

PET Felt Fabrication

Ceilings & Partition

DECORATIVE Windows

Honeycomb CLADDING

Acoustic Wood

Stretch Ceilings

Acoustic Modular Acoustic

installation handles

PROFILES WALL SYSTEM

DOORS FACADES COMPOSITE PANEL

Seamless Acoustic

DOORS

Acoustic Wall

Baffles and Canopies

Decorative Wall

Metal Ceilings

Hygienic Solutions

INNOVATIONS BY

**WOW** EFACOR



wowdxb.com

# INTRODUCTION

The vision for **Wow Factor Building Materials Trading LLC** was realised in Dubai by its parent company "MBBM Group" in 2002, as a concept of creativity & innovation in performance oriented architectural & interior décor products. Wow Factor Building Materials LLC was eventually established in February 2014 along with **Wow Factor Interior Decoration LLC** to support the growing need for unique and exceptional solutions contributing to the Middle Eastern region.

With the expertise & experience of **Asgar Merchant & MN Khory**, guiding the company forward with a conviction of dynamism, meticulousness engineering and a passion for marketing, they have created a formidable force that is carried on even further by **Abbas Merchant**.

With in-house experienced **Architects, Engineers, Designers and Certified & Trained Installation Teams**, every project that the company undertakes is completed with excellent results and customer satisfaction. To support the growing demand of the industry, **a state-of-the-art showroom** and an excess of **20,000 sq. ft. warehousing facility** has been incorporated as well. There is an expansion strategy in place to provide the same facilities and expertise in other markets of the UAE and **Middle East region**.

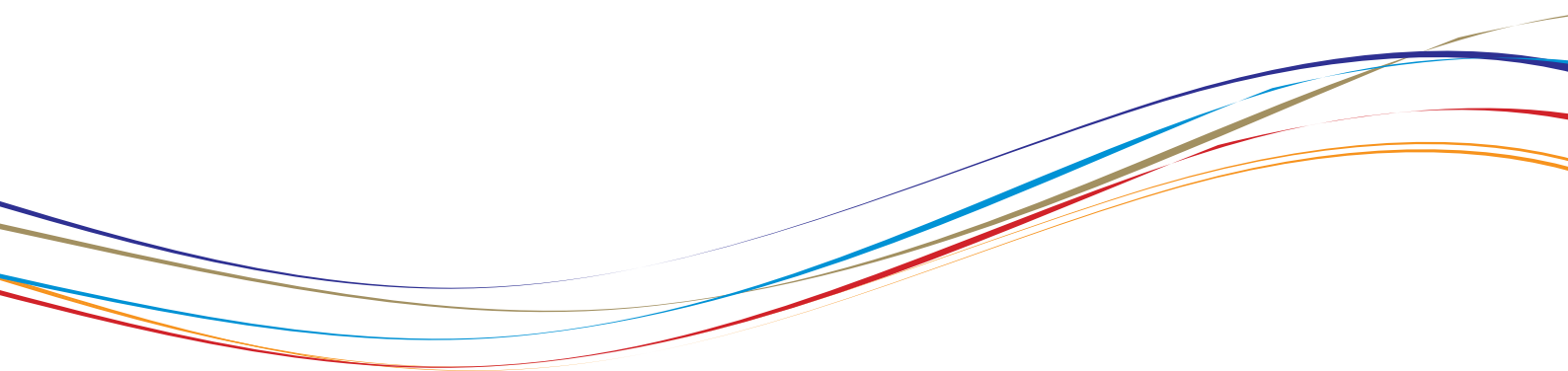
The group's philosophy has always been to embrace the positive sides of competition in an ever-changing world and to provide technologically advanced innovations for the architectural and interior design & decor industries. Adapting to change and moving ahead with honesty, integrity and true commitment to the customers has always remained the aim that is projected as the **WOW FACTOR**.





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## BARRISOL STRETCH CEILINGS

The stretch ceilings are functional, design and innovative solutions to embellish and decorate all types of public and residential spaces. A Barrisol stretched ceiling is a non-flammable sheet in PVC (classified B-S2-d0 in Europe, Class 0 in UK and Class I in the USA), which is tightened under the effect of heat on the periphery of the walls thanks to a specific track system (patented).

