

Project Profile:

Expected completion: Project in progress

Project Type : Residential

Product(s) Used : Illbruck ME508

Country : Korea

Overview

A leading window and door system project in Korea marks a significant milestone for Tremco CPG Korea, demonstrating successful entry into a market historically dominated by a single brand. For this project, Illbruck ME508 Duo Membrane EW/F, a high-performance airtight sealing membrane from Illbruck, was specified for custom-made window and door systems designed to meet local residential requirements.

ME508 is a self-adhesive fleece laminate with intelligent, humidity-variable vapour permeability. It is pre-applied to high-performance window units before nationwide distribution to contractors, ensuring reliable air- and weather-tightness while maintaining the “inside tighter than outside” principle for effective moisture control. The client’s decision to transition to the ME508 membrane was primarily driven by strategic business factors. Although a dominant brand had previously been used in the Korean market, the competitor’s lack of technical support created a clear competitive advantage.

Through strong technical engagement and reliable performance, we earned the client’s trust and delivered proven airtight and weather-tight results. This achievement highlights the strength of the technology and establishes a strategic foothold in one of the region’s most competitive sealant markets.