

Sep 2026

**PHOMI eCovering**  
Material Expressions

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- 3 Polished Concrete / Rustic Concrete  
Golden Mirror Series
- 4 Wood Whisper Series
- 5 Textured Skin Series
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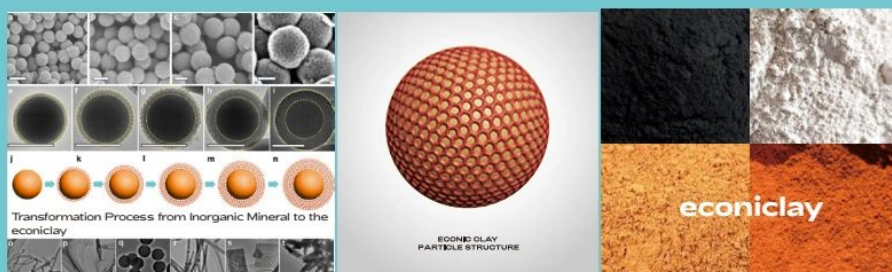
eCovering (formerly known as MOM; internationally also called Soft Stone, Flexi Ceramic, Flexi Stone) is a proprietary new building facade category originally created by PHOMI.

Built upon PHOMI's core proprietary econiclay technology – mineral activation modification and micro-pore structure reconstruction – this new material system is independently developed and self-contained, distinctly setting it apart from traditional facing materials.

PHOMI eCovering holds complete proprietary formulations, low-carbon intelligent manufacturing, standardized quality control, and a full engineering implementation loop, achieving commercial scale since 2008.

# ures

# Patina / Rammed Earth /



# Methods

Two decades of global engineering practice have established eCovering as a proven solution in over 120 countries, with more than 100 million m<sup>2</sup> installed worldwide. This extensive track record confirms its consistent performance and reliability.

Products cover eight texture systems — stone, wood, brick, polished concrete, rammed earth, weaving, leather, and metal — faithfully reproducing natural textures and artistic surfaces to meet comprehensive architectural aesthetics and personalized design needs. With key advantages including flexibility, light weight, A1 / A2 fire performance, ultra-low carbon emissions, and recyclability, the product has undergone four generations of iteration since its launch.

After installation, eCovering's impact resistance is 60 times higher than traditional ceramic tiles. Compliant with EU RoHS and REACH international standards, it fully adapts to both new and existing building interior / exterior renovation scenarios, making it the premium façade system solution for green ultra-low-energy and carbon-neutral building projects.

**PHOMI - Creator of the eCovering (flexi ceramic) industry.**

**Main contributor for multiple Industry Standards.**

# eCovering Forms

## Sheet



## Roll



## Block

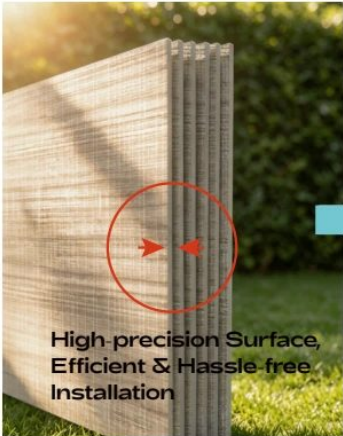
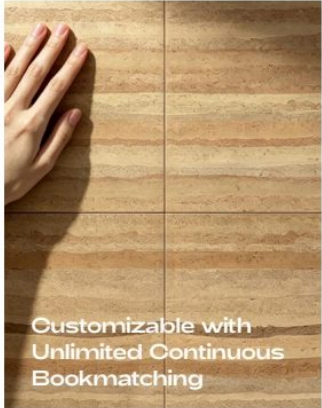
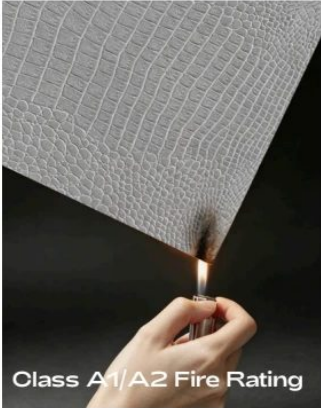
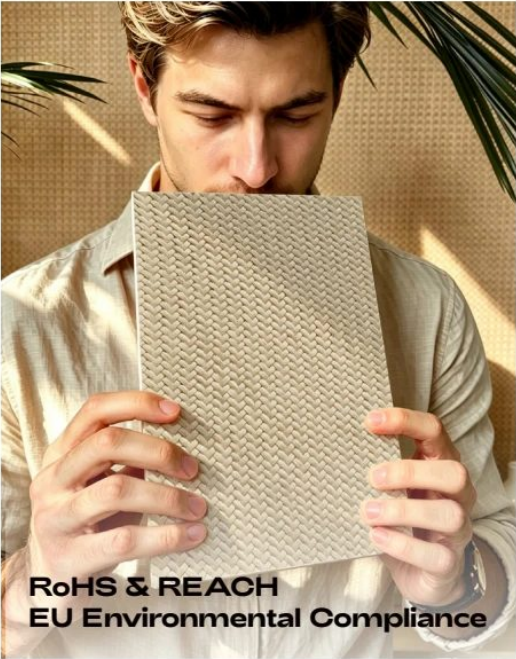