### Finishes and System

- Backlite
- Mirror finished
- Lacquer finish
- Suede finish
- Metallic finish
- Printed solutions
- Acoustical solutions
- 3D shapes
- Wall solutions
- Climatization solutions



Acoustics



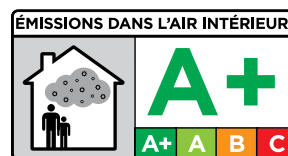
Clim System



### A15 NANOPERF®



Holes : 500 000/m<sup>2</sup>  
 Hole diameters : ≈ 0,1 mm  
 Perforation rate : ≈ 1 %  
 Thickness : ≈ 0,18 mm  
 Reference : A15 + colour





*Translucent Effects*



*3D - Shapes and colours*



*Lacquered - Glossy*



*Mirror Finish*



*Starry Effect*



Large Ceilings

## KNAUF ARMSTRONG ELEGANZA

- 100% seamless, monolithic visuals, with no visible joints, reflect light to open up rooms.
- Class A acoustical absorption helps people hear and be heard with less crowd noise.
- With larger panels and fewer joints, it's faster and simpler for trained installers to fit and more cost-effective for your project.
- Installed on Knauf Ceiling Solutions Rapid'Fix System, with standard compatible accessories. Everything you need to create a great space, all in one place.

### Material composition - Mineral Fiber

- Thickness 25mm
- Acoustics NRC-0.9, 30dB



Curved ceilings



Shapes & Designs



## ROCKFON MONO

- Monolithic system comprising a 40mm stone wool panel, filler and render
- Visible side: elegant and refined seamless acoustic render
- Rear side: high performance membrane (Rockfon Mono Acoustic Direct is supplied with a mineral fleece)

### Material composition - Stone wool

- Thickness 40mm
- Acoustics NRC-0.95, 25dB



## KNAUF DANOLINE SEAMLESS PERFORATED BOARDS

Continuous perforations to the edge offering a fluid, monolithic look. It has a choice of seamless or discreet joints. This is acoustic gypsum lining for ceiling surfaces. Made of robust, glass fiber reinforced material with excellent pressure resistance.



Solo Panel

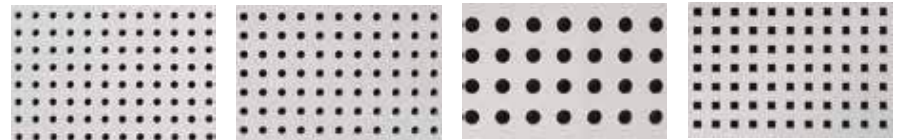


Strato Panel

### Available Sizes

- 1188 x 1998 mm
- 1200 x 2500 mm
- 900 x 2400 mm
- 1200 x 2400 mm

### Solo Panel



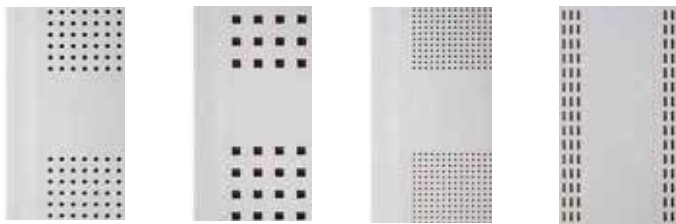
G6/18

G8/18

G15/30

Q8/18

### Design Panel



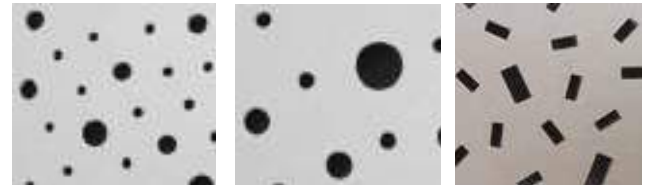
Globe, Ø6 mm, 15 mm c/c  
Perforation: 5.3 - 9.8%

Quadril, 12 x 12 mm, 30 mm c/c  
Perforation: 7.8 - 13%

Micro, 3 x 3 mm, 8.3 mm c/c  
Perforation: 7.1 - 9.8%

Tangent, 4 x 14 mm, 10/20 mm  
Perforation: 13.3 - 15.0. 15.8%

### Strato Panel



G8/15/20

G12/20/35

RE

## KNAUF DANOLINE KRAFT

The Knauf Danoline acoustic plaster ceiling system consists of four components: Knauf Danoline Tectopanel U-perforated gypsum board 12.5 mm

- Ensures acoustic excellence through its high sound absorption qualities.
- Isolation primer - seals the gypsum board surface and the screws; and ensures a longer service life of the ceiling.
- Acoustic fleece glued to the gypsum board - ensures a smooth surface for plastering.
- Picco S acoustic plaster layer - ensures a seamless, monolithic acoustic ceiling surface.



