

MADA ■
GYPSUM

NEWSLETTER

JUL - SEP 2026



BUILDING AT SCALE. DELIVERING ON SPEC.

*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. Company Highlights | Q1 2026 in Review

Q1 set a strong pace. Mada strengthened its industry presence through participation in the Housing and Sustainable Urban Development Forum in Riyadh, engaging with policymakers, developers, and construction leaders around the future of sustainable housing in the Kingdom. The quarter also included an exclusive visit to Qiddiya Six Flags, offering a firsthand look at one of the region's most ambitious entertainment destinations and the construction systems shaping it. Project momentum across Amaala, Qiddiya, and the broader hospitality pipeline continued to grow, with multiple 2026 timeline projects advancing through the delivery phase.

As Q2 begins, the focus shifts to specification depth, technical engagement, and system delivery at scale across the region's most ambitious programs.



2. Feature Article

DESIGNING FOR EXPOSURE

The Façade Challenge: Why Exterior System Selection Defines Long-Term Performance

The exterior envelope is the first and most consequential line of defense in any building. Yet façade system specification is often compressed, deferred, or treated as interchangeable with interior board choices, creating risks that may not become apparent until years after handover.

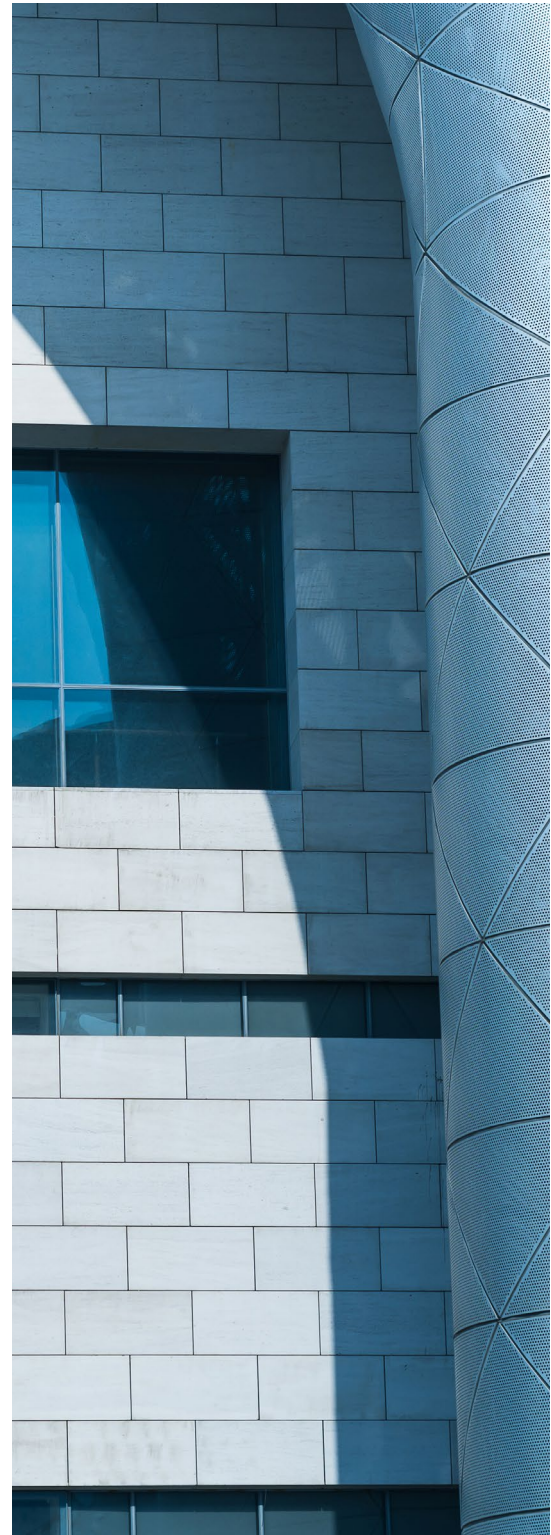
The GCC climate imposes conditions few other markets face simultaneously: extreme UV exposure, thermal cycling, humidity variation, and wind-driven rain. A façade system that performs in temperate climates may fail progressively under these stresses unless it has been engineered and tested for them.

Glass mat sheathing boards offer a fundamentally different approach to exterior envelope performance. Unlike paper-faced alternatives, their fibre-glass mat facing provides inherent moisture resistance as a structural characteristic, not a surface coating. This helps prevent cumulative moisture ingress that can lead to mould, delamination, and structural deterioration.

