



ADHESIVES THAT ARE FORMULATED SPECIFICALLY FOR THE JOB AT HAND

Retailers should recommend adhesives that are formulated specifically for the job at hand, whether it be the installation of HPL, fibercement board, natural stone, Ceramics glass or metal. Typically, the best product for the job is a higher-grade formula. While these adhesives may be more expensive, they will deliver better long-term results. At Tweha, we have moved to a category approach to help guide adhesive selection by project. The clearer the category stands out, the faster your client can make the right decision for their project.

When recommending adhesives, retailers should determine what application the user is trying to compete with and what substrates they are trying to bond. Not all adhesives can bond all substrates; therefore, it is important to recommend the right adhesive based on the user's need.

Research among professionals has found that the important factors that are considered when shopping for adhesives are bond strength, substrate compatibility, and instant grab.

The biggest pitfall in the construction adhesives category is that some pros reach for the least expensive product because they are also using mechanical fasteners. In many cases, however, it is the adhesive that prevents failures rather than the fasteners. For example, floor squeaks and nail pops are two common failures that homeowners often experience. The cause for these issues can many times be attributed to either not enough adhesive used or the use of a lower costs' product with subpar bond strength. When it comes to the use of adhesives in the construction industry, product knowledge and selection can go a long way ensuring a project is completed quickly and correctly for a long-term result.

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