### Material composition

- Gypsum with Glass wool
- Thickness 12.5mm
- Acoustics NRC-0.85

# MODULAR ACOUSTIC CEILINGS

## Available Sizes

- 600 x 600 mm
- 1200 x 600 mm
- 1800 x 600 mm
- 1200 x 300 mm
- 2400 x 600mm

Other size available with minimum quantity order and project specific

## Acoustic Properties

Sound Absorption – NRC 0.55 to NRC0.95  
 Sound Attenuation – 28db – 44dB

## Hygiene & Medical Properties

Anti-Bacterial Coating  
 Medical Rated Ceilings



## MINERAL FIBER CEILINGS



*THERMATEX® Fine Stratos*



*THERMATEX® Star*



*THERMATEX® Mercure*



*Dune Supreme®*



*Fleece Range*

- Thermatex Acoustic Adagio+
- Thermatex Antaris
- Thermatex Alpha
- Thermatex Aquatec
- Bioguard AcousticThermatex
- Aquatec Hygena
- Thermatex Thermofon
- Medical Range
- Hygena Range

## STONEWOOL CEILINGS

- Blanka
- Artic
- Koral
- Tropic
- Sonar
- Medicare
- ColourAll Range





SUSPENSION GRID SYSTEMS



Ultraline Or Uline Grids



T-24 Grids System



T-15 Grid system



Optima

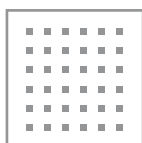
MINERAL WOOL & GLASS WOOL

Topiq Prime – 15mm  
Topiq Efficent Pro -20mm

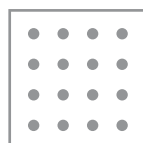


PERFORATED GYPSUM ACOUSTIC

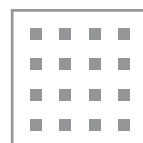
Countur                      Markant  
Countur+                    Corridor 400  
Belgravia                    Rold  
Belgravia+  
Plaza  
Plaza+



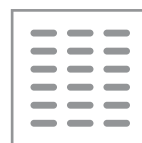
MICRO  
Square 3x3 mm  
c/c 8.33 mm



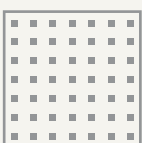
GLOBE  
Circles Ø 6 mm  
c/c 15 mm



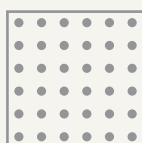
QUADRIL  
Square 12x12 mm  
c/c 30 mm



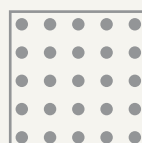
TANGENT  
Obround 4x14 mm  
c/c 10/20 mm



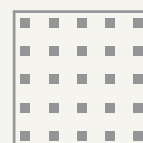
UNITY 3  
Square 3.5x3.5mm  
c/c 8.33mm



UNITY 4  
Circles Ø 4mm  
c/c 10mm



UNITY 6  
Circles Ø 6mm  
c/c 15mm



UNITY 9  
Square 9x9mm  
c/c 20mm



UNITY 8/15/20  
Various circles  
Ø8/15/20 mm



Office & School



Rold - Gypsum with wood effect

## PET FELT FINISHED PANELS

Made up of 100% recycled plastic, with FR and acoustical benefits, these light weight panels come in 8mm to 12mm thickness ideal for baffle system. Available in 12 standard colors. Panels can be printed with customized image and customized in and in colors as desired.

### Material comes in variable format

- Wall Panels - Plain
- Wall Panels - Printed
- Wall Panels - Routed Design
- Baffles
- Canopies
- Work dividers



Colour & More



Linear Baffles



CNC Routed Design



Printed Design



Wood Fluted



Shaped and design

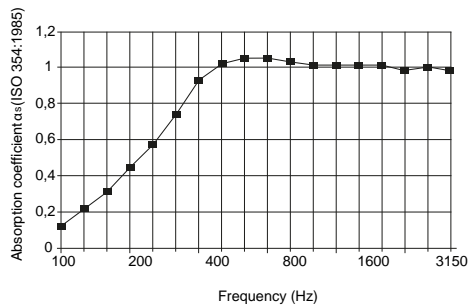
## ACOUSTIC SPRAY

The carbon-neutral VISIBLE® acoustic spraying is a combination of recycled paper, wood adhesive, water and professional installation work. The tubular structure of the cellulosic fibre enables effective reverberation absorption.

