

BUY CHEAP — PAY EXPENSIVE

At first glance, a façade construction may look perfectly acceptable. The design appears modern, the installation seems complete, and the budget may even look attractive.

But appearances can be deceptive.

In many cases, façade failures are not caused by the design itself — but by poor decisions made during material selection, detailing, inspection, and installation.

And unfortunately, the consequences can be extremely costly.

Where Things Go Wrong

In failed façade constructions, the problems are often the result of a combination of factors such as:

- low-quality adhesive materials,
- incorrect façade detailing,
- insufficient technical inspection,
- poor substrate preparation,
- and improper installation practices.

Very often, installation instructions are only partially followed — or ignored completely.

The result:

- reduced bond performance,
- premature failures,
- water infiltration,
- panel movement,
- safety risks,
- and expensive repairs.

Saving Small Amounts Can Create Major Costs

Choosing the cheapest adhesive system or cutting corners during installation may initially save a few euros on the project budget.

But those short-term savings can quickly turn into:

- major repair costs,
- project delays,
- façade replacement,
- legal disputes,
- reputational damage,
- and significant inconvenience for building owners and residents.

In reality, the total damage often far exceeds the original savings many times over.

The True Cost of Cheap Solutions

A façade system is only as reliable as:

- the quality of the materials,
- the engineering behind the system,
- and the professionalism of the installation.

Low-cost products often compromise on:

- durability,
- elasticity,
- UV resistance,
- adhesion performance,
- and long-term reliability.

At the beginning, these differences may not be visible.

But over time, under exposure to:

- wind loads,
- thermal movement,
- moisture,
- and environmental ageing,

the weaknesses become painfully clear.

Quality Is an investment — Not an Expense

Professional adhesive bonding requires:

- proven products,
- proper technical guidance,
- correct detailing,
- and strict compliance with installation procedures.

Investing in high-quality bonding systems means investing in:

- safety,
- durability,
- long-term performance,
- and peace of mind.

Because in façade construction, reliability is never the place to compromise.

Expert Support Makes the Difference

At TWEHA®, decades of experience in façade bonding technology have shown one consistent reality:

The cheapest solution is often the most expensive in the end.

That is why TWEHA® supports architects, contractors, façade builders, and installers with:

- technical expertise,
- engineering advice,
- proven adhesive systems,
- and professional application guidance.

By following expert recommendations and using high-quality bonding systems, costly failures can be prevented before they occur.

Build It Right the First Time

Successful façade bonding is not about choosing the cheapest option — it is about choosing the right solution.

A properly engineered and professionally installed bonded façade system provides:

- long-term durability,
- reliable safety,
- lower maintenance costs,
- and lasting architectural quality.

Because quality always pays for itself.

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