## Profile

## Panel



# eCovering Features



# Polished Concrete / Rust Pat Rammed Earth / Golden Mir

1000+ Colors to Mix & Match

**Polished Concrete Stone** PO7

**Ando Polished Stone** PO9

# ina ror Series

**Concrete Pouring Slab** P10

**Rammed Earth Wall** P14

**Rusty Stone** P12

**Golden Mirror** P18

# Polished Concrete Stone

Featured Colors:



Featured Sizes:

| Generation | Standard Size (mm) | Thickness (mm) | Packaging (mm) | Pcs/box | Sqm/box |
|------------|--------------------|----------------|----------------|---------|---------|
| 3.0        | 1200x600           | 2.8(±1)        | 1220x620x75    | 20      | 14.4    |
|            | 2400x1200          |                | 2420x1230x14   | 4       | 11.52   |
|            | 3000x1200          |                | 3020x1230x14   | 4       | 14.4    |
| 4.2        | 1200x600           | 3.2(±0.5)      | 1220x620x75    | 16      | 11.52   |
|            | 1500x750           |                | 1520x770x65    | 10      | 11.25   |



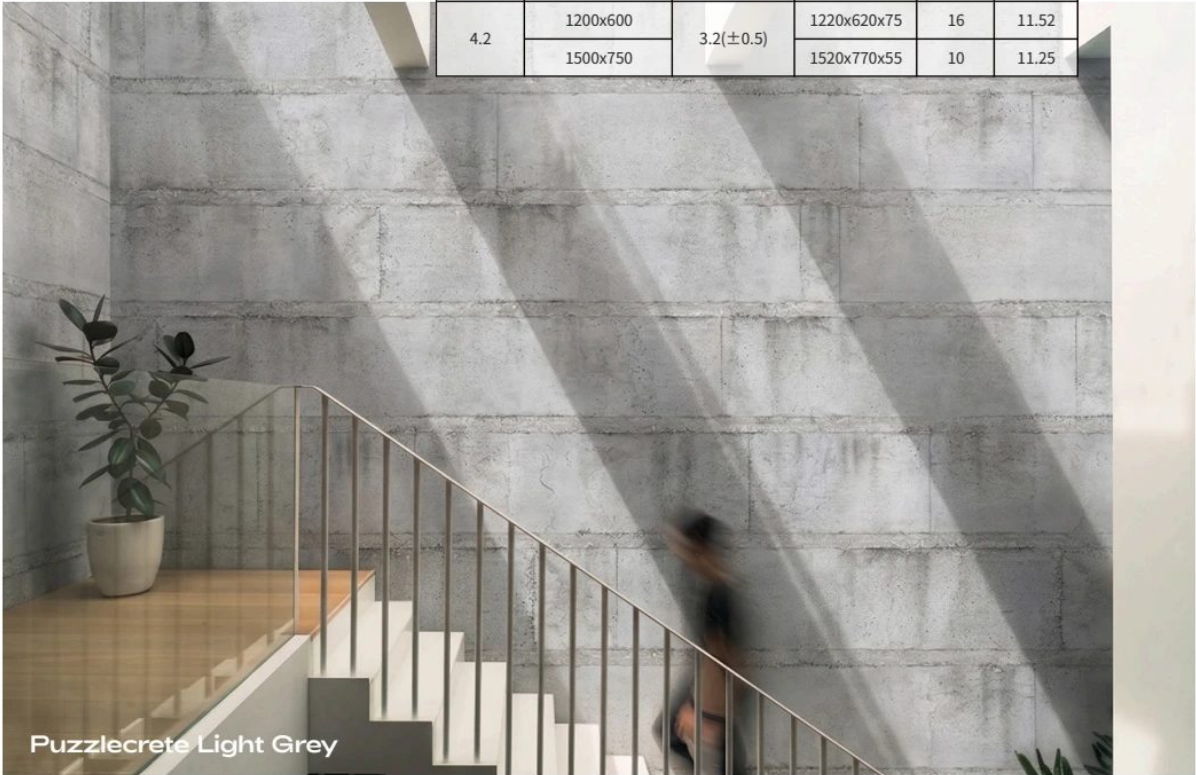
# Puzzlecrete

Featured Colors:



Featured Sizes:

| Generation | Standard Size (mm) | Thickness (mm) | Packaging (mm) | Pcs/box | Sqm/box |
|------------|--------------------|----------------|----------------|---------|---------|
| 3.0        | 1200x600           | 2.8(±1)        | 1220x620x75    | 20      | 14.4    |
|            | 2400x1200          |                | 2420x1230x14   | 4       | 11.52   |
