

MADA GYPSUM

DEFYING THE ELEMENTS

ENGINEERING PROTECTION
PERFORMANCE, AND EXCELLENCE

2026

MADA GYPSUM
COMPANY



Fire



Water



Heat



Wind



Sound

COMPANY INTRODUCTION



Every building, regardless of its scale or purpose, must withstand five fundamental forces: fire, water, heat, wind, and sound. These elements shape safety, durability, comfort, and long-term performance.

Mada Gypsum Company stands at the forefront of engineered drylining systems designed to resist, absorb, and neutralize these forces. From design to installation, Mada delivers reliability grounded in science, certification, and continuous innovation.

With a quarry-to-market model, an advanced manufacturing campus in Yanbu, and a fully integrated technical and support ecosystem, Mada provides certified solutions that ensure every project meets the highest global standards.

ABOUT

MADA GYPSUM COMPANY



MADA IS A LEADING MANUFACTURER AND SOLUTION PROVIDER OF LIGHTWEIGHT, SUSTAINABLE, AND HIGH-PERFORMANCE GYPSUM SYSTEMS ACROSS THE MENA REGION.

Through our commitment to partnership, integrity, and customer support, we ensure every project benefits from superior products and engineering excellence.

VISION

To be the undisputed leader in sustainable drylining solutions in the region and beyond.

MISSION

To create and deliver value in everything we produce by combining innovation, technology, and the expertise of our people ensuring safer, quieter, and more efficient spaces.

OUR CULTURE & VALUES

- People Centric
- Integrity
- Accountability
- Sustainability
- Partnership

These values guide our work and shape the way we support every customer and project.

OUR CORE ADVANTAGE



10 YEAR SYSTEM WARRANTY

on all components and assemblies.



FULL TESTING & CERTIFICATION

(ASTM E119, E90, C1396,
EN520, BS5234, EN15283,
ASTM C1177, etc.)



EXTENSIVE PRODUCT PORTFOLIO:

Plasterboards, ProGuard,
Cement Board, Metal Profiles,
Accessories, Tiles & Grid.



SECTOR EXPERTISE:

Residential, Commercial,
Hospitality, Healthcare, Education,
Cinema, Industrial.



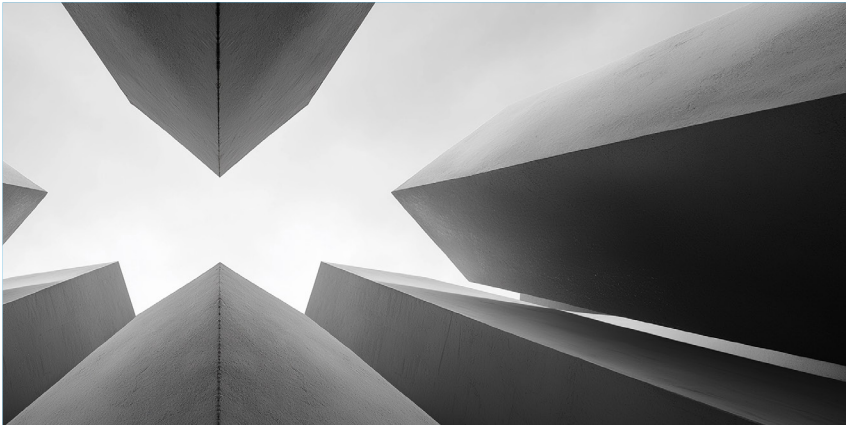
PROVEN TRACK RECORD

across major developments
in KSA, UAE and the wider
region.

