

MADA ■  
GYPSUM

# NEWSLETTER

JAN- MAR 2026



# ENGINEERING CONFIDENCE. DELIVERING PERFORMANCE.

*Welcome to the first edition of the Mada Gypsum Newsletter for 2026*

*"Our focus remains on integrated, certified construction systems that deliver confidence, safety, and lasting value throughout the entire project lifecycle."*

Sami Helmi – President

## 1. Company Highlights | 2025 in Review

### MESSAGE FROM THE PRESIDENT

As we enter 2026, Mada Gypsum builds on a year marked by progress, resilience, and strong partnerships. Our focus on lighter, faster, and higher-performing construction systems continues to reinforce Mada's role in delivering some of the region's most ambitious projects.

Looking ahead, our priorities are clear. We are advancing integrated drywall and façade systems, strengthening customer engagement, and investing further in technical expertise, innovation, and sustainability. These priorities align with the evolving needs of the construction sector and the rising expectations driven by Vision 2030 for quality, speed, and system-based solutions.

The coming period will see continued growth in lightweight and off-site construction, alongside increased emphasis on fire safety, acoustic performance, and certified systems. Meeting these demands requires integrated solutions supported by technical depth and on-site engagement.

Mada Gypsum remains a long-term partner to its customers, present throughout the project lifecycle and committed to delivering high-performance systems that provide confidence, safety, and lasting value. This commitment will continue to guide our contribution to the Kingdom's built environment in the years ahead.



Sami Helmi - President



## 2. Feature Article

### FROM PRODUCTS TO PROVEN SYSTEMS

#### Performance-Driven Systems: The New Standard in Construction

The construction industry has moved beyond isolated products toward integrated, accountable systems. Performance is no longer assumed. It is expected, verified, and sustained over time.

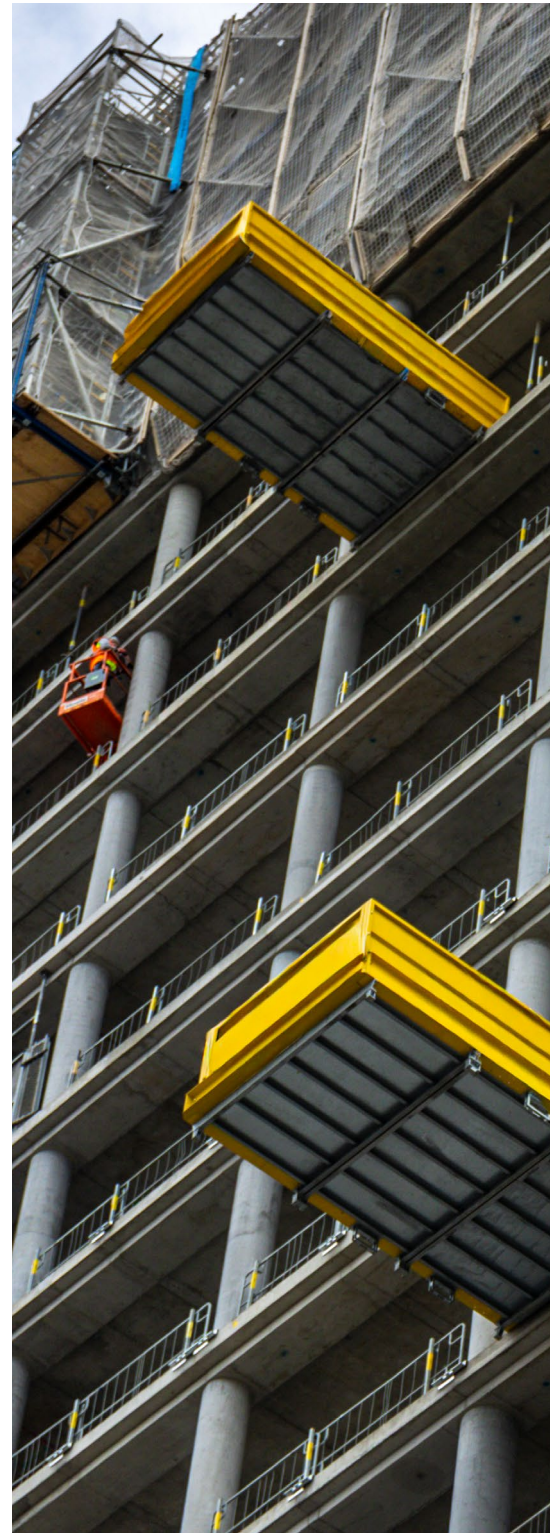
Modern buildings are more complex, more intensively used, and delivered under tighter schedules and regulations. In this context, standalone components introduce risk. A wall is no longer just a partition. It must deliver fire protection, acoustic control, durability, and long-term operational performance.

