

PRESS RELEASE

Augsburg, 10.07.2023

"Check the tile": Supporting young tiling professionals with special PCI events in June 2023

Successful PCI training events and workshops for young professionals in the tiling trade

Augsburg, 10.07.2023 – Accompanying the PCI-Alpencup 2023 which took place in Switzerland from June 29 to 30, PCI Augsburg GmbH organized decentralized training events and workshops at various locations throughout Germany for young professionals in the tiling trade under the motto "Check the tile - my future in the tiling trade". This is a further module in the company's wide range of measures to support young professionals.

Throughout the month of June, half-day training events and workshops were held at various locations for young professionals in the tiling trade under the motto "Check the tile - my future in the tiling trade" parallel to the PCI-Alpencup 2023. At seven locations, the young professionals were able to find out more about the three main topics of substrates, laying/bonding and grouting in practical seminars, try their hands in the workshops, exchange ideas in discussion groups, learn from each other and take part in interesting activities in the evening program. A total of around 250 participants, equipped with PCI workwear and materials, took advantage of the seven events held throughout Germany.

The PCI-Alpencup is the new format introduced in 2021 which PCI organizes every year as part of supporting young tiling professionals and in close cooperation with the European Union of National Tile Associations (EUF). Nine

Sitz der Gesellschaft:
PCI Augsburg GmbH
Piccardstraße 11, 86159 Augsburg
Postfach 10 22 47, 86012 Augsburg
Tel. +49 (8 21) 59 01-0
Fax +49 (8 21) 59 01-372

Geschäftsführer:
Stefan Harder
Frank Rösiger

Registergericht:
Amtsgericht Augsburg, HRB 6355
USt-IdNr.: DE811143409

countries took part in the third international performance competition: Germany, Austria, Switzerland and South Tyrol, as well as Denmark, France, Norway, Sweden and the Czech Republic. A total of eighteen young craftspeople entered the race on June 29 and showed their skills on two days of competition. The winning team with Sara Sinhuber and Florian Gruber comes from Austria. In 2023, Switzerland was the venue for the first time, the event took place at the Dagmersellen vocational training center in central Switzerland near Lucerne.

Supporting young tiling professionals has a very high priority at PCI, and not only since the massively increasing shortage of skilled workers in the trade. PCI has been committed to young craftspeople for a long time and supports apprentices and master craftspeople financially and professionally. This includes, for example, the close cooperation with the training centers in the skilled trades as well as their financial and technical support, also supporting the national tilers team as well as participating as the only premium partner in a project called "Die Meistermacher" presented in the tiling magazine "Fliesen und Platten" (the so far unique and free learning offer for the preparation for the master tiler examination), the PCI master portal and the PCI-Alpencup.

"We are pleased that the PCI training events and workshops were so well received by the young craftspeople. We see that there is a great demand and that the program is also very well received," sums up Stephan Tschernek, Head of Marketing PCI Group. "Just like the PCI-Alpencup, for example, such events are not only intended to set professional accents, but also to provide a framework for networking, exchanging ideas and having fun together with PCI. The feedback from all participants was positive throughout and we are definitely planning to continue the series of these events."

Images



*Working together and having fun -- that's what the PCI workshops and seminars "Check the tile" in June 2023 were all about, here in Höhr-Grenzhausen.
([Link](#) to high-resolution photo)*



*"Full house" at the PCI event "Check the tile" in Nuremberg on June 22, 2023
([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/.

Press contact:

Dr. Susanne Herchner
Manager Corporate Communication and Press
PCI Augsburg GmbH
Tel.: +49 (821) 5901-464
Fax: +49 (821) 5901-540
E-Mail: susanne.herchner@PCI-group.eu