

CHOOSE CERTAINTY. CHOOSE QUALITY THAT PROVES ITSELF IN PRACTICE.

“A copy is the sincerest compliment you can receive,” says a proverb from the Far East. And while appreciation is always welcome, it becomes a different story when copies come with compromises in quality, safety, and functionality.

In recent months, we have had many discussions with clients, façade contractors, architects, and developers. One topic keeps returning: on paper, all adhesive systems seem the same — nearly identical performance claims, the same appearance, the same function, and seemingly the same quality.

But in practice, the differences quickly become apparent. Those who look beyond the presentation will notice that applications are simplified, bonding to materials is insufficiently tested or not tested at all, and solutions are therefore less thoroughly engineered. They may look the same, but fundamentally, they are not.

In façade construction, it’s not about what is written on paper, but how a system performs on site and over the long term. Quality is defined by design depth, technical understanding, precision in execution, and durability.

With nearly half a century of experience in bonded façade systems, and in continuous collaboration with engineers and contractors, we know one thing for certain: real quality does not come from copying, but from expertise, experience, process reliability, and consistently high execution standards.

Cheap imitations often reveal exactly where things go wrong: lack of technical depth, insufficiently developed solutions, and risks that only become visible during or after installation. This not only puts projects at risk, but also the reputation of everyone involved.

As a pioneer in bonded façade cladding, we take our responsibility seriously — ensuring that you work with original, tested, and reliable solutions. Not only by actively protecting our rights, but above all by safeguarding our partners against these risks.

You can copy an idea. But not its substance.

TWEHA®, 2026