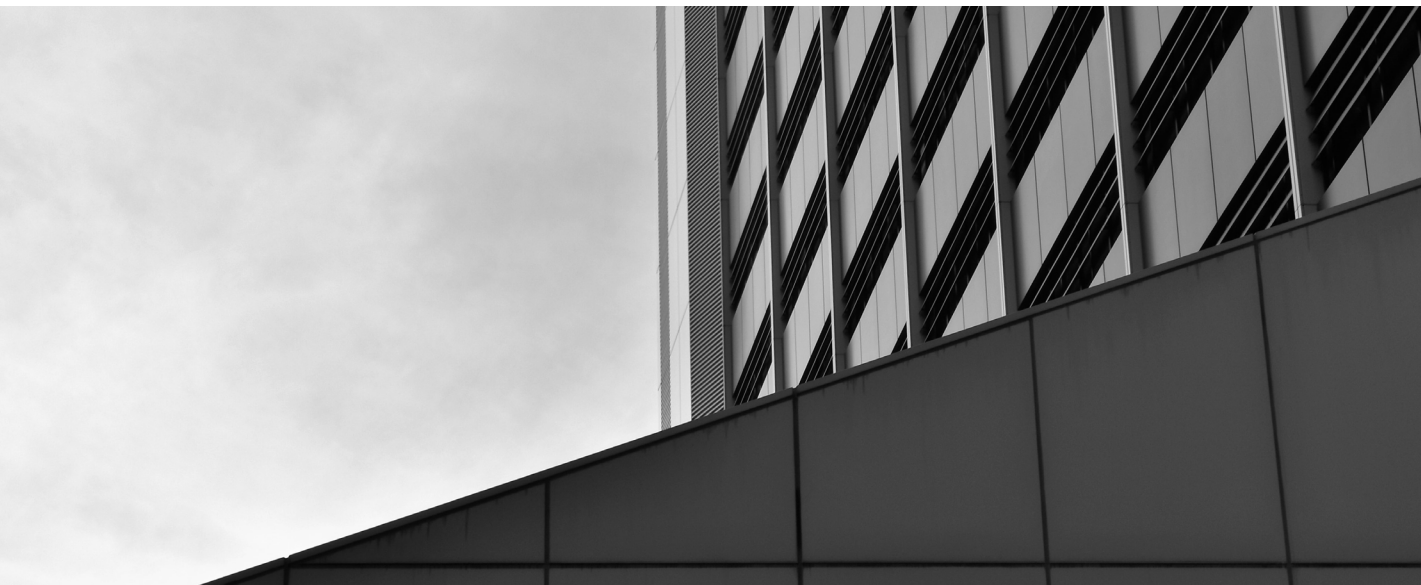


LOCAL STRENGTH

Faster Response.
Local manufacturing and
logistics.



OUR CORE ADVANTAGE



EXPERT SUPPORT

On Every Site
On-site technical and installation support.



ENGINEERED FOR YOUR PROJECT CUSTOMIZED

Compliant system solutions.



ONE TEAM. TOTAL EXPERTISE.

Integrated multidisciplinary support teams.



UNMATCHED DISTRIBUTION REACH

Widest regional supply network.

THE ELEMENTS MADA DEFEATS

Below are the five forces that challenge every building — and the systems Mada provides to overcome them.

FIRE UP TO 3 HOURS

“WHEN SECONDS MATTER, PERFORMANCE MATTERS.”

Fire is sudden, destructive, and unforgiving. Mada systems are engineered to slow fire spread, protect occupants, and maintain structural stability during critical events.

Certified Mada Solutions

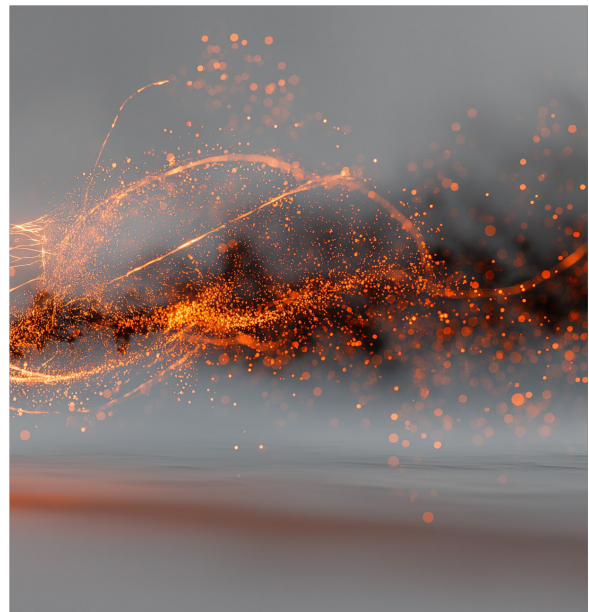
- Fire Resistant Boards (FR).
- Fire & Moisture Resistant Boards (F&MR).
- Shaft Boards for lift cores and service risers.
- Full wall and ceiling assemblies tested to ASTM E119.
- Class A fire ratings across the Mada Plus range.