Performance-driven systems respond to this reality by design. Instead of assembling products from multiple sources, systems are engineered, tested, and certified as complete assemblies. Fire, acoustic, impact, and moisture performance are validated collectively, reducing uncertainty, accelerating approvals, and minimizing changes during construction.

Predictability is the key advantage. Consultants gain confidence in specifications, contractors benefit from execution clarity, and owners gain assurance that performance will endure beyond handover. A system-based approach aligns all stakeholders around clear, measurable outcomes.

Early technical engagement strengthens this further. Addressing interfaces between structure, services, and finishes early improves buildability, reduces rework, and supports faster delivery, particularly in complex or high-risk areas.

At Mada, systems thinking shapes both product development and project support. Boards, accessories, and finishing materials are engineered as integrated, certified systems, enabling performance to be delivered holistically and reliably. As expectations continue to rise, performance-driven systems are no longer a premium option. They are becoming the baseline for responsible, future-ready construction.



# 3. Company Spotlight

## A YEAR OF PRIDE, RECOGNITION, AND TOGETHERNESS

As we closed the year together, the Mada family gathered to reflect on a year defined by teamwork, resilience, and global recognition.

The President's Global Gypsum Award marks a proud milestone for Mada, not as an individual honor, but as a reflection of a collective journey built on trust and excellence.

As expressed by our President, "This recognition belongs to every member of the Mada journey: our employees, customers, partners, and suppliers, whose trust, collaboration, and commitment to excellence have made this achievement possible."

It was a moment of unity and gratitude, setting a strong foundation for the year ahead.



# 4. Product Spotlight

## JC JOINTING NOW IN 28 ,15 ,5 KGS

In any gypsum system, the finish defines perception. JC Jointing Compound plays a critical role in achieving consistent surface quality across walls and ceilings.

### Key Advantages

- Smooth, controlled workability for applicators
- Reduced shrinkage, minimizing rework and cracking
- Strong adhesion and uniform drying

### Where It Excels

- Commercial and institutional interiors
- Projects with critical lighting conditions
- Fast-track developments requiring speed without sacrificing finish quality

JC is designed to complement Mada boards and systems, ensuring that the final result reflects the same level of quality as the structure behind it.



## 5. Focus Product

### TITANCORE | REDEFINING DURABILITY IN GYPSUM SYSTEMS

TitanCore represents a strategic evolution in Mada's product portfolio. Developed to meet the demands of high-traffic, high-risk environments, TitanCore is engineered to outperform conventional gypsum boards where durability is critical. Unlike standard solutions, TitanCore addresses impact resistance, mechanical strength, fire safety, and moisture performance in a single board, eliminating the need for compromises or layered complexity.

#### Performance Highlights

- Severe-duty impact resistance for demanding environments
- Exceptional nail pull strength and surface durability
- Low water absorption for added resilience
- Fire-safe properties and low VOC emissions

#### Designed For

- Stadiums and arenas
- Hospitals and healthcare facilities
- Educational institutions
- Public corridors, transport hubs, and civic buildings

TitanCore is not simply a new product. It reflects Mada's response to how buildings are actually used. It is engineered for abuse, movement, and time, while remaining fully compatible with Mada certified systems.



## 6. Expert Tips

### GYPSUM BOARD STORAGE, HANDLING & SELECTION



#### Proper Storage and Handling

- Store boards on pallets, off the ground, protected from moisture, sunlight, and weather exposure
- Limit stacking to four pallets and handle carefully to avoid edge damage and surface stress

#### Choosing the Right Board for the Right Application

- Define performance requirements first, evaluating fire, moisture, impact, and acoustic criteria together
- Engage Mada Technical early to optimize system selection and use certified assemblies to avoid over-specification

Correct choices at early stages reduce cost, delays, and long-term risk.



# 7. QUALITY, R&D & INNOVATION

## SUSPENSION-FREE CORRIDOR CEILING SYSTEMS

Mada continues to invest in system innovation that responds to real site challenges. Suspension-free corridor ceiling systems are one such advancement, designed to improve safety, reduce installation complexity, and enhance long-term performance in circulation areas.

By eliminating suspended elements, these systems reduce maintenance risks, improve fire performance, and offer cleaner integration with services. They reflect Mada's commitment to practical innovation rooted in site realities.



