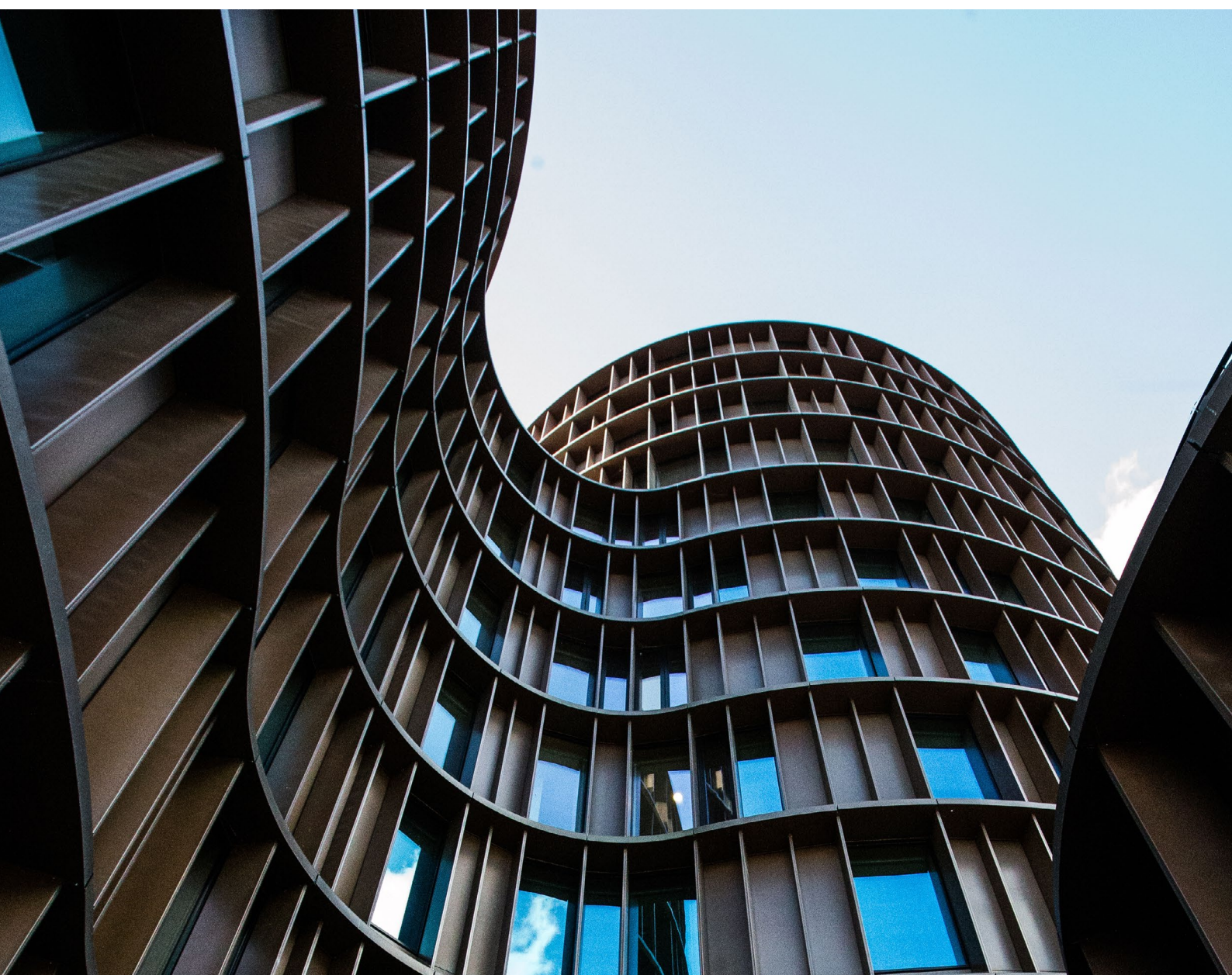


MADA ■
GYPSUM

NEWSLETTER

Q3 - 2026



BUILDING AT SCALE. DELIVERING ON SPEC.

*Welcome to the third 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 | Q2 2026 in Review

It has been another active quarter for Mada, with new projects, stronger industry connections and exciting digital developments all moving forward. From engaging with the region's architecture and construction community to supporting major developments across Saudi Arabia and the GCC, our focus remains the same: staying close to our customers and helping them build better.

Behind the scenes, we are also getting ready to introduce our new website and AI-powered chatbot - making it easier for customers and project teams to find the products, systems and technical information they need.

