

**C
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**Cost
of
Poor
Quality**

By Amer Bin Ahmed

Arabian Peninsula Gypsum Board Industry Overview 2017

2010 CAPACITY : 161 Mio. M²
 2014 CAPACITY : 276 Mio. M²
 2015 CAPACITY : 320 Mio. M²
 2016 CAPACITY : 329 Mio. M²
 2017 CAPACITY : 338 Mio. M²

2017 Market Size
 UAE – 38.50 Mio M²
 Oman – 3.80 Mio M²
 KSA – 46 Mio M²
 Qatar – 7 Mio. M²
 Others – 10 Mio. M²
 Total – 105.3 Mio. M²

Legend

- In Operation
- ▲ Under Construction
- Design Stage

- Saudi Arabia**
- NGC (National Gypsum Co.) (8) - 1977
 - MADA (12) - 2009
 - United Mining Industries UMI (20) - 2010
 - ASK (Gulfgypsums, GBoard) (15) - 2010
 - Al Watania (6) - 2011
 - MADA (2nd line) (24) - 2012
 - El Khayyat Red Bricks (20) - 2011
 - UC Mada Cement Board Plant (10) - 2015
 - ▲ MADA (3rd line (16)) – 2018/19

Yanbu Zone

- Kuwait**
- Al Khaleej (8) - 2012

- NGC (8) - 2002

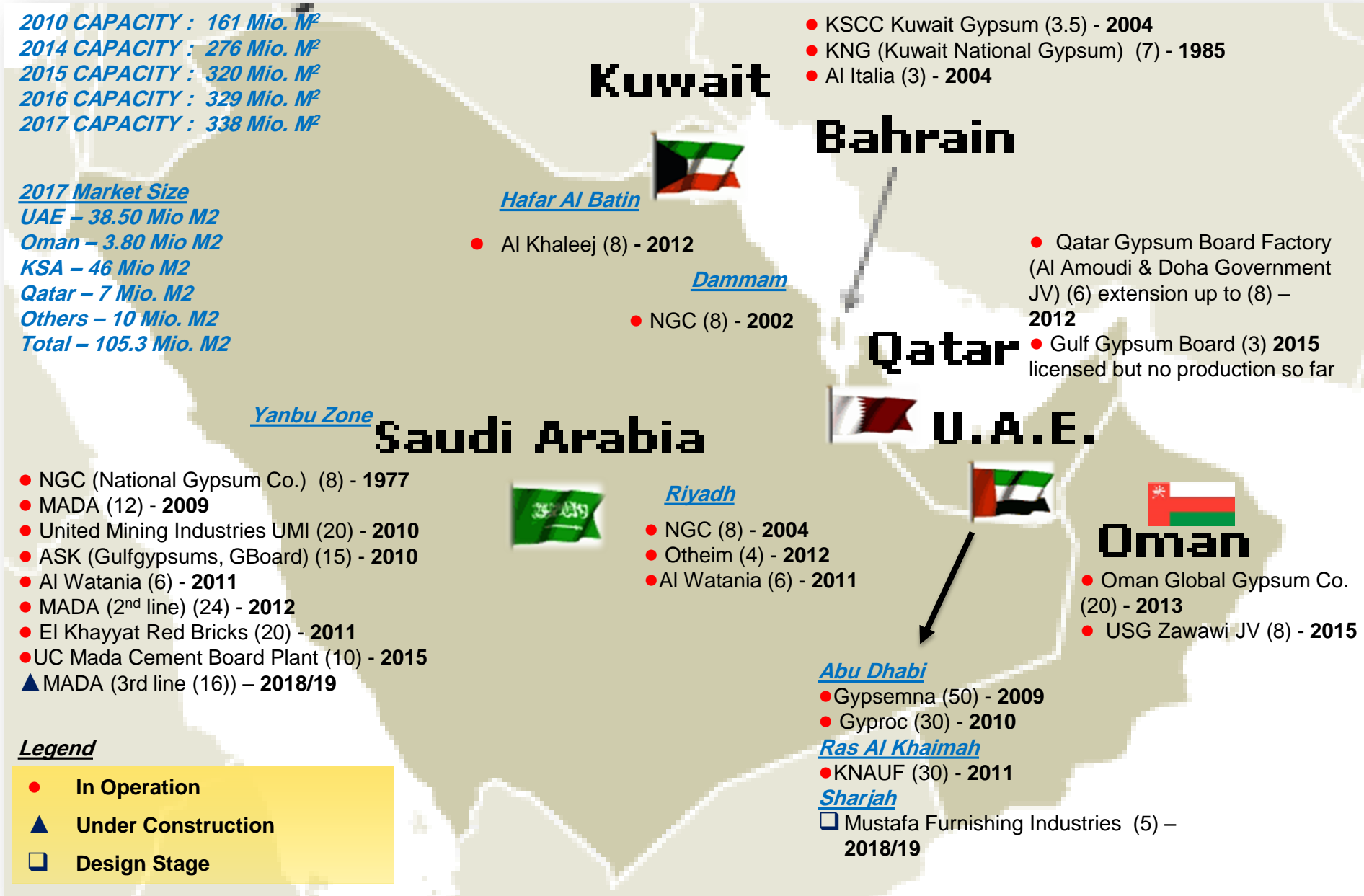
- Bahrain**
- KSCC Kuwait Gypsum (3.5) - 2004
 - KNG (Kuwait National Gypsum) (7) - 1985
 - Al Italia (3) - 2004

