

Una Obra

20 Years of Excellence





CLARITY & STRUCTURE

04 - 05 **BUILT KNOWLEDGE OVER TIME**
The Obras journey through projects and material

07 **BUILT EVIDENCE**
A product material observed at scale



08 - 09 **STEWARDSHIP OF DESIGN**
Leadership messages



10 - 13 **PARTNER PERSPECTIVES**
PARKLEX PRODEMA

14 - 17 **PARTNER PERSPECTIVES**
EQUITONE



18 - 19 **PROOF OVER PROMISE**
Quality standards and certifications

21 - 22 **KNOWLEDGE SHARED**
Events, Lunch & Learns, AIA training

Transforming Architecture, Redefining Skylines

Since 2005, Obras International has treated façades as architectural decisions—defining performance, perception, and climate response. Trusted by architects, consultants, and developers, we deliver ventilated façade systems and cladding solutions combining design integrity, technical precision, and sustainability.

Innovation – Advancing sustainable façade technologies

Endurance – Materials built for desert climates

Collaboration – Partnering with architects to honor design intent

Sustainability – Solutions enhancing energy efficiency

From design consultancy and BIM coordination to installation and technical support, Obras provides a seamless, performance-driven process. The Dubai showroom allows architects to explore materials and systems firsthand.

Nearly two decades of projects across the GCC demonstrate façades that age with dignity, perform reliably, and respect design intent. Obras continues to advance sustainable, energy-efficient systems, shaping skylines that inspire future generations.



WHERE DECISIONS ARE MADE

[▶ NAVIGATE TO SHOWROOM](#)





A SPACE TO READ MATERIALS



Located in Al Quoz 3, Dubai, the Obras showroom is a working space for architects—designed to explore materials as systems, not samples.



Natural, mineral, and engineered surfaces are presented in context, revealing how they meet, perform, and respond to light within the architectural envelope. From façades to interiors, each element is part of a coherent material language.

Tactile and detail-driven, the space allows architects to study texture, scale, and junctions, bridging the gap between concept and construction.

*It is not about selecting materials.
It is about understanding how they build architecture.*

DESIGNING RESPONSIBILITY

Into the Building Envelope

Today, across more than **1,500 projects**, that vision endures—proof that in architecture, longevity is the truest measure of intent.

Trained in architecture and façade design, he confronted a defining question in the GCC: how can the warmth of natural wood endure one of the world's harshest environments? That tension between authenticity and endurance became the foundation of Obras.

George Abboud leads with the belief that a façade is never just a surface, but a decision that carries responsibility—to climate, performance, and time.

“

When I established **Obras** in Dubai in 2005, it was never meant to be a materials company. It was conceived as **a façade-thinking practice**—focused on reinterpreting **ventilated façade systems** for our region, where design integrity, technical rigor, and environmental accountability must coexist.

Because in architecture, longevity is the ultimate proof of vision.

”

George Abboud
Founder & Managing Director, Obras International





Gino Abboud has shaped Obras International from the start, bringing nearly two decades of experience in ventilated façades and cladding solutions across the Levant and Middle East.

He views façades as integrated systems, where design intent, sustainability, and performance must coexist. Collaborating with architects, consultants, and developers, Gino delivers bespoke solutions in engineered stone, porcelain, and WPC that balance innovation and visual excellence.

His leadership has strengthened Obras' presence across Lebanon, Jordan, Cyprus, and neighboring regions, extending the company's architectural vision to a wider audience.

Gino Abboud
Sales Director, Levant Region, Obras International

Translating Design Intent into Regional Impact

Bernard Hayek brings 20+ years at the intersection of façade systems, project delivery, and regional strategy. At Obras, he builds long-term architectural partnerships grounded in technical clarity and trust.

Trained in architecture, he views façades as integrated systems—where every material, detail, and performance decision honors design intent. Guiding architects and developers across the GCC, he delivers sustainable, high-performance solutions spanning natural wood, fiber cement, porcelain, and WPC solutions.

Bernard's focus: strategic partnerships, performance-led consultancy, and energy-conscious façades, ensuring Obras' growth is defined by architectural relevance, not scale.



