

PRESS RELEASE

Augsburg, 17.05.2023

The third PCI-Alpencup from June 29 – 30, 2023 – this year in Switzerland
with nine participating countries

The PCI-Alpencup is entering the third round

Augsburg, 17.05.2023 – For the third time, PCI Augsburg GmbH organizes the PCI-Alpencup in close cooperation with the European Union of National Tile Trade Associations (EUF). This year, the event is taking place in Switzerland for the first time and, like the last two times, will be embedded in an attractive supporting program. From June 29 to 30, 2023, 18 young craftspeople from nine countries will be competing for the PCI Alpencup Challenge.

The format, newly introduced in 2021 and organized by PCI as part of promoting young professionals and in close cooperation with the European Union of National Tile Associations (EUF), has established itself and continues to grow. Nine countries are now participating in the international competition: Germany, Austria, Switzerland and South Tyrol, as well as Denmark, France, Norway, Sweden and the Czech Republic. A total of eighteen young craftspeople will enter the race starting June 29 to show their skills on two days of competition. In 2023, Switzerland will be the venue for the first time. The event will take place at the Dagmersellen vocational training center in central Switzerland near Lucerne.

As in the previous PCI-Alpencup events, each team of two must work together to complete a task that is based on the level of the professional world championships (WorldSkills) or European championships (EuroSkills) within a specified time frame. One participating country takes the lead in setting the

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task and provides the jury chairman. It is Denmark this year after Germany (2021) and Switzerland (2022).

The aim of the PCI-Alpencup is to provide support for young craftspeople as part of the promotion of young professionals, to give them an opportunity of taking part in international cooperation, to exchange views and to measure their performance against each other. In 2022, Team Austria won with Timo-Nils Theisl and Patrick Hollerer, in 2021 Team Germany won with Silas Dulle and Tim Necker.

In addition to the actual competition, participants and visitors on site can look forward to an attractive supporting program throughout the event. At the same time, decentralized training events and workshops for the next generation of tile layers will be held at various locations throughout Germany in the month of June under the motto "Check the tile - my future in the tile-laying trade".

The countdown with the latest information and live coverage during the PCI-Alpencup can be followed at www.pci-alpencup.com as well as on Instagram and Facebook.

“We have been committed to providing support for young professionals for many years, especially in the skilled trades. The PCI-Alpencup motivates young people in the trade, arouses enthusiasm and encourages them in their choice of education,” says Stephan Tschernek, Head of Marketing PCI Group. “The PCI-Alpencup has established itself and continues to grow with nine participating countries. We look forward to a spectacular event. Follow the countdown and the live coverage during the PCI-Alpencup already today at www.pci-alpencup.com!”

Image



The third PCI-Alpencup will take place in Dagmersellen, Switzerland, from June 29 - 30, 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/.

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