

Supporting Saudi Arabia's Net Zero Vision: DesertBoard® to Showcase Palm Strand Boards at the Kingdom's Largest Wood Industry Event

DesertBoard is excited to announce its participation as the official **Sustainability Partner** at Saudi Wood Expo 2025, the Kingdom's largest and most influential event dedicated to the wood and woodworking industries.

Taking place in Riyadh from 1st to 3rd September 2025, the expo is expected to bring together over 10,000 industry professionals, more than 200 global exhibitors, and 3,500+ products and solutions from over 300 countries. DesertBoard will be at the forefront of this premier wood industry event.

DesertBoard will present its range of Palm Strand Boards (PSB®), designed to revolutionize traditional joinery, interior fit-out, and furniture manufacturing. With a mission to redefine eco-friendly building materials in the Gulf region and beyond, DesertBoard combines high performance with sustainability, offering a viable alternative to engineered wooden boards by utilizing agricultural byproducts.

“We are thrilled to participate in an event that perfectly aligns with our mission—to provide high-performance, sustainable materials that meet the needs of a rapidly growing construction and design sector,” said Kareem Farah, Director at DesertBoard. “Saudi Arabia's Vision 2060 emphasizes sustainability, and our product directly supports this goal by transforming pruned palm fronds into valuable, durable building materials.”

Recently, DesertBoard supplied 1,316 palm strand boards for the award-winning “On Weaving” pavilion at the Western Hajj Terminal of Jeddah's King Abdulaziz International Airport. This

project not only showcases DesertBoard's innovative capabilities but also demonstrates how its products can elevate the wood and construction industries by providing eco-friendly, durable alternatives aligned with Saudi Arabia's Vision 2060 sustainability objectives. Through such initiatives, DesertBoard continues to pioneer the use of agricultural byproducts, offering the industry a path toward greener, culturally relevant architectural solutions.

Visitors to the DesertBoard® booth will have the opportunity to:

- Explore the full range of Palm Strand Boards, offering up to 120 minutes of fire resistance, exceptional moisture resistance, enhanced durability, and termite-resistant variants.
- Experience product demonstrations and real-world applications in fire rated and non-fire rated door cores, furniture, cabinetry, wall paneling, and more.
- Learn about DesertBoard's manufacturing process and environmental benefits.

DesertBoard invites attendees—including architects, interior designers, developers, and manufacturers—to discover how palm frond raw materials can power the future of sustainable wood alternatives.

Visit DesertBoard at Booth 1B100, Hall 1 (2nd row, behind ITCO's booth).

Timings: 3 PM – 9 PM

Follow DesertBoard® on social media for the latest updates from Saudi Wood Expo 2025.

