

INNOVATING BY RELYING ON EXPERTS

The Netherlands is an innovative country that likes to be at the leading edge of innovation when it comes to innovations and developing sustainable techniques. This is also how TWEHA originated in the 1980s. In the years since, TWEHA has always remained at the forefront of developments around bonded ventilated façade structures.

In common, the success of innovation is partly determined by the extent to which people and organizations are willing to take risks. And there we immediately hit a thorny issue. For although TWEHA can boast almost half a century of experience, there is still often cold feet among new supervising parties.

Innovating means taking risks and being willing to learn from the experience gained in the process. Despite almost half a century of experience worldwide, the latter is often lacking, resulting in risk-averse behavior.

This behavior mostly stems from the lack of knowledge and the fear of being held responsible afterwards for decisions that turn out differently than estimated. Especially among government employees, there is a fear of making mistakes that could have political-administrative consequences. Everything is so buttoned up that there is no room for adjustments and improvements.

Unfortunately, all too often decision-makers still focus unnecessarily on possible risks. As a result, we can still make too little use of the research conclusions and our many years of experience in the bonded facade industry. We therefore advise them to look less at limitations and more open to possibilities and solutions.