

## **TWEHA® PRODUCTS: QUALITY ENSURED THROUGH EXCLUSIVE DISTRIBUTION**

*Discover how TWEHA®'s exclusive distributor network ensures authentic products, expert façade bonding advice, technical support and consistent application quality.*

### **TWEHA® Products: Quality Ensured Through Exclusive Distribution**

TWEHA® products are not sold through general retail stores or standard building supply outlets. They are available exclusively through a carefully selected network of recognized and trained distributors.

This is a deliberate choice.

For professional façade bonding, supplying a high-quality adhesive is only the beginning. The correct product must be selected, the substrate must be assessed, the surface must be prepared correctly, and the complete system must be applied in accordance with the relevant technical guidelines.

By working exclusively with specialist distribution partners, TWEHA® helps ensure that every customer receives more than one product. They receive expertise, local support and a technically substantiated façade bonding solution.

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### **More Than Product Availability**

A façade adhesive should not be treated as a standard construction consumable.

Different façade panels, coatings, supporting structures and environmental conditions require different technical approaches. The correct solution may depend on factors such as:

- the type and condition of the façade panel;
- the rear surface or coating;
- the supporting structure;
- the required surface preparation;
- panel dimensions and weight;
- local wind loads;
- thermal movement;
- application temperature and humidity;
- project-specific durability requirements.

An authorized TWEHA® distributor understands these variables and can help customers select the appropriate products and application method.

This reduces the risk of unsuitable product combinations, incorrect processing and avoidable façade failures.

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### **Authentic Products and Reliable Technical Advice**

Exclusive distribution also helps protect the authenticity and integrity of the TWEHA® system.

Customers purchasing through an authorized distributor can rely on receiving:

- genuine TWEHA® products;
- correctly stored and handled materials;
- up-to-date technical documentation;
- advice based on the intended application;
- access to project-specific support;
- guidance on correct installation procedures.

This is especially important for structural façade bonding, where product substitutions or incomplete systems can affect the performance of the entire connection.

A TWEHA® adhesive should therefore always be used as part of the specified system, together with the corresponding cleaner, tape and any required surface-enhancing treatment.

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### **Local Knowledge, Global Quality**

Every façade market has its own building traditions, materials, climate conditions, standards and project practices.

TWEHA® distributors combine local market knowledge with the technical principles and quality standards of the international TWEHA® system.

Their local expertise includes:

- knowledge of regional façade materials;
- familiarity with local contractors and specifiers;
- understanding of climate and exposure conditions;
- awareness of market-specific regulations;
- experience with local construction practices.

At the same time, the network operates within one consistent TWEHA® approach to façade bonding.

This combination of local expertise and international system knowledge enables TWEHA® to support projects around the world while maintaining consistent product and application quality.

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### **Trained Specialists in Façade Bonding**

The TWEHA® distribution network is not simply a logistics channel. It is an international network of façade specialists.

Our distribution partners understand that reliable adhesive bonding depends on the complete process, including:

1. material assessment;
2. substrate compatibility;
3. surface preparation;
4. correct product selection;
5. adhesive bead geometry;
6. environmental conditions;
7. installation quality;
8. inspection and documentation.

They act as local points of contact for architects, engineers, façade contractors and installers. This means that technical questions can be addressed quickly and in the context of the local market, while additional support from the TWEHA® technical team remains available where required.

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### **Quality Extends Beyond Manufacturing**

TWEHA® has built its reputation by consistently supplying innovative, durable and user-friendly façade bonding systems.

However, product quality is only one part of the result.

Even a correctly manufactured adhesive cannot compensate for:

- an unsuitable substrate;
- incorrect surface preparation;
- contamination;
- insufficient adhesive dimensions;
- installation outside the permitted open-time;
- application under unsuitable weather conditions;
- uncontrolled workmanship.

For this reason, TWEHA® quality assurance extends beyond production.

It includes:

- product development;
- manufacturing quality control;
- adhesion and compatibility testing;
- technical documentation;
- distributor training;
- project support;
- application guidance;
- quality control on site.

The complete customer experience—from initial advice to final application—is part of the TWEHA® quality concept.

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### **The Distributor Is Part of the System**

The TWEHA® brand is formed by three closely connected elements:

- high-quality façade bonding products;
- knowledge and experience of the TWEHA® technical team;
- an extensive network of specialized distributors.

Together, these elements create a complete support structure for professional façade bonding.

The distributor therefore does more than make products available. The distributor helps ensure that the right system is used for the right application.

This creates value for every participant in the façade supply chain.

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**For architects and engineers**

Authorized distributors provide access to technical documentation, system information and project support required for specification and design.

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**For façade contractors**

They provide practical advice on product selection, substrate preparation and application requirements, helping reduce errors and failure costs.

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**For installers**

They help ensure that the correct materials and instructions are available before work begins.

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**For building owners**

They contribute to safer, more durable and more reliable façade solutions.

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**Protecting Long-Term Project Value**

A façade represents a substantial investment. The cost of the adhesive system is relatively small compared with the total value of the cladding, supporting structure and installation.

The consequences of incorrect application, however, can be considerable:

- panel replacement;
- scaffolding or access equipment;
- project delays;
- remedial testing;
- liability discussions;
- reputational damage;
- potential safety risks.

Expert advice at the beginning of a project can prevent much greater costs later.

Exclusive distribution therefore does not restrict value. It increases value by helping customers make technically correct decisions before products are supplied and applied.

**With TWEHA®, you are not simply buying adhesive. You are investing in expertise, support and a technically substantiated façade solution.**

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**Strong Partnerships Create Better Façades**

TWEHA®'s exclusive distribution strategy is built on long-term cooperation.

By working closely with trained local partners, we can:

- transfer technical knowledge;
- respond to market-specific requirements;
- support customers locally;
- maintain consistent product quality;
- improve application reliability;
- strengthen relationships throughout the façade industry.

Our distributors are Partners in Bonding: specialists who combine commercial availability with technical understanding.

This partnership-based approach allows TWEHA® to remain focused on innovation, façade engineering and customer satisfaction while ensuring professional support in every active market.

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### **Become Part of the TWEHA® Network**

TWEHA® continues to develop its international network of specialist façade distributors.

We are interested in working with professional partners who:

- have experience in façade construction;
- understand technical specifications and project sales;
- value training and technical support;
- want to offer more than a standard adhesive product;
- are committed to quality and long-term customer relationships.

An authorized TWEHA® distributor does not compete only in cartridge price.

They sell knowledge, application security and a complete façade bonding solution.

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### **Conclusion: Distribution Is Part of TWEHA® Quality**

The quality of a bonded façade is determined by more than the adhesive alone.

It depends on the combination of:

- the correct product;
- a compatible substrate;
- proper surface preparation;
- technically sound design;
- controlled application;
- expert support.

That is why TWEHA® products are available exclusively through trained and recognised distribution partners.

Our distributors are not simply resellers. They are an integral part of the TWEHA® system and brand.

**High-quality products, specialist knowledge and local technical support together create the reliable façade solutions for which TWEHA® is known.**

For more information about TWEHA® products or becoming an authorized distributor, contact us at [info@TWEHA.com](mailto:info@TWEHA.com).

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