- VISIBLE® acoustic spraying, the acoustic classification is selected according to the layer thickness. For example, 35 mm acoustic spraying provides Class A absorption.
- VISIBLE® acoustic spray 35 mm (acoustic class A).
- VISIBLE® acoustic spray 25 mm (acoustic class C).
- Fire class B - s1, d0.
- VISIBLE® acoustic spray is M1 indoor air certified.



Light Grey



Determination of Sound Absorption and Classification



Custom Colours



Dark Grey



White

## WOOD ACOUSTICS SOLUTIONS

Acoustic Wood for aesthetic and acoustic comfort

### Core materials

- Natural Wood
- Bamboo
- E1 MDF, FR MDF, MgO Composite, etc.

### Finishes

- Melamine, PP, Wood Veneer, Paint, etc.

### Fire Class

- EN 13501-1 = Class B s1, d0

### Acoustic Performance

- NRC 0.45 – 0.85

### Types

- Wood Channeled Planks
- Grooved Panels
- Wood Grill System
- Lay on & Vector System



Chanelled Grooved Panels



Baffles



Slatted Panels



Wood Grille

## STANDARD VENEERS

All veneers have a matt finish. Variation between wood veneer tiles may occur due to the natural characteristics of the wood and grain.



Ash (ASH)

Natural Bamboo (BAM)

Caramel Bamboo (CBA)

Maple (MAP)

Oak (OAK)

American Cherry (CHE)

American Walnut (WAL)



Closeup images

**HERADESIGN WOOD WOOL PANELS**

**Panels**

- HERADESIGN® macro plus
- HERADESIGN® fine plus
- HERADESIGN® superfine plus
- HERADESIGN® micro plus
- HERADESIGN® plano plus

**Sizes**

- 600 x 1200 x 25mm
- 600 x 2400 x 25mm



**HERAKLITH WOOD WOOL PANELS**

- A truly natural product
- Insulate against heat and cold
- Naturally durable and have the same service life as the building in which they are used
- Protect during fire because they act as a heat shield
- Ensure outstanding acoustic properties due to the open surface structure
- Look attractive and natural



Heraklith






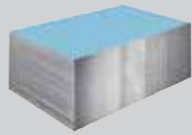




Heraklith

## KNAUF'S GYP SUM

High performing, innovative systems are fast and easy to install and are manufactured to meet ASTM, EN-BS and DIN Standards, to meet any client requirements. Our dedicated Training Academy is committed to making sure that all our end users are up to date of our system.

- ASTM certified products & systems – Ceiling, Partition, Wall Lining and Cinema System.
- Knauf Aquapanel cement boards for interior, exterior and universal usages.
- Knauf Aquapanel Exterior Systems (Exterior walls, cladding and ceiling).
- Knauf Heraklith's acoustic designs for Interior and Exterior in ceiling & partition systems.
- Knauf Integral's Knauf GIFA Floor, sheet-paneled access floors systems.
- Fire and acoustic rated sealants and materials.
- Multi- Purpose Joint compounds.



	Knauf Regular Board 2400 x 1200 x 12.5mm
	Knauf Moisture Resistant 2400 x 1200 x 12.5mm
	Knauf Fire Resistant 2400 x 1200 x 12.5mm
	Knauf PRO HD high density 2400 x 1200 x 12.5mm
	Knauf Coreboard (GB-WRTX) Type X
	Knauf Type X Water Resistant Gypsum Backing Board with Fire Rated Properties (GB-WRTX)
	Knauf Coreboard (FM)
	Knauf GB - WRTX Type X IMPACT Board

## KNAUF ACCESS PANELS

### Size

- 400 x 400 mm
- 600 x 600 mm
- 1200 x 600 mm

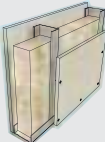


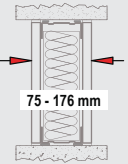
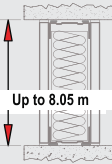
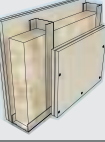


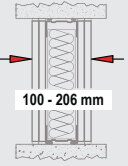
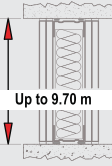
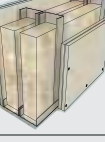


