

MADA ■
GYPSUM

NEWSLETTER

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WHERE PROJECTS ARE WON

Welcome to the second edition of the Mada Gypsum Newsletter for 2026

Projects are defined on site, not always on drawings.
Clarity in execution is what turns intent into outcome.

1. What Happens Between Design and Reality

Projects are not won on drawings. They are won on site.

Between specification and execution lies the real challenge of construction. Coordination, sequencing, and decision-making under pressure define whether a project succeeds or struggles.

At Mada Gypsum, our focus is on that gap. Not just what is specified, but what is actually built. We work alongside our partners to ensure that what is designed performs in reality, under real conditions, with real constraints.

Because the difference between a system on paper and a system on site is where value is created.



2. Feature Article

CLARITY BEFORE CONSTRUCTION

The Hidden Cost of On-Site Decisions

Every project carries invisible costs. They do not appear in BOQs or schedules. They emerge during execution, when decisions are made under time pressure, often without full technical clarity.

A change in fixing detail.
An adjustment to accommodate services.
A substitution due to availability.

Individually, these decisions seem minor. Collectively, they define project outcome.

Unplanned decisions increase variability. Variability introduces risk. And risk translates into delays, rework, and compromised performance.

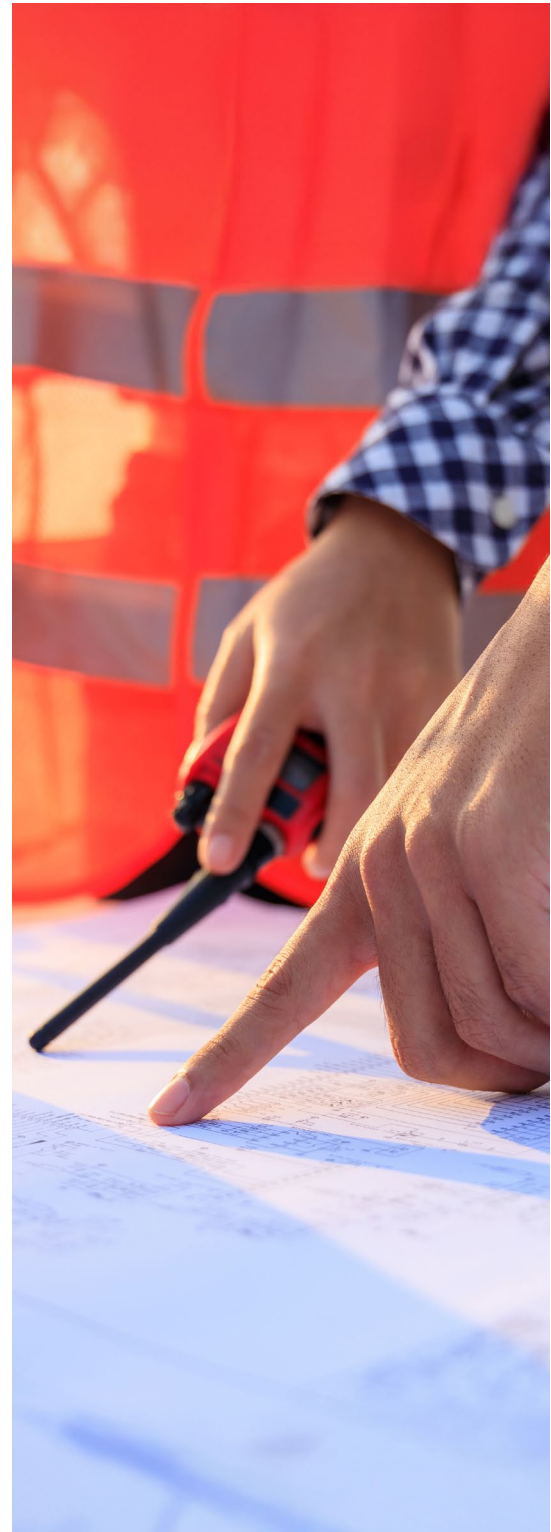
The challenge is not lack of expertise. It is timing. Most decisions are made too late, when options are limited and corrections are expensive.

Leading projects are shifting this dynamic. They move decision-making forward. They define critical details early. They reduce the number of unknowns before work begins.

This is not about over-design. It is about clarity. When details are resolved upfront, execution becomes predictable. Teams spend less time reacting and more time delivering.

At Mada, we support this shift through early engagement, technical detailing, and site coordination. The objective is simple: reduce decisions on site, and improve outcomes at handover.

Because in construction, what you avoid is often more valuable than what you fix.



3. Product Spotlight

MADA FIRE & MOISTURE RESISTANT BOARD

Protection Where Conditions Overlap

Some areas in a building are exposed to more than one risk:

Service zones, wet areas, and back-of-house spaces often require both fire resistance and moisture control within the same assembly. Treating these requirements separately increases complexity and increases the likelihood of on-site inconsistencies.

