

# PERSONNEL REPORT

Augsburg, 15.02.2021

## Ron Achteresch expands the product management team at PCI

**Augsburg, February 15, 2021 - Ron Achteresch has been strengthening PCI product management in the core range of tile and natural stone technology since November 1, 2020. The 31-year-old master tile, slab and mosaic layer looks after the PCI product groups of primers, fillers and joint grouts and reports in this role to Ivica-Nikola Vukic, Head of Product Management at the PCI Group.**

Ron Achteresch already has extensive experience both on the processing side and in the industry. After his training as a tile, slab and mosaic layer and the subsequent work as a journeyman, he passed the master's examination and worked in a tile laying company for several years. Achteresch's practical experience includes, for example, swimming pools, industrial and commercial construction, refurbishment as well as hotel and residential construction.

In 2016 he switched to the industry sector where he initially worked in the tile and flooring systems segment as an application engineer, then as head of application technology and finally as a product manager. At the same time, Achteresch has been an honorary lecturer since 2018.

Together with Thorsten Leppler, Ron Achteresch is responsible in product management for comprehensive support for the PCI core range of tile and natural stone technology. While Thorsten Leppler takes care of the product groups sealing, tile adhesive, rigid foam support elements and silicones, Ron Achteresch looks after the primers, fillers and joint grouts. Both report to Ivica-Nikola Vukic who is head of the product management at the PCI Group. "In recent years, both the number of products in this core range and that of the

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customers have grown continuously. That stands for the success of PCI and pleases us. So it was time to expand product management for this growing core range," explains Vukic.

"Due to my career from tiler to application technician to product manager, I have a good eye for the tilers' needs and can relate to them very well. I look forward to contributing my experience to the PCI Group ", says Achteresch.

## Image



*Since the beginning of November 2020, Ron Achteresch has been strengthening PCI product management in the core range of tile and natural stone technology with the product groups of primers, fillers and joint grout (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](http://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](http://www.mbcc-group.com).*

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