

MADA ■  
GYPSUM

# NEWSLETTER

OCT - DEC 2025



# BUILDING THE FUTURE TOGETHER

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*Welcome to the second edition of the Mada Gypsum Newsletter.*

Every quarter we will bring you concise insights, success stories and practical know how to help you deliver outstanding projects with confidence

## 1. Partnership in Action

Every great project begins with a partnership. At Mada, we believe success is measured not only in square meters installed, but in the trust we build with our customers. Rooted in Saudi Arabia and serving the wider region, we are close to every site, every deadline, and every challenge, ready to deliver solutions that move projects forward with confidence.



## 2. Feature Article

### CONSTRUCTION WEEK PROFILE

**Wall-to-Wall Innovation:**  
Lightweight construction reshaping GCC skylines. Mada Gypsum leads with faster, greener, high-performance drywall solutions.

Construction Week recently profiled Mada Gypsum, highlighting our innovation, technical support, and expanding capacity.

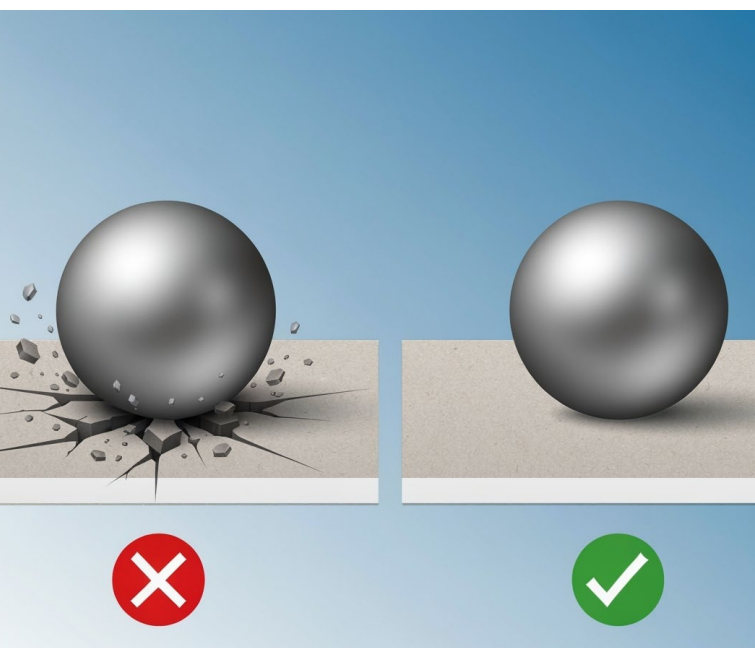
[Read the Full Article Here](#)



## 3. Product Spotlight

### MADA PLUS IMPACT RESISTANT BOARD

Designed for high-traffic, high-performance spaces, the Mada Plus Impact Resistant Board is engineered to withstand knocks, dents, and abrasions while maintaining surface integrity.



#### Key Benefits:

- **Durability Under Stress** – Reinforced gypsum core with glass fibers and thick paper facings for maximum impact resistance.
- **Fire & Acoustic Protection** – Type X fire resistance (ASTM E119) and improved acoustic performance (ASTM E90).
- **Safe & Certified** – Meets ASTM C1396 / EN 520 standards (Types F, D, R, I).
- **Applications** – Ideal for hospitals, schools, airports, offices, shopping malls, and other public or institutional buildings.
- **Sizes & Options** – Standard 12.5mm and 16mm, special 15mm available, lengths up to 4500mm, widths 1220/1200mm.



## 4. Exhibition Focus

### CURRENT

#### BEDIC 2025

Riyadh, September 10-11<sup>th</sup>

Mada Gypsum proudly sponsored the Building Envelopes Design & Innovation Conference (BEDIC) 2025 in Riyadh. Our showcase emphasized ProGuard™ Glass-Mat Sheathing for façade and envelope applications, reinforcing our leadership in building envelope solutions. The event fostered strong connections with giga-project stakeholders and positioned Mada as a trusted partner in Saudi Vision 2030 developments.