Project References

Saudi Arabia Port Forth Milling
Riyadh US Embassy

What this delivers

- Enhanced fire compartmentation.
- Longer evacuation time.
- Higher safety compliance.
- Suitability for hospitals, airports, high-rises, hotels.



THE ELEMENTS MADA DEFEATS

WATER EXCESS OF H1 / LESS THAN 5% ABSORPTION

"MOISTURE IS SILENT. MADA IS NOT."

Moisture is one of the biggest threats to buildings, causing mold, degradation, and long-term structural issues.



Certified Mada Solutions

- Moisture Resistant Boards (MR).
- Impact and Moisture Resistant Board (IR).
- Fire & Moisture Resistant Boards (FMR).
- ProGuard Glass Mat Sheathing Board (12-month weather exposure)
- Shaft Board (SF)

What this delivers

- Mold and mildew prevention
- Ideal performance in kitchens, bathrooms, wet zones
- Durability for high-humidity environments
- A healthier indoor atmosphere

Project References

Sabic Jubail Main Building - Swimming Pool



THE ELEMENTS MADA DEFEATS

HEAT UP TO 0.19 W/M²K U VALUE

"HEAT IS CONSTANT. COMFORT IS ENGINEERED."



In our region, extreme heat places heavy demands on the building envelope. Thermal inefficiencies result in higher energy consumption, discomfort, and system strain.

Certified Mada Solutions

- High-density gypsum boards that enhance thermal mass.
- Impact boards that complement insulation performance.
- ProGuard external sheathing improving the thermal envelope.
- Fiber Cement Boards providing an external thermal buffer.
- Tested external wall systems with steel framing and insulation.

What this delivers

- Improved temperature stability.
- Reduced cooling costs.
- Stronger thermal envelope performance.
- Long-term energy efficiency.

Project References

Avenue Mall
Kaig
Misk Art Gallery
Diriyah Tunnel
Exit-10



"WHEN NATURE PUSHES HARDER, MADA PUSHES BACK."

THE ELEMENTS MADA DEFEATS

WIND UP TO 3.8 KPA

Wind loads and external environmental pressure are critical factors in modern construction, especially in towers, exposed façades, and coastal regions.

Certified Mada Solutions

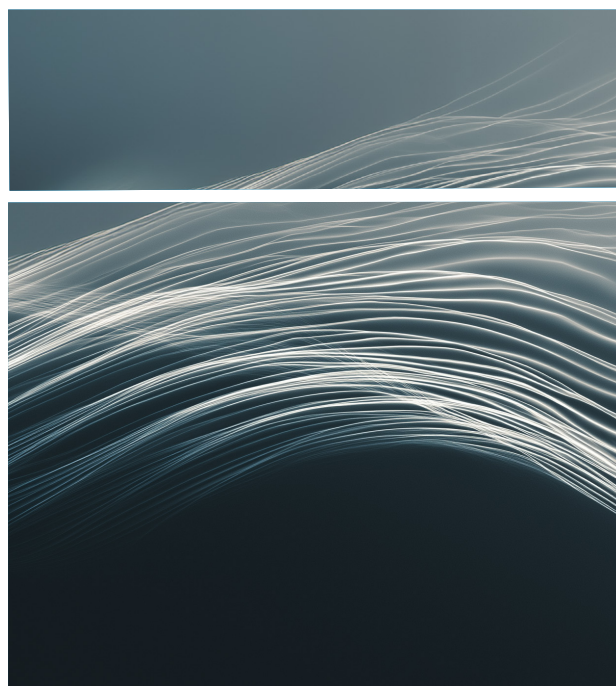
- ProGuard Glass Mat Sheathing Board.
- Fiber Cement Board.
- Engineered external wall systems for high-rise projects.
- Reinforced assemblies tested for rigidity and resistance.

