunch impresses with its eye-catching corporate design and improved functionality

PCI website honored with German Design Award 2023

Augsburg, January 3, 2023 – The PCI website which was relaunched in spring 2022 received the German Design Award »Special Mention« in the category 'Excellent Communications Design - Web'. The PCI website update in the new corporate design designed by the Augsburg agency zwetschke is even faster, more clearly arranged, with even greater user-friendliness and extended functions. The German Design Award is presented annually by the German Design Council and is one of most prestigious awards in the design world.

The PCI website which was completely redesigned in March 2022 received the renowned German Design Award »Special Mention« in the category 'Excellent Communications Design - Web' in December 2022. The web update was designed and programmed by the Augsburg agency zwetschke in the new corporate design of the PCI brand. Customers benefit from the further development: In addition to an eye-catching look, the PCI website has been made even faster, more clearly arranged, with even greater user-friendliness and extended functions. This makes it easier for visitors to find all important tools and information with a minimum of effort and a few clicks. To do this, an even faster and simpler search function and an even more convenient navigation have been implemented. A large number of helpful functions

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includes product recommendations, an extended watch list, target group-specific access for architects and much more.

"Together with our agency zwetschke, we are very happy about this award.

Our corporate design which was revised at the beginning of 2022 clearly stands out with the dominant PCI orange, not only in the print media but also on our website," says Stephan Tschernek, Head of Marketing PCI Group.

"Above all, it is important to us not only to shine visually but also to offer the visitors to our website the greatest possible speed, clarity and user-friendliness. It is an honor for us that the German Design Council has honored this with the German Design Award 2023."

The German Design Award which has been presented annually since 2012 by the German Design Council is one of the most prestigious awards in the design world across all sectors, with the »Special Mention« award being presented for remarkable design achievements. The jury is made up of design experts from business, teaching and science as well as the design industry from eleven nations. A total of 2023 products and projects from 60 countries were submitted to the competition. The official presentation of the German Design Awards will take place on February 3, 2023 in Frankfurt am Main.

Images



The new PCI website received the German Design Award
([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 €350 million net in 2021. 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 Nautech™ 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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