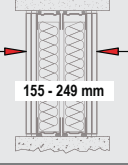
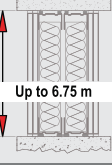
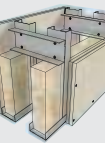


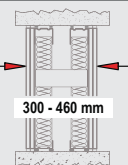
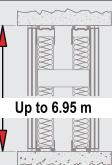


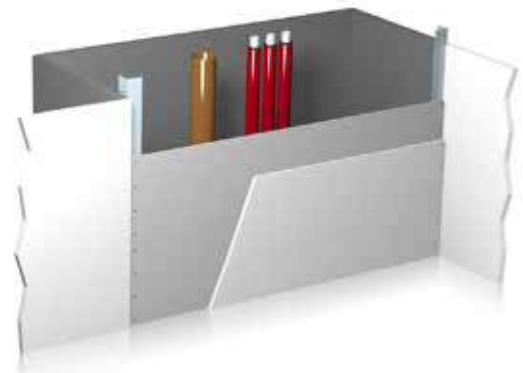
## KNAUF INSULATION – GLASSWOOL

Various thickness and density



**KNAUF PARTITION AND WALL LININGS**  
**ENBS System**

Systems	Performance	Fire resistance	Sound Reduction (RW)	Partition Width	Height
 <b>KW B111</b>	<ul style="list-style-type: none"> <li>Economical solution</li> <li>Fast space division</li> </ul>	 <b>Up to 60 min.</b>	 <b>40 - 51 dB</b>	 <b>75 - 176 mm</b>	 <b>Up to 8.05 m</b>
 <b>KW B112</b>	<ul style="list-style-type: none"> <li>Optimum solution</li> <li>Meets most design criteria</li> <li>Small footprint</li> <li>High fire resistance</li> </ul>	 <b>Up to 120 min.</b>	 <b>50 - 56 dB</b>	 <b>100 - 206 mm</b>	 <b>Up to 9.70 m</b>
 <b>KW B115</b>	<ul style="list-style-type: none"> <li>High acoustic performances</li> <li>High fire resistance</li> <li>Optimum for separation walls</li> </ul>	 <b>Up to 120 min.</b>	 <b>58 - 63 dB</b>	 <b>155 - 249 mm</b>	 <b>Up to 6.75 m</b>
 <b>KW B116</b>	<ul style="list-style-type: none"> <li>Very good acoustic performance</li> <li>Accommodates large service runs</li> <li>High fire resistance</li> <li>Adjustable footprint</li> </ul>	 <b>Up to 120 min.</b>	 <b>56 dB</b>	 <b>300 - 460 mm</b>	 <b>Up to 6.95 m</b>

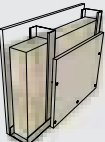


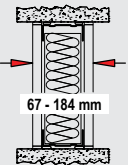
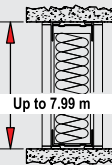



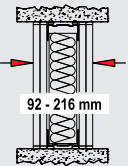
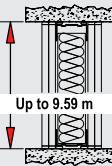
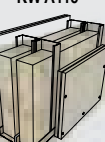


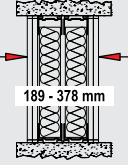
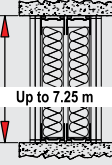
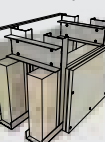


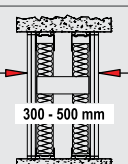
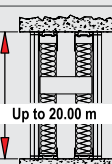



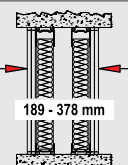
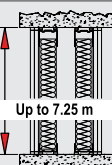