What this delivers

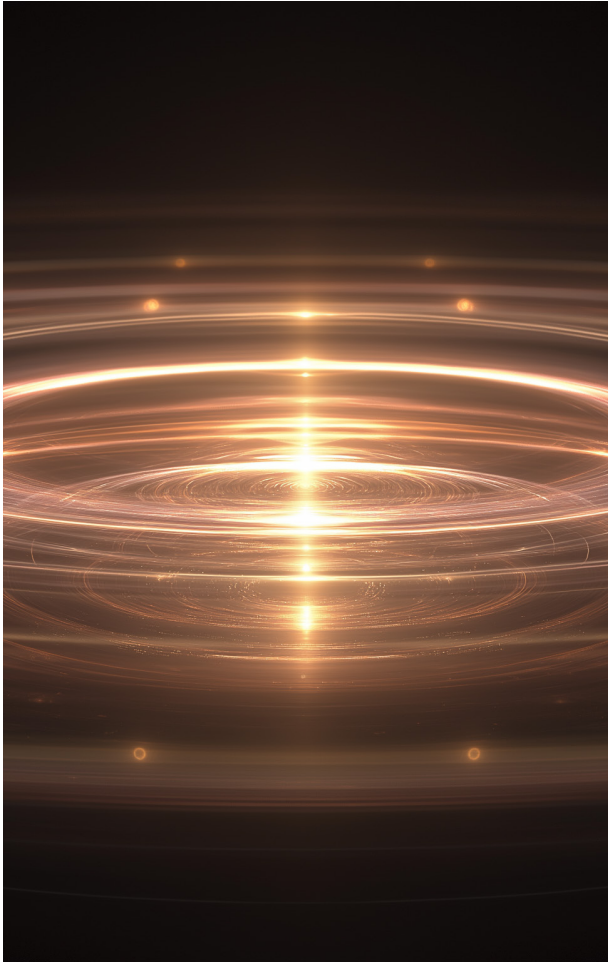
- Durable and weather-resistant façades.
- Stronger external wall performance.
- Integrity under high wind and pressure.
- Peace of mind in exposed environments.

Project References

Exit-10
Edgnex Data Center
King Salman Park
Desert Rock Hotel - Canopy



THE ELEMENTS MADA DEFEATS



SOUND UP TO 79 DB

"SILENCE IS NOT AN ACCIDENT. IT IS ENGINEERED."

Sound shapes comfort, productivity, privacy, and experience across various sectors.

Certified Mada Solutions

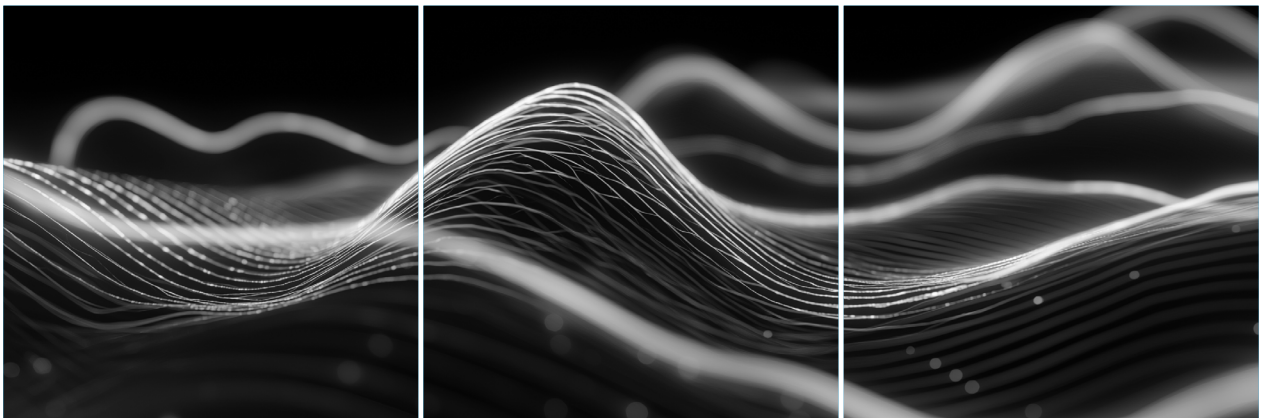
- Acoustic Boards (Type D).
- High STC-certified wall systems.
- Acoustic assemblies tested to ASTM E90.
- Suitable for cinemas, hospitals, schools, commercial offices.

