

WITH TWEHA®, YOU'RE NOT BUYING A CARTRIDGE OF ADHESIVE—YOU'RE CHOOSING A SOLUTION. AND THAT'S WHAT MAKES THE DIFFERENCE.

Universal adhesive is undoubtedly a strong volume product: widely applicable and easy to use. It's ideal for general construction, maintenance, and assembly—quick applications without a complex system.

You buy universal adhesive per cartridge. With TWEHA®, you buy per application.

That's why TWEHA® is positioned differently: as a specialist façade system with higher added value. When you bond façade panels, you need a system with predictable long-term performance. You're not choosing the lowest price—you're choosing certainty, quality, and technical support.

The foundation lies in the difference between a universal adhesive and a system solution. Universal adhesives are not inferior; they are strong, durable, and versatile.

But with TWEHA®, you're not buying individual products—you're investing in a fully tested façade bonding system.

A façade is not a standard installation job. That's why TWEHA® is specifically designed for structural, engineered façade applications.

The TWEHA® system is not a single product, but a complete solution: adhesive, cleaner, tape, and where necessary, surface enhancers (no primers). Everything is aligned for structurally bonding façade panels. This is supported by durability testing on various substrates and verification through structural calculations. The result is a controlled, durable, and safe fixing method as an alternative to mechanical fastening.

What does that mean for you?

Reliable performance:

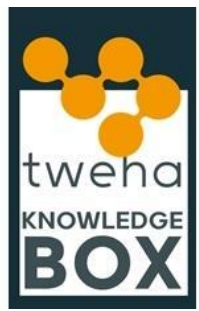
With TWEHA®, you get predictable performance within a tested system. Universal adhesives perform well in general use, but they are not tailored to your specific project. TWEHA® takes into account factors such as wind load, thermal movement, and ageing.

Testing and assurance:

Universal adhesives are generally tested for properties like water resistance and strength. TWEHA® systems are tested as a complete system on specific substrates, in line with façade applications and relevant standards.

Risk and liability:

With universal adhesives, responsibility largely lies with you. With TWEHA®, you receive support, advice, and warranty at system level.



In short, universal adhesives are often “good enough for many things,” while TWEHA® systems are optimized for one critical application: façade bonding.

The price difference is not in the cartridge—it lies in the certainty of the result. You’re not just paying for a product, but for a validated and tested system.

With a universal adhesive, you pay for flexibility and ease of use—but you carry the risk. With TWEHA®, you pay for certainty, system warranty, and reduced risk.

The real question you should ask yourself is: what does a failure in your façade cost? The cost of a single failed panel will always exceed the price difference in adhesive.

TWEHA®, 2026