System integrity also depends on what surrounds the board. Metal framing, fastening patterns, render compatibility, and joint detailing all influence façade performance. Specifying components in isolation removes the accountability provided by engineered, certified systems.

For projects with tight schedules and complex interfaces, early façade system selection is a schedule asset as much as a quality decision. It reduces substitution risk, accelerates approvals, and improves construction sequencing.

Mada's approach is built on tested assemblies, certified performance, and technical support that begins at specification and extends through installation.



3. Company Spotlight

EXCLUSIVE EXPERIENCE: QIDDIYA AQUARABIA, MAY 2026

In May 2026, the Mada team was granted exclusive access to Qiddiya AquaArabia, one of the landmark entertainment destinations taking shape as part of the Qiddiya giga-project.

The visit offered a rare opportunity to engage directly with one of the most complex and ambitious construction environments in the Kingdom, and to see Mada systems performing in a project that demands both engineering rigour and delivery at speed. It was a moment that reinforced what drives Mada's work: contributing to projects that will define the region's built environment for generations.



4. Product Spotlight

PROGUARD GLASSMAT SHEATHING BOARD | THE EXTERIOR SYSTEM STANDARD

ProGuard GlassMat Sheathing Board is Mada's solution for exterior façade applications where moisture resistance, structural integrity, and system compatibility are non-negotiable. Compliant with ASTM C1177 Type X, it is designed to perform as part of a complete weather-resistant assembly, not as a standalone component.

Key Advantages

- Fibre-glass mat facing provides inherent surface moisture resistance
- Suitable for mechanically attached and EIFS cladding systems
- Fire-rated assemblies available (Type X)
- Compatible with Mada Renders for complete façade system delivery
- Available in 12.5mm and 16mm thicknesses

Where It Excels

- Exterior sheathing behind cladding and render systems
- High-humidity and coastal environments
- Projects requiring system warranty and third-party certification
- Fast-track façade programmes requiring early board-to-render coordination



5. Focus Product

MADA METAL PROFILES | PRECISION ENGINEERING FOR EVERY ASSEMBLY

Mada's Metal Profiles mark a significant contribution of its precision-engineered steel systems offer. Manufactured from hot-dipped galvanised cold-rolled steel conforming to ASTM 653, the range covers the full framing requirement for partitions, shaft walls, braced liner assemblies, independent liner systems, and ceilings.

Mada Metal Profiles introduce a broader thickness range, from 0.55mm to 1.20mm, across J-Runners, CH-Studs, E-Studs, Deflection Head Tracks, Furring Tracks, Resilient Channels, and W-Angles. Each profile is engineered to work within Mada certified systems, ensuring that framing performance is as accountable as the board it supports.



6. Expert Tips

SPECIFYING EXTERIOR SYSTEMS | THREE DECISIONS THAT DETERMINE FAÇADE PERFORMANCE



1. Board selection must match the assembly, not just the application

Selecting a moisture-resistant board without verifying its compatibility with the specified render or cladding system introduces interface risk. Always specify board and finish as a tested assembly.

2. Framing gauge is a structural decision

Metal profile thickness affects deflection, fastener pull-out, and long-term system stability. For façades, framing should be selected based on wind load calculations and panel weight, not defaulted to the lightest available option.

3. Engage technical support before tender

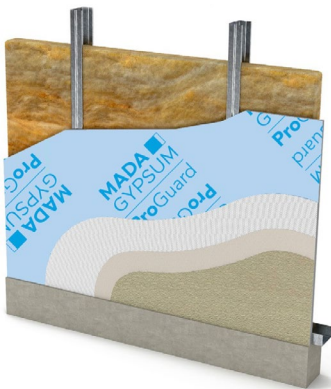
Substitutions made under procurement pressure after award are the primary source of façade performance failures. Locking in certified system specifications at tender stage eliminates this risk and protects the contractor as much as the consultant.

7. QUALITY, R&D & INNOVATION

RENDER SYSTEM COMPATIBILITY | CLOSING THE GAP BETWEEN BOARD AND FINISH

One of the least-discussed failure points in exterior wall assemblies is the interface between sheathing board and render system. Mada’s approach to this challenge is integration: its Base Render, Thin Coat Render, Hand Applied Render, and Machine Applied Render are all formulated and tested for use over ProGuard Glass Mat Sheathing Board.

This matters in practice. A render system applied over an incompatible substrate will exhibit differential movement, adhesion failure, or moisture entrapment that no amount of site correction can resolve. By specifying Mada board-to-render as a complete system, consultants and contractors gain a single point of accountability, and a warranted outcome.



