



MARIO VAN LEEUWEN, A MAN WITH A MISSION

That Mario van Leeuwen is an entrepreneur at heart became clear early on. He always had a sixth sense for opportunity and innovation. His architectural studies eventually led him into the world of cladding. Yet he learned the most by "just doing it," trusting his gut, daring to make mistakes, and thinking out-of-the-box. And that has paid off; in addition to owning a thriving business, he gained fame mainly through his innovative ideas and publications in various trade magazines.

Mario van Leeuwen's story begins in 1983 when he registers at the Chamber of Commerce as an independent consultant. As an entrepreneur, he works initially on commission, from his bedroom and later from his own office. Soon he is engaged in natural stone cladding. It is not entirely accidental that he ends up in this branch. Because at that time the market of natural stone facade cladding is exploding, there is a great need for knowledge and know-how in the natural stone industry.

From 1989, the growth of the internationally operating engineering and consulting company StoneAdvise takes off. This growth is mainly a result of the development and implementation of computer applications, which increases the volume of specialized requests. Over the years, an even broader view is developed, especially in the field of consulting.

The fixing methods of facade cladding also develop rapidly. In 1997, Mario enters a partnership with the adhesive manufacturer Tweha Trading, resulting in the merger of the two organizations in 1999. With this repositioning, growth continues unabated. TWEHA, with its distribution network in 45 countries, is now the undisputed b2b world leader in the field of bonded facade cladding and, within that scope, expert advice in facade design and engineering.

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