

TWEHA® FAÇADE BONDING: MORE THAN AN ADHESIVE CARTRIDGE

Discover why TWEHA® is more than an adhesive: a tested façade bonding system combining products, engineering, technical support and predictable performance.

With TWEHA®, You Are Not Selling Adhesive—You Are Selling a Façade Solution

Universal adhesives are strong, practical and widely applicable. They are designed for general construction, maintenance, repair and assembly work, where versatility and ease of use are important.

TWEHA® has a fundamentally different purpose.

TWEHA® adhesive systems are specifically developed for the engineered bonding of ventilated façade cladding. They are not positioned as standalone adhesive products, but as complete system solutions in which materials, surface preparation, adhesive geometry, project loads and application quality are considered together.

That distinction creates the added value:

Universal adhesives are sold by the cartridge. TWEHA® is sold by application.

Universal products and a façade system serve different markets

Universal adhesive is often an excellent volume product. It can be used for many different materials and applications, making it easy to stock, specify and sell. Its strength is versatility.

Typical applications include:

- general installation work;
- maintenance and repair;
- sealing and assembly;
- bonding of construction components;
- quick applications without a complex technical system.

There is nothing inherently inferior about a universal adhesive. High-quality universal products can be strong, durable and highly effective within their intended field of use. However, a façade cannot be treated as an ordinary installation job.

Façade panels are exposed to permanent and variable loads throughout their service life. These include wind pressure, wind suction, panel weight, thermal movement, moisture, frost and long-term ageing.

For these applications, general adhesion is not enough. Performance must be predictable, technically substantiated and reproducible.

TWEHA® is a complete façade bonding system

TWEHA® PanelMate, StoneMate, MetalMate and GlassMate are developed for specific façade materials and applications.

Depending on the project, the complete system may include:

- a purpose-selected façade adhesive;
- TWEHA® Cleaner+;
- TWEHA® Tape as a spacer and temporary installation support;
- a surface enhancer where technically required;
- substrate-specific adhesion testing;
- durability and ageing assessment;
- structural calculations;
- application guidelines;
- technical project support.

TWEHA® does not rely on one product being suitable for every possible surface.

The system is selected and validated based on the actual combination of façade panel, rear surface, supporting profile, surface preparation and project conditions.

The relevant question is therefore not simply: “Will this adhesive stick?”

The correct questions are:

- Is the actual panel surface suitable for durable bonding?
- Is cleaning sufficient, or is a surface enhancer required?
- Which adhesive is appropriate for the façade material?
- How much effective bonding length is needed?
- What wind load must the connection transfer?
- How is the permanent panel weight supported?
- Can the adhesive accommodate thermal movement?
- How will the correct adhesive thickness be controlled?
- How will installation quality be verified?

These questions turn an adhesive application into an engineered façade solution.

Predictable performance instead of general performance

Universal adhesives are developed to provide good general performance across a wide range of materials and situations.

TWEHA® systems are optimized for one critical application: the durable structural bonding of façade cladding.

This makes it possible to consider project-specific factors such as:

- façade height and location;
- local wind pressure and suction;
- panel dimensions and weight;
- spacing of the supporting profiles;
- differences in thermal expansion;

- substrate and coating characteristics;
- long-term environmental exposure;
- the required adhesive bead geometry.

Within the TWEHA® system, the adhesive bead is applied in a defined triangular geometry and compressed in a controlled manner. TWEHA® Tape establishes the required final adhesive thickness and supports the panel during the initial curing period.

The tape is not structural fixing. The cured, permanently elastic adhesive connection transfers the loads.

By controlling the bead width, thickness and effective bonding length, the connection becomes calculable and repeatable.

TWEHA® delivers predictable performance within a controlled system.

System validation goes beyond product testing

Universal adhesives may be extensively tested for properties such as strength, water resistance, elasticity and durability. These tests provide valuable information about the adhesive as a product.

However, a strong product does not automatically create a reliable façade connection.

The complete connection may still be affected by:

- low surface energy;
- production residues;
- unstable coatings;
- mesh backing;
- resin layers;
- insufficient cleaning;
- contamination during handling;
- incorrect adhesive dimensions;
- application outside the permitted open time.

TWEHA® therefore focuses on system validation rather than product properties alone.

Testing is performed on representative combinations of:

- the actual façade panel;
- its rear surface, coating or backing;
- the prescribed cleaning procedure;
- any required surface enhancer;
- the selected TWEHA® adhesive;
- the supporting structure.

This is especially important because panels within the same material category can vary between manufacturers, production batches, coatings and surface treatments.

A general statement that an adhesive bonds to “ceramic”, “aluminum” or “natural stone” is not sufficiently precise for a structural façade application.

The actual system combination must be assessed.

Technical support reduces project risk

One of the most important differences between a universal adhesive and a specialist façade system is not immediately visible in the cartridge.