8. Project Showcase

BINGHATTI - DUBAI, UAE



Project	Jacobs & Co by Binghatti, Binghatti HQ, Binghatti Hills
Scope	High-performance drywall partitions, internal ceiling systems, external ceiling solutions
Sector	Luxury Residential & Commercial

Challenge – Binghatti’s developments required bespoke drywall systems, rigorous approvals, and multidisciplinary coordination under tight timelines.

Solution – Mada delivered customised systems meeting fire, acoustic, and structural requirements through early coordination and technical support.

Result – Complex designs were delivered efficiently without compromising performance across all three landmark developments.

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. Sustainability

LIGHTWEIGHT SYSTEMS, LASTING IMPACT

Mada's commitment to sustainability is embedded in system design, not added at the margins. Lightweight drylining systems reduce structural load requirements, lower embodied carbon relative to wet trades, and generate less site waste than traditional construction methods.

At the Yanbu plant, ISO 14001 certification and EPD documentation provide the verified environmental data that project teams increasingly require for LEED, BREEAM, and Mostadam submissions. As the region's green building requirements continue to tighten, the ability to provide certified, documented system performance, from manufacturing through installation, is becoming a specification requirement rather than a differentiator.



11. Events

RECENT PARTICIPATION

Exclusive Visit to Qiddiya Six Flags

Riyadh, Q1 2026

An exclusive visit to Qiddiya Six Flags offered the team a first-hand look at one of Saudi Arabia's landmark entertainment developments. The experience provided valuable insight into the scale, design, and construction behind the project. It was an opportunity to witness how ambitious destinations are being brought to life across the Kingdom.



Exclusive Visit to Qiddiya AquaArabia

Riyadh, May 2026

The visit to Qiddiya Aquarabia showcased the vision and complexity behind one of the region's most anticipated attractions. From large-scale planning to execution, the project reflects a new chapter in Saudi Arabia's leisure and entertainment sector.

The experience offered a closer perspective on the developments shaping the Kingdom's future. Building Excellence. Shaping Sustainable Cities.



11. Events

RECENT PARTICIPATION

UAP Dubai Chapter General Membership Meeting

Dubai, June 27th 2026

Bringing together professionals from across the architecture and construction community, the UAP Dubai Chapter General Membership Meeting provided an engaging industry platform. Participation in the event allowed the team to stay connected with ongoing discussions and developments across the region. Such gatherings continue to reinforce collaboration and professional exchange.



UPCOMING

World Stadiums and Arenas Summit

Riyadh

Mada Gypsum will participate in the World Stadiums & Arenas Summit, bringing together experts involved in the delivery of major sports and entertainment venues. The event will explore the ideas, technologies, and strategies shaping the next generation of destination projects. The team looks forward to following the discussions driving the future of large-scale infrastructure across the region.



11. Events

UPCOMING

Modern Buildings Summit

Abu Dhabi

With a focus on sustainability, technology, and modern construction practices, the Modern Buildings Summit presents an important platform for industry collaboration. Mada Gypsum looks forward to participating and engaging with the trends influencing future developments. The event offers valuable perspectives on the innovations transforming today's built environment.



Modern Buildings Summit

09 September 2026 | Abu Dhabi, UAE



**Converging Heritage and Innovation to Shape
THE FUTURE OF SUSTAINABLE LIVING**

October 2026

Radisson Blu Hotel & Convention Center, Riyadh Minhal

Desert Architecture Conference

Riyadh

Mada Gypsum will participate in the Desert Architecture Forum, an event dedicated to climate-responsive and context-driven design across the region. The forum will bring together architects, designers, and industry professionals to explore solutions inspired by desert environments and local heritage. Mada looks forward to engaging with the ideas and innovations shaping the future of resilient architecture in the Middle East.

12. Our People

Celebrating the Moments That Matter

At Mada Gypsum, our people are the foundation of our success. Beyond creating innovative building solutions, we are committed to creating a workplace where employees feel appreciated, respected, and connected.



Throughout the year, we celebrate meaningful occasions that bring our teams together and recognize the people behind our achievements. From International Women's Day, Mother's Day, Father's Day, and Hajj celebrations, these initiatives reflect our commitment to fostering an inclusive, family-oriented, and engaging work environment.

By investing in employee wellbeing and celebrating life's important moments, we continue to strengthen the culture that makes Mada Gypsum a great place to work.

Stay Connected

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

Need technical guidance?

Browse full datasheets, installation manuals and third party certificates at madagypsum.com.

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