Mada's Fire & Moisture Resistant Board is designed to address both conditions within a single solution. By combining fire-rated performance with enhanced moisture resistance, it simplifies system selection and reduces the need for multiple board types.

Key Characteristics

- Fire-rated core suitable for certified assemblies
- Moisture-resistant liner with low water absorption
- Compatible with standard drywall systems and installation methods

Where It Makes a Difference:

- Wet areas requiring fire-rated partitions
- Service corridors and utility spaces
- Kitchens, bathrooms, and technical rooms

What It Improves:

- Reduces coordination between multiple materials
- Simplifies installation and specification
- Maintains consistent performance in overlapping conditions
- In environments where multiple risks intersect, clarity is essential.
- A single solution reduces complexity and improves reliability on site.



4. Expert Tips

MANAGING INTERFACES ON SITE



Most failures do not occur within systems. They occur at the connection points between them.

- Where drywall meets structure.
- Where partitions intersect with services.
- Where ceilings integrate with mechanical and electrical elements.

These interfaces are often addressed late, under time pressure, and without full technical clarity. The result is misalignment, rework, and compromised performance.

Best Practice:

- Define interface details early in coordination drawings
- Align trades before execution reaches critical zones
- Avoid on-site improvisation in high-performance areas

Key Takeaway:

- Control the interfaces, and you control the outcome.

5. QUALITY, R&D & INNOVATION

FROM LAB TESTING TO SITE REALITY

In construction, performance is often validated in controlled environments, while projects are delivered in unpredictable conditions. At Mada Gypsum, research and development focus on ensuring systems perform consistently under real site variables such as installation accuracy, exposure, and coordination.

Testing extends beyond certification, with assemblies evaluated for impact resistance, fixing loads, moisture exposure, and installation tolerances that reflect actual execution scenarios. This ensures performance is maintained throughout construction.

By aligning product development with on-site realities, Mada delivers solutions that reduce uncertainty, improve consistency, and ensure reliable outcomes from installation to completion.



6. Project Showcase

KAIA Project | ProGuard - KSA, Jeddah



Project	KAIA Aircraft Parking Hanger Project - KSA Jeddah
Scope	6,200 M2 External Partition
Contractor	ICAD & SAFC
Architect	AES

Challenge – King Abdulaziz International Airport required façade systems to withstand moisture, temperature swings, and prolonged site exposure across large wall areas.

Solution – Mada’s ProGuard Glass Mat Sheathing Board provided a durable, weather-resistant substrate, ensuring stability and seamless coordination with structural framing and finishes.

Result – Execution progressed without delays, delivering reliable façades with long-term performance and integrity.

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. Events

RECENT PARTICIPATION

Housing and Sustainable Urban Development Forum

Riyadh, February 11-12th

Mada Gypsum proudly participated as a Strategic Gypsum Partner in the Housing & Sustainable Urban Development Forum, reaffirming our commitment to building resilient, efficient, and future-ready communities.

Our team engaged with industry leaders and stakeholders, showcasing Mada's advanced systems that support sustainable construction, safety, and long-term performance.

Building Excellence. Shaping Sustainable Cities.



9. Our People



Team Iftar Celebration

Yanbu - February 24th, 2026

Our Team Iftar brought colleagues together for a pleasant evening celebrating the spirit of Ramadan. It was a chance to connect, share moments, and enjoy a warm atmosphere.



Iftar Gathering

Dammam - March 1st, 2026

From shared moments to meaningful conversations, our Dammam Iftar brought colleagues together in a warm atmosphere of connection and appreciation.



Tabuk - March 2nd, 2025

Our Tabuk Iftar reflected the strength of our growing community, as colleagues came together to celebrate the season and reinforce team unity.

9. Our People *(cont.)*



Jeddah - March 3rd, 2026

Our Jeddah Iftar offered a relaxed setting where teams gathered, strengthening bonds and celebrating the spirit of the season.



Riyadh - March 4th, 2026

Riyadh's Iftar was filled with a sense of togetherness and appreciation. Thank you to all who attended and contributed to the enjoyable evening.



9. Our People *(cont.)*

Saudi Founding Day Celebration

February 22nd, 2026

In recognition of Saudi Founding Day, we reflected on the rich heritage and values that shape the Kingdom's journey. The occasion served as a reminder of our shared roots and an opportunity to look ahead with pride, unity, and confidence in the future.



Saudi Flag Day

March 11th, 2026

On Saudi Flag Day, we recognized the Kingdom's flag as a symbol of unity and shared values. It also reflects our commitment to supporting the nation's progress through quality construction solutions and contributions to a resilient built environment.

Stay Connected

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