

PRESS RELEASE

Stuttgart, 19.11.2024

Sika Trade Construction congratulates young master craftsman and year's best Daniel Schmidt

PCI customer honored as best young master craftsman in the tile, slab and mosaic laying trade in Upper Franconia

Stuttgart, 19.11.2024 – PCI customer Daniel Schmidt from Selbitz has passed the examination to become a master tiler, slab and mosaic layer at the Chamber of Crafts for Upper Franconia as the best of his year and was awarded for his outstanding performance by Bavaria's Prime Minister Dr. Markus Söder.

32-year-old Daniel Schmidt first studied mechanical engineering and then worked as a project manager for several years before joining his parents-in-law's business in 2020. In 2021, he successfully completed his apprenticeship as a tile, slab and mosaic layer with the journeyman's examination, followed by the master craftsman's certificate. At this year's master craftsman ceremony in the Lichtenfels town hall at the end of September, he was presented with the award for his outstanding achievement as the best in his year in Upper Franconia by Bavaria's Minister President Dr. Markus Söder. Next year, he will take over the business of his parents-in-law, Klaus Russler Fliesenlegermeister from Selbitz.

“We warmly congratulate Daniel Schmidt on his successful master craftsman examination as the best of his year,” says Fabian Ladenburger, Head of Marketing Building Materials & Tiling Trade at Sika Trade Construction. “This award not only recognizes his technical knowledge and skills, but also

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highlights the importance of the trade and the importance of young professionals. It shows that we are on the right track with our support for young professionals. At the same time, we are of course also proud to have Daniel Schmidt as such a loyal customer who appreciates the quality of our products, services and comprehensive support.”

For many years, Sika Trade Construction, which owns the PCI and THOMSIT brands, has attached great importance to supporting young skilled tradespeople. This includes, for example, close cooperation with the training centers in the trades and their financial and technical support, support for the national tiling team as well as the master craftsman portal and the PCI-Alpencup initiated in 2021, which has since offered young craftspeople from different countries the opportunity to compete against each other in their performance.

Image



*Daniel Schmidt, the best tile, slab and mosaic layer master student of his year in Upper Franconia and a long-standing PCI customer (right), accepts the award from Bavaria's Minister President Dr. Markus Söder (left)
(©HWK Oberfranken, Frank Wunderatsch, [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 €320 million net in 2023. Further information about PCI on the Internet at 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 11.24 billion in 2023.

More information at: www.sika.com/.

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