Shaft Wall



Knauf Aquapanel Lining

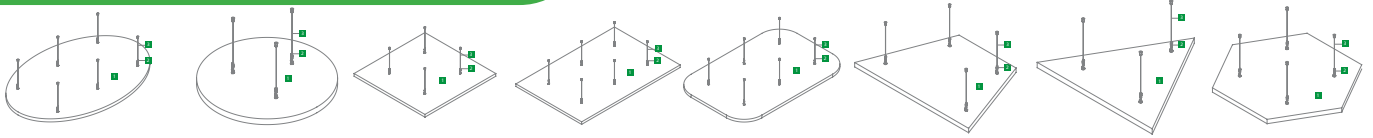
**ASTM System**

Systems	Performance	Fire resistance	Sound Reduction (STC)	Partition Width	Maximum Height
 <b>KW A111</b>	<ul style="list-style-type: none"> <li>Economical solution</li> <li>Fast space division</li> </ul>	 <b>Up to 1 hour</b>	 <b>STC 41 - 47</b>	 <b>67 - 184 mm</b>	 <b>Up to 7.99 m</b>
 <b>KW A112</b>	<ul style="list-style-type: none"> <li>Optimum solution</li> <li>Meets most design criteria</li> <li>Small footprint</li> <li>High fire resistance</li> </ul>	 <b>Up to 2 hours</b>	 <b>STC 49 - 54</b>	 <b>92 - 216 mm</b>	 <b>Up to 9.59 m</b>
 <b>KW A115</b>	<ul style="list-style-type: none"> <li>High acoustic performances</li> <li>High fire resistance</li> <li>Optimum for separation walls</li> </ul>	 <b>Up to 2 hours</b>	 <b>STC 59 - 62</b>	 <b>189 - 378 mm</b>	 <b>Up to 7.25 m</b>
 <b>KW A116</b>	<ul style="list-style-type: none"> <li>Accommodates large service runs</li> <li>High fire resistance</li> <li>Adjustable footprint</li> <li>High walls solution</li> </ul>	 <b>Up to 2 hours</b>	 <b>STC 56</b>	 <b>300 - 500 mm</b>	 <b>Up to 20.00 m</b>
 <b>KW A/S115</b>	<ul style="list-style-type: none"> <li>High acoustic performances</li> <li>High fire resistance</li> <li>Optimum for separation walls</li> </ul>	 <b>Up to 2 hours</b>	 <b>STC 61 - 65</b>	 <b>189 - 378 mm</b>	 <b>Up to 7.25 m</b>



Knauf CD/UD System

# BAFFLES & CANOPIES



## HORIZONTAL CANOPIES

Innovative and aesthetically pleasing acoustical baffles and Islands. These are available in square and rectangular format. High sound absorption contributes to acoustic comfort. They are fast and easy to install and ideally suited for acoustical corrections

Acoustic Performance Sound Absorption – NRC – 0.40 to NRC 1.00

### Sizes

- 1200 x 2400
- 1200 x 1200
- 1200 x 600
- 1200mm Diameter
- 800mm Diameter



Curves



Shapes

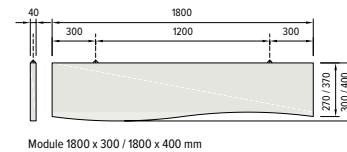
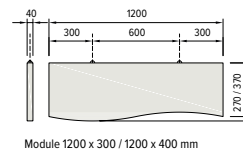
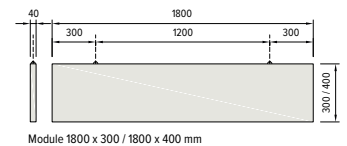
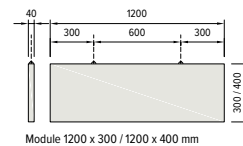


Designs

## VERTICAL BAFFLES

- 1200 x 200
- 1200 x 300
- 1200 x 600
- 1800 x 300
- 2400 x 300

Finishes - Colours  
Woodeffects / Prints  
Curves & Waves Designs





**FABRIC ACOUSTIC PANEL**

Armstrong Optra Panels Material FR fabric wrapped rigid soft fibre core Thickness 25mm & Edge Bevelled

System, Fire and Acoustics Direct fix with impaling clip Fire ASTM Class A Acoustic NRC 0.90

**Colour / Finish**

Grey · Blue · Beige · Red · Brown · White · Black  
(custom colours available on request)

**Standard Modules**

- 600 x 1800mm
  - 600 x 2400mm
  - 600 x 2700mm
  - 600 x 3000mm
- (configurable depending on project requirements)



**ACOUSTIC & ARTOLIS PRINTED FABRIC PANELING**

To meet interior design requirements, artolis® offers a set of technical solutions in a wide width (up to 5m: without welds or sewing). artolis® coatings are shock and impact resistant but are also perfectly adaptable for wall applications.