Bernard Hayek
Sales Director, GCC Region, Obras International

EQUITONE x OBRAS: *Façades as Architectural Narratives*



Bassam Freiha Art Foundation
Cultural Project of the Year at the Design Middle East Awards 2024
Saadiyat Island Cultural District, Abu Dhabi, UAE



“Working with Obras means our materials are not simply installed—they are engineered to perform, and integrated to inspire,” adds EQUITONE. “Together, we translate an architect’s vision into a tangible, enduring surface.”

The outcome is façades that transcend cladding. They become living, responsive canvases—where every joint, shadow, and texture plays a role in telling a building’s story. Through this partnership, Obras and EQUITONE deliver a material toolkit that helps architects create façades that speak, perform, and endure—raising each project from concept to an architectural presence that stands the test of time.

In today’s evolving architectural landscape, façades have moved far beyond their functional role. They shape identity, communicate intent, and define how buildings interact with their surroundings. The partnership between Obras International and EQUITONE reflects this shift—uniting material innovation with architectural vision to craft façades that are expressive, durable, and deeply contextual.

“Architecture is a language of surfaces, textures, and light,” reflects the EQUITONE team. “Our materials allow architects to write that language with clarity—creating façades that are tactile, resilient, and responsive to their environment.”

Sustainability is equally embedded in the material’s DNA. EQUITONE panels are Cradle to Cradle Certified®, demonstrating responsible manufacturing, reduced environmental impact, and transparency throughout their life cycle. Being 100% recyclable, they support circular construction practices and meet the growing demand for environmentally responsible architectural solutions across the Middle East.

Engineered to perform in the GCC’s demanding climate, EQUITONE’s fiber-cement portfolio brings architects a material that balances strength, aesthetics, and sustainability. Each panel showcases subtle depth, natural color variation, and unique surface expression that respond beautifully to changing light. Beyond their visual qualities, EQUITONE panels are lightweight, enabling efficient and flexible construction across a wide range of building typologies.

Safety and performance remain central to their design. EQUITONE panels are classified at A2-s1,d0 according to the EN 13501 fire-reaction standard, ensuring a high level of fire resistance suitable for contemporary high-performance buildings. Their inherent breathability and structural stability further enhance façade longevity, especially in harsh climates.

Paired with Obras’ expertise in ventilated façade systems, detailing, and installation, the result is a seamless balance of durability, technical precision, and architectural storytelling. From commercial towers to cultural landmarks, the collaboration empowers architects to craft façades that become defining elements of each building’s identity.







THINK OBRAS

REDEFINING FACADES:

PARKLEX PRODEMA *in Dialogue with Architecture*



Al Raha Residential Building
Saadiyat Island Cultural District, Abu Dhabi, UAE

THE FAÇADE AS STORYTELLER

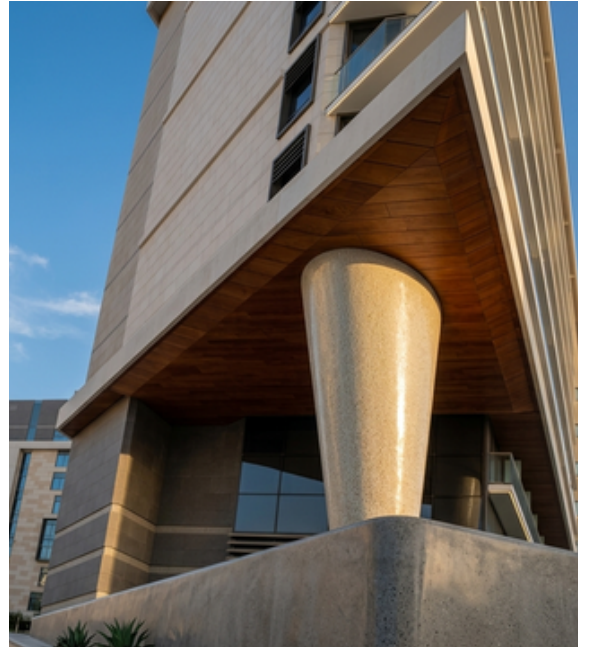
Façades are more than envelopes— they are tactile experiences, environmental buffers, and the first impression of design intent. The Parklex Prodema’s solutions transforms façades into living narratives, where texture, color, and craftsmanship converge with performance.

