

# PRESS RELEASE

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Overall winner for price-performance ratio, customer trust, service quality and sustainability in the construction chemicals category

## Focus award for PCI as "Company of the Year 2022"

Augsburg, February 16, 2022 – PCI Augsburg GmbH was awarded "Company of the Year 2022" in a new study by Focus Money and achieved first place in the construction chemicals category. Decisive categories were price-performance ratio, customer trust, service quality and sustainability.

In January 2022, PCI Augsburg GmbH received the "Company of the Year 2022" award. Around 21,000 companies were analyzed for the study in the period from January 1, 2020 to August 31, 2021. With 100 out of 100 possible points, PCI took first place in the construction chemicals category.

The IMWF Institute for Management and Economic Research carried out the "Company of the Year" meta-study on behalf of Focus Money and Deutschland Test. It honors those companies that did particularly well in the studies "Prize Winner 2021", "Highest Trust 2021", "Customer Favorites 2021" and "Germany's Best - Sustainability 2021". The methodology is based on so-called social listening with a focus on tonality and reach. A total of 438 million online sources were recorded and analyzed.

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The criteria of these four studies are the price-performance ratio, customer trust and/or the credibility of companies and brands (seriousness, recommendation, trust), service quality and sustainability (not only the ecological sustainability, but also economic and social sustainability). Each of these categories contributes 25% of the overall result. The "Company of the Year 2022" award is given based on the number of points achieved in the overall ranking. The score is calculated on a sector-specific scale from 0 to 100 points. The respective winner of the industry sector receives 100 points and thus sets the benchmark for all other companies examined within the industry. The study (in German) is available online at the following link:

[www.deutschlandtest.de/unternehmendesjahres](http://www.deutschlandtest.de/unternehmendesjahres).

PCI Augsburg GmbH is one of the leading manufacturers of construction chemicals products in Germany with over 1,200 employees and a turnover of almost 350 million euros. The company offers innovative and sustainable products and solutions for tomorrow's construction trends. This means that PCI has been the market leader in the German-speaking tile laying sector for more than 40 years.

PCI has already won numerous awards including "Trendsetter of the German Economy" (FAZ Institute, 2021), "Digital Champion" (Focus Money, 2021), "Brand of the Century" for the THOMSIT brand in the flooring sector (ZEIT Verlag, since 2019) or "German Traditional Brand" (PLUS X AWARD, 2019) as well as many product awards. The company has won the Architects' Darling Award from Heinze Verlag several times in various categories, most recently in 2020 with the PCI brand with two gold product awards and in 2019 with the THOMSIT brand for the best image/corporate film.

"We are very proud of this award because it precisely focuses on the criteria that are most important to PCI: quality, brand trust, excellent service and sustainability," says Marc C. Köppe, CEO of the PCI Group. "The fact that we achieved first place with the highest possible number of points and are therefore the benchmark for the entire construction chemicals industry is a special recognition for us and an important confirmation of our achievements. At the same time, we see the award as an incentive to keep our finger on the pulse of the construction industry and to continuously improve ourselves."

## Images



PCI awarded "Company of the Year 2022" by Focus (the company's headquarters in Augsburg is pictured) (Link to high-resolution [Photo](#))



Marc C. Köppe, Chairman of the Management Board of the PCI Group (Link to high-resolution [Photo](#))