**No welds or sewing - up to 5m high**

**HD digital printing technologies**



## STARCELL HONEYCOMB PANELS

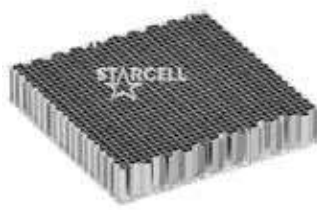
Honeycomb made in Italy, sandwich and lightweight composite panels, available as naked panel or faced with a wide range of materials and finishes (natural marble and granite, ceramic, HPL and CPL decorative laminates, solid surfaces, wood, stainless steel, special metals).



RAWCELL® Metal FP



RAWCELL® Fiber PGA



RAWCELL® Fiber NETPLUS

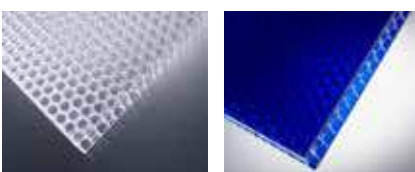
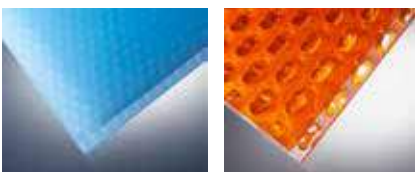


RAWCELL® Wood OKU



## DESIGN COMPOSITE

High strength light weight panels consist of various cores and facing sheets – a translucent architectural thermoplastic panels. The entire product range is characterized by a high degree of flexibility and individualization options.



## FRP - FIBERGLASS, RE-INFORCED PLASTIC PANELS

Marlite offers the industry's most innovative FRP products. Marlite FRP (fiberglass reinforced plastic) Wall Panels provide Ultimate durability, satisfying the most stringent demands. Marlite FRP is tough, water-resistant, economical to install



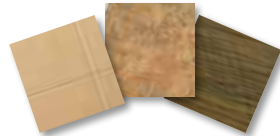
**Envue™ FRP**  
Create dramatic photo or graphic mural walls.



**Induro™ FRP**  
Unmatched durability in a wide array of attractive laminate finishes.



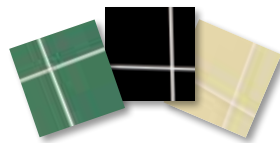
**Laminated FRP**  
Install directly to studs and add structural rigidity with FRP laminated to plywood or gypsum.



**Artizan™ FRP**  
Unique surface technology offers exceptional wood grain and abstract patterns.



**Standard FRP**  
Classic colors on smooth or pebble textured surfaces.



**Symmetrix™ FRP**  
Precision grid score lines provide the look of tile without the installation and maintenance difficulties.



## NUDIMENSION

Available in hundreds of dimensional patterns and finish options. These lightweight, versatile panels can be easily cut and applied to the ceiling using adhesive. Bring life to your ceilings with NUDO'S line of flexible ceiling panels that are offered at a very attractive price point.

- Hundreds of design options
- Easy to install
- Lightweight
- Compatible with existing grid systems
- Fire retardant
- Stain and impact resistant
- Offers protection from UV damage and most chemicals
- Class A rated

### Size:

- 1200x2400 mm
- 1200x2700 mm
- 1200x3000 mm



## VIROC CONCRETE PANEL

Viroc is a composite panel consisting of a mixture of wood particles and cement called the Cement Bonded Particle Board (CBPB). It combines the flexibility of wood with the strength and durability of cement, allowing a wide range of applications both indoors and outdoors.

The Viroc panel has a heterogeneous appearance with different shades randomly dispersed, resulting from the natural colors of the raw materials used and the chemical reactions.

### Application areas

- Wall Cladding
- Flooring
- False ceiling
- Furniture
- Decorative Panels
- Wet areas & Kitchen
- Façade
- Lost Formwork.

### Sizes

- 1200 x 2600
- 1200 x 2400



Colours	Thicknesses (mm)	Dimensions (mm)
Black NG	8, 10, 12, 16, 19, 22, 25, 28, 32,	3000x1250 2600x1250
Grey CZ	8, 10, 12, 16, 19, 22, 25, 28, 32,	3000x1250 2600x1250
White BR	12, 16,	2600x1250
Ocher AC	12, 16,	2600x1250
Yellow AB	12, 16,	2600x1250
Yellow VM	12, 16,	2600x1250



**ENGINEERED WOOD BOARDS**

Valchromat is a panel made of wood fibers colored in the production process. The fibers are impregnated with organic coloring agents and chemically bound to one another by a special resin which lends Valchromat unique physicochemical features, allows exploring the third dimension, the beauty of textures and the best of engineering. Homogenous Board can be polished and doesn't require edge finish.