# 8. Project Showcase

## ARAMCO STADIUM, AL KHOBAR



Project	Aramco Stadium - Al Khobar
Scope	18K m2 Partitions 8K m2 Ceilings 16K m2 Proguard
Contractor	Al Bawani & Al Hani SBJV

**Challenge** – Aramco Stadium required interior systems that could meet high traffic demands, strict acoustic control, and rigorous fire and safety regulations, while managing complex interfaces under a fast-track schedule.

**Solution** – Mada delivered engineered wall and ceiling systems with impact resistance, acoustic performance, and fire-rated assemblies, supported by early technical coordination to resolve complex interfaces.

**Result** – Fast-track execution achieved without compromising performance, delivering durable, compliant interiors built to withstand intensive use over time.

# 9. 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.



# 10. Customer Testimonial

## Mohamed Wasim Akram

Senior Architect, Shapoorji Pallonji Mideast L.L.C recommends Mada systems for complex commercial projects:

*“Before engaging with Mada’s drywall system, we faced challenges in achieving both acoustic performance and structural stability in high-spec areas. Mada provided clear solutions, strong technical support, and site-specific system recommendations. Installation was efficient, coordination issues were resolved quickly, and performance exceeded expectations. I would strongly recommend Mada for complex commercial projects.”*

# 11. Performance-Driven Sustainability in 2026

Sustainability remains a continuous priority for Mada in 2026, embedded in how our systems are designed, manufactured, and applied. We focus on lightweight construction, material efficiency, and certified performance to reduce environmental impact without compromising safety or quality. Ongoing investment in responsible manufacturing, waste reduction, and system durability supports lower lifecycle costs and longer building life. By aligning performance with sustainability, Mada continues to contribute to a more resilient and responsible built environment.





# 12. Events

## RECENT PARTICIPATION

### Desert Architecture Conference

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

Mada Gypsum participated in the Desert Architecture Forum KSA 2025, showcasing its systems as lightweight, durable, and environmentally responsible solutions for arid climates. The forum offered a platform to engage with industry leaders, highlight Mada's expertise, and support Saudi Arabia's vision for resilient, sustainable, and culturally inspired architecture.



### Modern Buildings Summit

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

Mada Gypsum was proud to participate in the Modern Buildings Summit at Dusit Thani, Dubai, where we showcased our innovative gypsum systems that are redefining the standards of modern, sustainable construction. The summit gave Mada the opportunity to demonstrate how its systems combine efficiency, durability, and design excellence, reinforcing our role as a leader in the region's building industry.



## 12. Events *(cont.)*

### RECENT PARTICIPATION

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

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

Mada Gypsum took center stage at the 19<sup>th</sup> Real Estate Development Summit in Jeddah, demonstrating how its high-performance gypsum systems are shaping the future of construction. Across two days of discussions on Vision 2030, sustainability, and luxury developments, Mada highlighted solutions that combine durability, efficiency, and design excellence for the Kingdom's evolving real estate landscape.



### UPCOMING

#### Housing and Sustainable Urban Development Forum

Riyadh, February 11-12<sup>th</sup>

Mada Gypsum will take part in the Housing and Sustainable Urban Development Forum on 12-11 February 2026 in Riyadh. The forum gathers policymakers, developers, and experts to explore sustainable housing and smart construction. Mada will showcase its high-performance, eco-conscious gypsum solutions for resilient, energy-efficient, future-ready urban developments.



HOUSING &  
SUSTAINABLE  
URBAN DEVELOPMENT FORUM

## RETHINKING HOUSING TO DRIVE SUSTAINABLE URBAN DEVELOPMENT IN THE KINGDOM

11 - 12 February 2026 JW Marriott Hotel, Riyadh

## 12. Events *(cont.)*

### UPCOMING

#### World Stadiums and Arenas Summit

Riyadh, March 31<sup>st</sup>- April 1<sup>st</sup>

Mada Gypsum will be featured at the World Stadiums and Arenas Summit in Riyadh on 31 March–1 April 2026. Bringing together developers, architects, and technology leaders, the summit explores the latest innovations in sports infrastructure. Mada will showcase its gypsum solutions, highlighting how they combine strength, design versatility, and sustainability to meet the demands of next-generation stadiums and arenas.



### INTERNAL

#### New Years 2026

As the year came to a close, the Mada team gathered over a simple lunch that carried a deeper meaning. It was a moment to pause, share stories, and appreciate the collective effort behind every challenge overcome and every success achieved. Beyond the work and targets, it reminded us that Mada is built on people, unity, and mutual respect, a fitting way to end the year together and look ahead with confidence and gratitude.



# MADA GYPSUM

## 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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