What this delivers

- Reduced noise transfer.
- Better privacy.
- Enhanced learning and healing environments.
- High-quality interior comfort.

Project References

Exit-15
Play Cinema
Exit-10
Al Kharj Entertainment



WHY MADA?

A Complete, Integrated System — Not Just Boards

Mada ensures consistency, reliability, and performance by controlling every part of the process: from gypsum quarry to plasterboard production, to metal profiles and finishing, to technical support, to tested systems.

YOUR SINGLE SOURCE FOR CODE-COMPLIANT SOLUTIONS



Fire performance



Acoustic performance



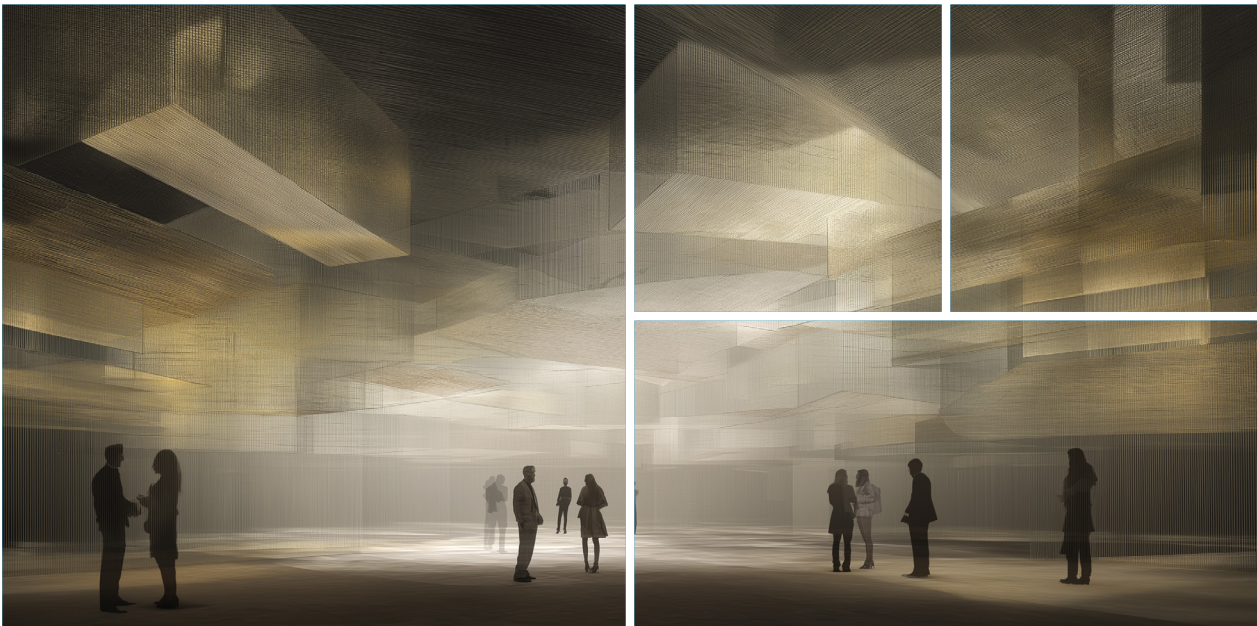
Moisture protection



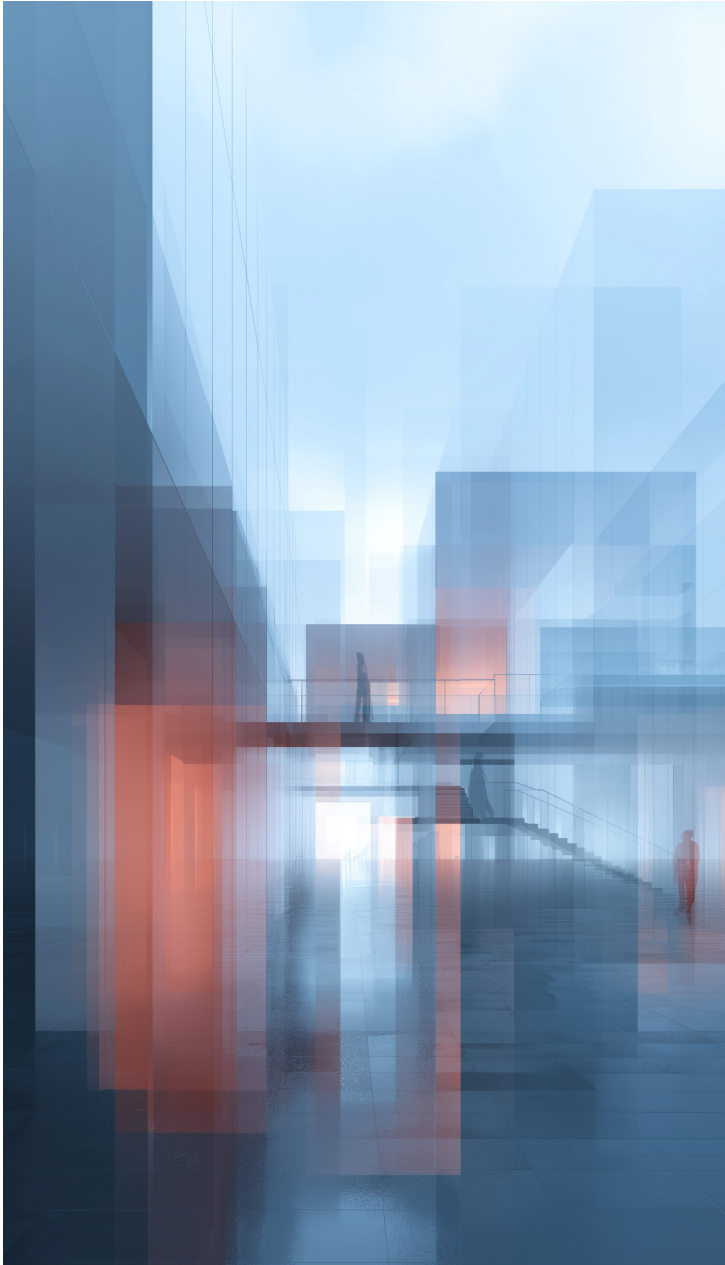
Impact resistance

YOUR PARTNER, NOT YOUR SUPPLIER.

We support your team from design to installation, ensuring every system performs exactly as intended.



SECTORS



-
- **Education** (Schools, Universities, Training Centers)
 - **Healthcare** (Hospitals, Clinics, Medical Centers)
 - **Hospitality** (Hotels, Resorts, Serviced Apartments)
 - **Residential** (Villas, Apartments, Housing Communities)
 - **Commercial** (Offices, Business Parks, Corporate HQs)
 - **Cinema and Theater** (Multiplexes, Auditoriums, Performing Arts Centers)
 - **Cultural** (Mosques, Museums, Libraries, Heritage Centers)
 - **Leisure and Entertainment** (Stadiums, Sports Complexes, Theme Parks)
 - **Industrial** (Factories, Warehouses, Manufacturing Plants)

CERTIFICATIONS



Test certifications, warranties and project certifications are applicable only by using the proposed mada plus system products.

PROJECT REFERENCES

DEFYING THE ELEMENTS

Fire. Water. Heat. Wind. Sound.
These forces define the challenge.
Mada defines the solution.

With certified systems, advanced manufacturing, deep technical expertise, and a 10-year warranty, Mada stands as a partner committed to protecting your projects — and elevating them beyond industry standards.

Mada Gypsum Company
Building Excellence.