**Main features**

- Moisture resistant
- Higher density
- Higher mechanical strength
- Allows working in three dimensions mechanization
- Lower abrasion of tool

**Application areas**

- Wall Cladding
- Door
- Design elements
- False ceiling
- Furniture
- Decorative Panels
- Lost Formwork.



Colour	Thicknesses (mm)	Dimensions (mm)
Light Grey - SLG	8 12 16 19 30	2440 x 1220 2440 x 1830 3660 x 1220 3660 x 2440
Grey - SZC		
Black - SLB		
Chocolate - SCB		
Red - SSC		
Yellow - SYW		
Orange - SOR		
Violet - SVI		
Blue - SRB		
Green Mint - SGM		



# METAL CEILINGS

## MATERIALS - STEEL OR ALUMINUM

### Sizes

600 x 600 mm

1200 x 600 mm

1800 x 600 mm

1200 x 300 mm

2400 x 600mm

Other size available with minimum quantity order and project specific

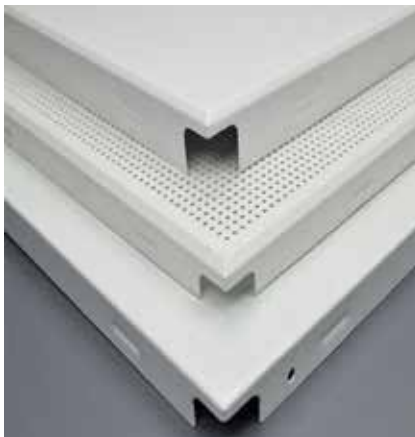
### Acoustic Properties

Sound Absorption

NRC 0.10 to NRC 0.85



Lay In Type



Clip In Type



Metal Strip Ceilings



Metal Planks Ceilings



Open Cell Ceilings



Metal Baffles Ceilings



Metal Grids Ceilings

**EXPANDED METAL CEILINGS**

Expanded metal mesh are made from Aluminium or galvanized steel. Available in wide range in terms of Size, Colours and cell size

**Standard Size**

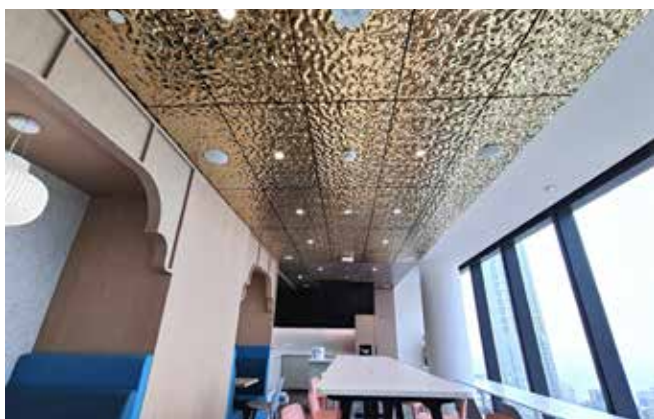
- 600 x 600
- 1200 x 600
- 1500 x 600
- 1800 x 600



Standard System  
Lay in  
Hook On  
Individual Islands



**SPECIALIZED RIPPLE OR WATER EFFECT METAL CEILINGS**



**OPEN CELL CEILINGS**

Innovative ceiling-systems made of aluminium and steel. The ceiling is the largest monolithic surface in any interior and therefore the largest single factor for a creative and effective design.



Designer Open Cell Ceilings  
(Hand Crafted)

**BARRISOL**

**artolis**

**Rockfon**

**KNAUF DANOLINE**

**KNAUF CEILING Solutions**

**KNAUF**

**Armstrong**

**Heradesign**

**VISIBLE**

**Marlite**

**NUDO**  
YOUR VISION IS OUR MISSION™



PERFORMANCE  
CEILINGS



**ECO** zero



**Timberix™**

**akustikplus**

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**WOW** FACTOR LLC

WOW FACTOR INTERIOR DECORATION LLC واوفاكتور لأعمال تنفيذ التصميم الداخلي ش.ذ.م.م

WOW FACTOR BUILDING MATERIALS TRADING LLC واوفاكتور لتجارة مواد البناء ش.ذ.م.م

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E: info@wowdxb.com | www.wowdxb.com



SCAN FOR  
OUR LOCATION

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