

## DON'T BLAME THE ADHESIVE — IT NEVER HAD A CHANCE!

When a bonded connection fails, the first reaction is often simple:

**“The adhesive failed.”**

But in reality, the adhesive itself is rarely the real problem.

Successful bonding depends on much more than simply selecting a cartridge of adhesive.

Even the highest-quality bonding system can only perform reliably when all critical conditions are properly understood and controlled.

At TWEHA®, we believe that reliable façade bonding starts with knowledge, preparation and engineering expertise.

That is why we created the **TWEHA® Knowledge Box** — helping façade professionals better understand the science behind successful adhesion.

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### Adhesion Is More Than Just Adhesive

Modern bonded façade systems are highly engineered solutions. Adhesion performance depends on a combination of critical factors, including:

- Correct joint design
- Proper surface preparation
- Environmental conditions
- Application methodology
- Substrate compatibility
- Adhesive selection

If one of these factors is neglected, even the best adhesive may never get the opportunity to perform as intended.

That is why successful bonding should always be approached as a complete system — not as a single product.

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### Understanding the Principles of Adhesion

True bonding reliability starts with understanding how adhesion works.

The TWEHA® Knowledge Box explains the fundamental principles behind:

- Adhesive wetting
- Surface tension
- Cohesion and adhesion
- Load transfer
- Tensile and shear forces
- Long-term durability

By understanding these principles, installers, façade engineers and contractors can make better technical decisions and avoid costly bonding mistakes.

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### **Choosing the Right Adhesive for the Right Application**

Not every adhesive is suitable for every façade application.

Different façade materials, environmental conditions and structural requirements all demand specific bonding solutions.

The Knowledge Box provides practical guidance on:

- Matching adhesives to applications
- Understanding substrate behavior
- Selecting compatible bonding systems
- Preventing incorrect product use

Because the wrong adhesive in the wrong application will always create unnecessary risks.

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### **Adhesive Failures Always Tell a Story**

When a bonded connection fails, failure itself often reveals exactly what went wrong.

Understanding the type of failure can provide valuable insight into:

- Surface contamination
- Improper application
- Incorrect joint geometry
- Environmental influence
- Material incompatibility
- Installation mistakes

The TWEHA® Knowledge Box helps professionals recognize and interpret different failure mechanisms, allowing problems to be identified before they become costly façade issues.

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### **Surface Preparation: The Hidden Key to Success**

One of the most underestimated factors in façade bonding is surface preparation.

Even the strongest adhesive cannot bond properly to:

- Dust
- Grease
- Moisture
- Dirt
- Contaminated substrates

The Knowledge Box provides clear best practices for:

- Cleaning procedures
- Surface conditioning
- Moisture control
- Degreasing methods
- Adhesion optimization

Because successful bonding always starts with a perfectly prepared surface.

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### **Knowledge Creates Reliability**

At TWEHA®, we do not simply supply adhesives.

We support the complete bonding process through:

- Technical expertise
- Engineering support
- Training
- Testing
- Project guidance
- Knowledge sharing

Our goal is to help façade professionals create safer, more reliable and more durable bonded façade systems worldwide.

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### **Global Expertise in Bonded Ventilated Cladding**

TWEHA® adhesives, sealants, tapes and technical chemicals are distributed worldwide through a network of specialized local experts.

Together with our international partners, we offer one of the industry's widest ranges of bonded ventilated cladding technologies.

With decades of experience in façade engineering and bonded construction systems, TWEHA® continues to support innovative and sustainable façade solutions across the globe.

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### **The Difference Between Failure and Success Is Knowledge**

When bonding fails, the adhesive is often blamed first.

But in most cases, the adhesive never had a fair chance of succeeding.

By understanding the complete bonding process — from surface preparation to application methodology — façade professionals can dramatically improve bonding reliability and long-term façade performance.

The TWEHA® Knowledge Box helps turn technical knowledge into practical success.

Because better understanding creates better bonding.

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