And with a busy final quarter ahead, there is plenty more to come.



2. Feature Article

THE RIGHT SYSTEM STARTS WITH THE RIGHT QUESTIONS

Understanding Performance Before Product Selection

Every project is different. A hospital corridor does not face the same demands as a hotel room, school or commercial space. Fire resistance, acoustics, moisture, impact and durability can all influence what a wall or ceiling system needs to achieve.

That is why good specification starts with the right questions: What will the space be used for? What conditions will it face? Which performance requirements matter most throughout its lifetime? The answers should guide system selection from the beginning.

A high-performance wall is more than the board visible on the surface. Boards, metal framing, insulation, fixings and finishes work together as an assembly, with each component contributing to the overall performance of the system.

At Mada, we look beyond individual products to the complete system. By bringing together tested solutions, technical expertise and the appropriate system components, we help project teams align specifications with the specific performance requirements of each space.

Considering the complete system early can also support better coordination between design and construction. It helps identify requirements before work reaches site, reduces potential conflicts and ensures that the specified solution remains practical to install.

Ultimately, a strong specification is not simply one that meets requirements on paper. It is one that translates design intent into reliable performance throughout the life of the building.



3. Product Spotlight

TITANCORE LEVEL 3 | BUILT FOR THE REAL WORLD

Some walls simply have a tougher job to do. TitanCore Level 3 is designed for demanding, high-traffic environments such as busy corridors, schools and hospitals, where walls face impacts, knocks and everyday wear.



Specifications

- Available in 12.5 mm and 16 mm
- Level 3 soft- and hard-body impact resistance under ASTM C1629
- Tested abrasion performance
- Tested indentation performance
- Tested nail-pull performance

Advantages

- Stronger walls for demanding environments
- Greater resistance to everyday impact and wear
- Enhanced durability in high-traffic spaces
- Designed to maintain performance through everyday use
- Suitable for demanding applications including schools, hospitals and busy corridors

4. Digital Innovation

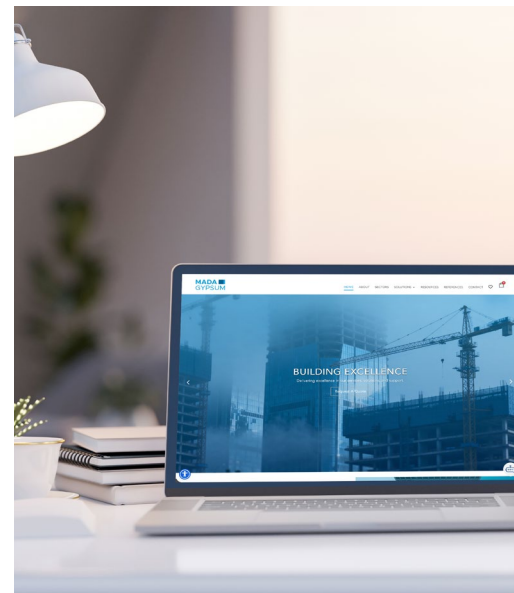
THE NEW MADA WEBSITE | EXPERTISE, NOW EASIER TO ACCESS

Finding the right information should not be complicated. That thinking is behind Mada's new digital experience.

Our new website is being developed to make products, systems and technical resources easier and faster to explore, whether you are an architect developing a specification, a contractor on site or simply looking for the right solution.

And there is something new: an AI-powered chatbot designed to help visitors navigate Mada's technical information and get to what they need more efficiently.

It is technology with a simple purpose: making Mada's expertise easier to reach.



5. Technical Insight

THINK SYSTEM, NOT JUST PRODUCT

Choosing a board is only one part of creating the right wall or ceiling.

Fire, acoustics, moisture, impact, structure and even the way services pass through an assembly can influence how the complete system performs.

That is why Mada encourages project teams to look at the whole picture early. When the system is considered from the beginning, specifications become clearer, coordination becomes easier and there are fewer surprises once work reaches site.

The goal is simple: what is designed should be what gets delivered.



6. Expert Tips

THREE QUESTIONS WORTH ASKING BEFORE YOU SPECIFY



1. What will this space experience? Think beyond compliance to how people will actually use the building.

2. Do all the components work together? A system is only as strong as the way its boards, framing, insulation, fixings and finishes interact.

3. Will it work on site? Early technical support can turn a good specification into a solution that is practical to install.

Good specification starts on paper. Great performance continues long after handover.