“Façades should evoke emotion, not just shelter. Every panel tells a story—about place, craft, and sustainability.”

Their exterior Wood Claddings and interior Panels with wood veneer surfaces bring the warmth and elegance of timber with the resilience architects need. Maintenance-free, these panels are engineered for extreme GCC conditions while offering endless creative possibilities.

- Natural Elegance: Authentic wood finish without timber compromises
- Maintenance-Free: Long-lasting performance without upkeep
- Climate Resilience: Engineered for extreme GCC conditions
- Sustainability: PEFC/FSC-certified
- Design Freedom: Modular panels for limitless creativity

Each panel becomes a brushstroke in the architectural canvas.



In extreme climates, façades must perform as well as inspire them. Parklex Prodema’s systems for ventilated facades reduce energy loads, regulate indoor comfort, and resist environmental stressors.

“Façades are interfaces between humans and their environment. Materials must respond to climate, light, and life, while remaining poetic.”

Architects can explore dynamic textures, layered panels, and light-responsive façades. Parklex Prodema’s wood veneer surfaces allow facades to reflect context, pattern, and rhythm while remaining fully durable and maintenance-free.



THINK OBRAS





Our Quality Commitment – Uncompromising Standards Obras International is a leading façade and cladding specialist in the GCC, dedicated to exceptional quality and long-lasting performance. Every project reflects meticulous attention to detail, from material selection to installation, ensuring façades that endure and inspire.

Our ISO-certified quality management system (QMS) guarantees that all processes meet international façade standards and architectural compliance requirements. We partner with architects, consultants, and developers to deliver precision, durability, and aesthetic excellence in every ventilated façade, wooden cladding, or architectural envelope system.

Certifications – Global Standards, Local Compliance Obras International proudly meets and exceeds global quality and sustainability benchmarks:

- ISO 9001:2015 – Quality Management System: Ensuring reliability, consistency, and continuous improvement.
- ISO 14001:2015 – Environmental Management System: Demonstrating commitment to sustainable construction practices.
- Local Authority Approvals: Products comply with Dubai and Abu Dhabi Municipality regulations and Civil Defence (DCD) fire-rated façade standards.

Through rigorous quality control and certified compliance, Obras façades embody trust, performance, and architectural integrity.

PROOF OVER PROMISE





WHERE ARCHITECTURE BECOMES DIALOGUE

A space where ideas are exchanged, not presented.



Architects, designers, and collaborators visit to question, explore, and experience materials firsthand—understanding how architecture is conceived, detailed, and ultimately built.

EVENTS BECOME CONVERSATIONS.

[!\[\]\(7e158529ea7f91aa508dd203dce07ad5_img.jpg\) REGISTER HERE](#)

KNOWLEDGE THAT BUILDS BETTER ARCHITECTURE

We bring the expertise.

We bring the samples.

We bring the lunch.

Our **Lunch & Learn sessions** are concise, design-led knowledge exchanges for architects, façade engineers, and development teams seeking deeper understanding of façade performance, material behavior, and system logic in the GCC context.

Delivered at your office, each session combines physical samples, miniature façade assemblies, and real regional project references.

Session Highlights:

- Ventilated façade principles for Middle Eastern climates
- Fire-rated and sustainable cladding strategies
- Thermal, acoustic, and durability considerations
- Case studies from built projects across the GCC
- CPD recognition (where applicable)



[BOOK A FREE SESSION](#)







STAY CONNECTED

Contact Technical Support

BERNARD HAYEK | GCC SALES DIRECTOR

bernard@obrasintl.com

T: +971 4 353 9001 | M: +971 50 874 8703

AHMAD SALMAN | SALES ENGINEER UAE

ahmad@obrasintl.com

T: +971 4 332 1022 | M: +971 55 378 0029

LEZ GNANARAJ | SALES CONSULTANT

lez@obrasintl.com

T: +971 4 332 1022 | M: +971 55 532 1729

- 📄 Visit Our Corporate Profile
- 📄 Download our Product Catalogues
- 📄 Subscribe our LinkedIn Newsletter

UAE – Head Office

OBRAS General Trading L.L.C.

Warehouse 2, Street 6, Al Quoz 3, Dubai, UAE

T: +971 4 332 1022

F: +971 4 332 1022

E: emirates@obrasintl.com