- Qatar**
- Qatar Gypsum Board Factory (Al Amoudi & Doha Government JV) (6) extension up to (8) – 2012
 - Gulf Gypsum Board (3) 2015 licensed but no production so far

- U.A.E.**
- NGC (8) - 2004
 - Otheim (4) - 2012
 - Al Watania (6) - 2011

- Abu Dhabi**
 - Gypsemna (50) - 2009
 - Gyproc (30) - 2010
- Ras Al Khaimah**
 - KNAUF (30) - 2011
- Sharjah**
 - Mustafa Furnishing Industries (5) – 2018/19

- Oman**
- Oman Global Gypsum Co. (20) - 2013
 - USG Zawawi JV (8) - 2015



On A Given Drywall Project

70% - Uncontrolled Non - Performance Driven	Quality Control Parameters	30% - Controlled Performance Driven
X	System Approach	✓
X	Certification	✓
X	Authority Approvals	✓
X	Safety	✓
X	Acoustic, Fire & Thermal Performance	✓
X	Durability	✓
X	Warranty	✓
High	Rectification Works	Minimum

Legend

Opportunity - X

Achieved - ✓

Hidden Cost of Poor Quality

Warranty

Scrap

Renovation Cost

Lost Customer Trust

Management Time

Loss Sales

Fatality Cost

Health Hazard

High Operational Cost

Fatality Cost

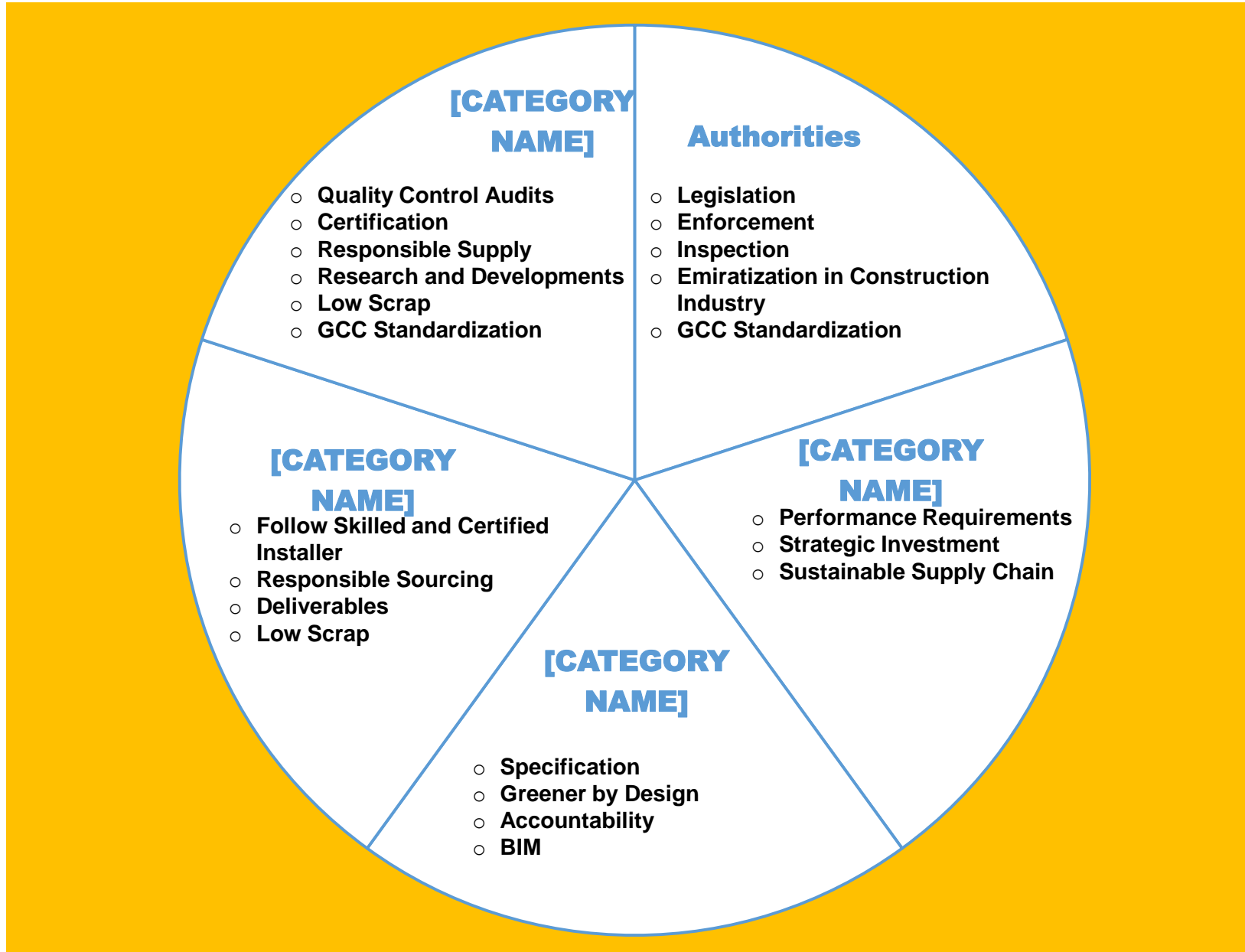
Increased Inventory

Brand Image

High Insurance Cost

Economical and Environmental Impacts

To Make **“Made in UAE”** A Globally Recognized Leader



A photograph of a large, light-colored industrial building with the 'KNAUF' logo in blue on its side. The building is set against a clear blue sky with some white clouds. In the foreground, there is a paved area, some greenery, and a blue semi-transparent rectangular overlay containing the text 'Thank you'.

KNAUF

Thank you

#knaufsustainability #knaufquality