### UPCOMING

#### Desert Architecture Forum

Riyadh, October 20-21<sup>st</sup>

Mada will participate in the Desert Architecture Forum, an international platform focusing on sustainable and resilient design in arid climates. Mada systems will be presented as key enablers of lightweight, durable, and environmentally responsible construction. Our participation strengthens Mada's thought leadership in sustainable building solutions.



## 4. Exhibition Focus *(cont.)*

### UPCOMING

#### Modern Buildings Summit

Dubai, October 28-29<sup>th</sup>

Mada Gypsum Company will be showcasing their innovative gypsum-based solutions at the Modern Buildings Summit on 29–28 October at Dusit Thani, Dubai. The summit, the premier gathering for building and construction professionals in the GCC, highlights cutting-edge technologies, sustainable practices, and emerging trends shaping modern architecture. From superior interior finishes and acoustic control to fire-resistant and energy-efficient building systems, Mada's solutions demonstrate innovation, resilience, and sustainability in action. Don't miss the chance to explore their solutions at the summit!



### UPCOMING

#### 19<sup>th</sup> Real Estate Development Summit

Jeddah, November 12-13<sup>th</sup>

Mada Gypsum Company is proud to participate in the 19<sup>th</sup> Real Estate Development Summit, taking place on 13–12 November 2025 at The Ritz-Carlton, Jeddah. This premier event brings together industry leaders to explore Vision 2030's transformative impact on the real estate sector, focusing on luxury developments, sustainable practices, and innovative building solutions. Mada's presence underscores our commitment to shaping the future of construction with high-performance, sustainable gypsum-based systems.





# 5. Expert Tips

## HIGH-TRAFFIC AND DRYWALL FRAMING



- 1. Double-Layer Assemblies** –Add strength and fire rating in corridors and classrooms.
- 2. Protective Finishing** – Use Mada metal corner beads to protect vulnerable edges.
- 3. Acoustic + Impact** – Combine IR boards with acoustic insulation for noise-sensitive areas.

# 6. Project Showcase

## DESERT ROCK HOTEL, UMLUJ



Project	Desert Rock Hotel – KSA Umluj
Scope	20,000 m <sup>2</sup> bespoke partitions & ceilings
Contractor	MAS Engineering
Architect	Omrania & Partners

Mada Metal Frame System, Mada ProGuard Board, Mada Finishing Products

**Challenge** – 3 m cantilever, high wind loads, harsh conditions, unique connections, tight timelines, and client assurance on performance and aesthetics.

**Solution** – Optimized Mada Frame + structural analysis + custom connections + on-site coordination ensured strength, beauty, and timely delivery.

**Result** – Delivered on schedule, zero rework, and a landmark architectural achievement.

## 7. Standards & Certifications

### BUILT-IN CONFIDENCE

Our drywall systems comply with ASTM C1396, BS EN 520 and SASO regulations, and are backed by third party certifications including BRE, Intertek and UL Fire. Environmental compliance is confirmed through EPD and ISO 14001 at our Yanbu plant.

#### Applicable Standards



#### Certifications



#### Integrated Management System



Test Certifications, Warranties And Project Certifications Are Applicable Only By Using The Proposed Mada Plus System Products.

## 8. Industry Trends

- Durability is now a key regulatory priority in Saudi projects, especially in schools, hospitals, and transit hubs.
- Sustainability requirements are growing, focusing on building envelope materials and energy savings.
- Modern construction methods (MMC) such as prefabricated panels are expanding across the GCC.

#### Recommended Reads:

Modern Construction  
With Gypsum

Gypsum Guide: Solutions  
to Efficient Construction

## 9. Our People



### Saudi National Day

Mada Gypsum celebrated the 95th Saudi National Day by connecting with the Kingdom's rich heritage. Our team visited the National Museum in Yanbu and embraced the spirit of teamwork back at the company. Reflecting the pride of National Day and the vision of Saudi Arabia 2030, the celebrations highlighted our commitment to progress and shared values.

## Stay Connected

For technical queries, CPD seminars or to feature your project in our next issue, drop us a line at **[info@madagypsum.com](mailto:info@madagypsum.com)** or follow our LinkedIn page.

### Need technical guidance?

Browse full datasheets, installation manuals and third party certificates at [madagypsum.com](http://madagypsum.com).

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