It lies in the technical support surrounding the product.

When a universal adhesive is used for a non-standard structural application, the user generally remains responsible for determining:

- whether the substrate is suitable;
- whether the bond is durable;
- which surface preparation is necessary;
- how much adhesive is required;
- whether the connection can resist wind and dead load;
- how application quality will be controlled.

With TWEHA®, distributors, designers and façade contractors receive access to system knowledge, test procedures, application guidance and technical support.

This does not remove the responsibility to design and install the façade correctly. It does help ensure that decisions are based on verified information rather than assumptions.

For applicable projects, system warranties may also be available subject to the specified products, procedures, documentation and project conditions.

That represents a significant—but often invisible—difference in quality and risk management.

The price difference is not in the cartridge

When only the purchase price per cartridge or foil pack is compared, a specialist façade adhesive may appear more expensive than a universal adhesive.

However, this is not a like-for-like comparison.

With a universal adhesive, the customer primarily pays for:

- the adhesive product;
- ease of use;
- versatility;
- broad application possibilities.

With TWEHA®, the price reflects a wider technical package:

- a façade-specific adhesive system;
- compatible cleaner, tape and surface treatments;
- product and substrate alignment;
- adhesion and compatibility testing;
- durability assessment;
- structural substantiation;
- application documentation;
- engineering support;
- project risk reduction.

The adhesive itself represents only a small part of the total façade investment.

The cost of a failed panel can include:

- scaffolding or access equipment;
- investigation and testing;
- removal and replacement;
- damage to adjacent façade areas;
- project delays;
- liability discussions;
- reputational damage;
- safety risks.

The right commercial question is therefore not: “Which adhesive is cheaper per cartridge?”
It is: “What is the cost if this façade connection fails?”

The failure costs associated with one panel will usually exceed the original price difference between a universal adhesive and a complete façade bonding system.

Added value for façade contractors

For façade contractors, TWEHA® provides greater clarity and process control.

A defined system establishes:

- which adhesive must be used;
- how the bonding surfaces must be prepared;
- whether a surface enhancer is required;
- which bead dimensions must be applied;
- under which environmental conditions work may proceed;
- how the installation should be inspected and documented.

This reduces variation on site and helps prevent misunderstandings between designers, contractors, installers and suppliers.

You are not simply bonding a panel. You are constructing a façade.

Added value for architects and engineers

For architects and façade engineers, TWEHA® offers the ability to integrate adhesive bonding into the technical façade design.

The connection can be considered in relation to:

- wind loads;
- panel dimensions;
- panel weight;
- profile spacing;
- material movement;
- joint design;
- façade ventilation;
- expected environmental exposure.

This turns adhesive bonding from a product selection into an engineering decision.

Added value for distributors

For distributors, TWEHA® creates a different commercial position.

Universal adhesives are often sold in a competitive market driven by price, availability and volume. TWEHA® is sold through technical advice, project knowledge and application-specific added value.

This gives distributors the opportunity to:

- move away from direct price competition;
- build stronger relationships with professional customers;
- become involved earlier in façade projects;
- provide specialist technical support;
- offer a distinctive product range;
- generate more value per sale.

With TWEHA®, you are not simply buying a cartridge. You are investing in expertise, technical support and a fully substantiated façade solution.

Universal versatility or specialized certainty?

A universal adhesive can be compared to a high-quality Swiss Army knife. It is useful, practical and suitable for many different tasks.

TWEHA® is more like a specialized machine designed for one demanding process.

The Swiss Army knife is not a poor tool. It simply serves a different purpose.

In general installation work, versatility may be the priority. In façade construction, where performance must remain reliable under long-term loading, specialization and system validation are essential.

Conclusion: sell the solution, not the adhesive

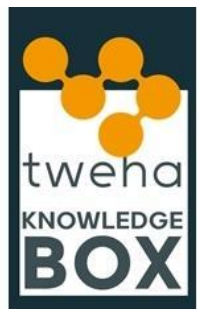
TWEHA® should not be positioned as a more expensive alternative to a universal adhesive. It belongs to a different product category.

A universal adhesive offers flexibility and convenience across many construction applications. TWEHA® combines adhesive, Cleaner+, Tape, surface enhancement where required, testing, engineering and technical support in one integrated façade bonding system.

The difference is therefore not simply found in the cartridge.

It lies in:

- predictable system performance;
 - project-specific validation;
 - technical substantiation;
 - controlled installation;
 - reduced risk;
 - professional support.
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With a universal adhesive, you pay for versatility. With TWEHA®, you invest in a complete façade solution designed for applications where performance, durability and safety must be predictable.

Because when failure is not an option, “good general adhesion” is not enough. **You need a tested and engineered façade bonding system.**

TWEHA®, 2026