7. QUALITY, R&D & INNOVATION

INNOVATION STARTS WITH A REAL PROBLEM

For Mada, innovation is not about developing something new simply because we can. It starts with understanding what architects, contractors and project teams are facing every day.

How can a system perform better? How can specification become simpler? How can installation become more efficient? Those questions continue to guide Mada’s approach to product and system development, combining engineering knowledge with practical experience from real projects across the region.

Because the best innovations are the ones that make a difference where it matters: on the project.



8. Project Showcase

MARINE HOTEL 03 - ALWAJH, KSA



Project	Marine Hotel 03 (Ritz-Carlton)
Scope	External cladding solution Application Façade at heights exceeding 28 metres
Sector	Hospitality

Challenge – Delivering an external cladding solution above 28 metres, while addressing wind loads, environmental exposure and long-term durability.

Solution – Mada combined Metal Framing, ProGuard and finishing products into an engineered solution, supported by structural calculations, technical documentation and on-site support.

Result – Approximately +20,000 m² of Mada systems and products were supplied, delivering reliable performance for this distinctive hospitality project.

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 Intertek. 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

BUILDING RESPONSIBLY. COMMUNICATING TRANSPARENTLY

Sustainability is increasingly part of the future of construction, and meaningful progress starts with being able to measure it. At Mada, we continue to strengthen how we measure and communicate our environmental and social performance, with greater emphasis on structured information, verified data and transparency.

As sustainability requirements evolve, reliable information becomes increasingly important. Strengthening how data is collected, structured and verified provides stakeholders with clearer insight into Mada's performance and progress.

The focus is on making sustainability performance measurable, traceable and transparent, supported by clear data rather than broad claims.



11. Events

RECENT PARTICIPATION

UAP Riyadh Chapter

Riyadh, 14th August 2026

Mada Gypsum was proud to participate as an Industry Partner at the UAP Riyadh Chapter Induction of Officers Event.

The event brought together 50–60 architects, providing a valuable platform to enhance Mada's visibility, build meaningful industry relationships, and create new opportunities for collaboration and business.

We look forward to continuing to engage with the architectural community and contributing to the future of modern construction in the region.



The Stakeholder Conference

Riyadh, 8th-9th September 2026

Building the future of hospitality and real estate takes collaboration. Mada Gypsum was pleased to participate in the 2026 KSA Stakeholder Gathering in Riyadh, connecting with industry partners and professionals to exchange insights and explore opportunities for collaboration.

The event provided a valuable platform to strengthen industry relationships and contribute to discussions shaping the future of hospitality, real estate development and construction across the Kingdom.



11. Events

UPCOMING

Sustainable Data Center Summit

Riyadh, 30th November 2026

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.



**20th REAL ESTATE
DEVELOPMENT SUMMIT
SAUDI ARABIA**
LUXURY EDITION

**Saudi Arabia's
Real Estate
Project Decision-Makers
Meet Global Solution Providers**

**Curated**
One-to-One
Meetings

**1000+**
Senior
Decision-Makers

**Expert-Led**
Insights &
Discussions



11-12 NOVEMBER 2026
The Ritz-Carlton Jeddah, Saudi Arabia

REGISTER NOW! 

Powered By 

20th Real Estate Development Summit Saudi Arabia – Luxury Edition

Jeddah, 11th-12th November 2026

The upcoming 20th Real Estate Development Summit in Jeddah will bring together leading developers, architects, consultants and solution providers to explore emerging opportunities and innovations shaping Saudi Arabia's real estate sector. Mada Gypsum looks forward to connecting with industry leaders, exchanging insights and exploring opportunities to support the Kingdom's growing development landscape.

11. Events

UPCOMING

World Stadiums & Arenas Summit

Riyadh, 10th - 11th January 2027

Mada Gypsum is preparing to participate in the upcoming World Stadiums & Arenas Summit in Riyadh. The event will bring together industry experts to explore the technologies, strategies and innovations shaping the next generation of sports and entertainment venues. With the summit just around the corner, Mada looks forward to engaging in discussions on the future of large-scale infrastructure across the region.



12. Our People

Celebrating Saudi National Day

Saudi National Day gave our Head Office team an opportunity to come together and celebrate the Kingdom we are proud to call home.

Beyond the colours and celebrations, it was a moment to recognise the ambition, progress and sense of possibility that continue to shape Saudi Arabia, and inspire all of us at Mada.

One team. Shared pride. A future we are proud to help build.



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.

For direct enquiries or feedback on this newsletter, email info@madagypsum.com.