|            | 3000x1200          |                | 3020x1230x14   | 4       | 14.4    |
| 4.2        | 1200x600           | 3.2(±0.5)      | 1220x620x75    | 16      | 11.52   |
|            | 1500x750           |                | 1520x770x55    | 10      | 11.25   |



# Ando Polished Stone

Featured Colors:



Featured Sizes:

| Generation | Standard Size (mm) | Thickness (mm) | Packaging (mm) | Pcs/box | Sqm/box |
|------------|--------------------|----------------|----------------|---------|---------|
| 4.2        | 1500x750           | 3.3(±0.5)      | 1520x770x55    | 10      | 11.25   |



# Concrete Pouring Slab

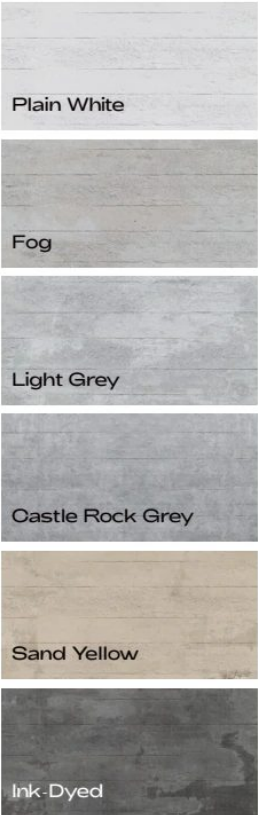


Castle Rock Grey

Featured Sizes:

| Generation | Standard Size (mm) | Thickness (mm) | Packaging (mm)                                                                                      | Pcs/box | Sqm/box |
|------------|--------------------|----------------|-----------------------------------------------------------------------------------------------------|---------|---------|
| 3.0        | 1400x600           | 1-4            | 1420x620x75                                                                                         | 16      | 13.44   |
|            | 2800x1200          |                | Sizes above 2800x1200 are packed with wooden cases as per order quantity (subject to packaging fee) |         |         |

Featured Colors:



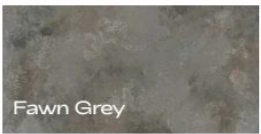
# Rusty Stone

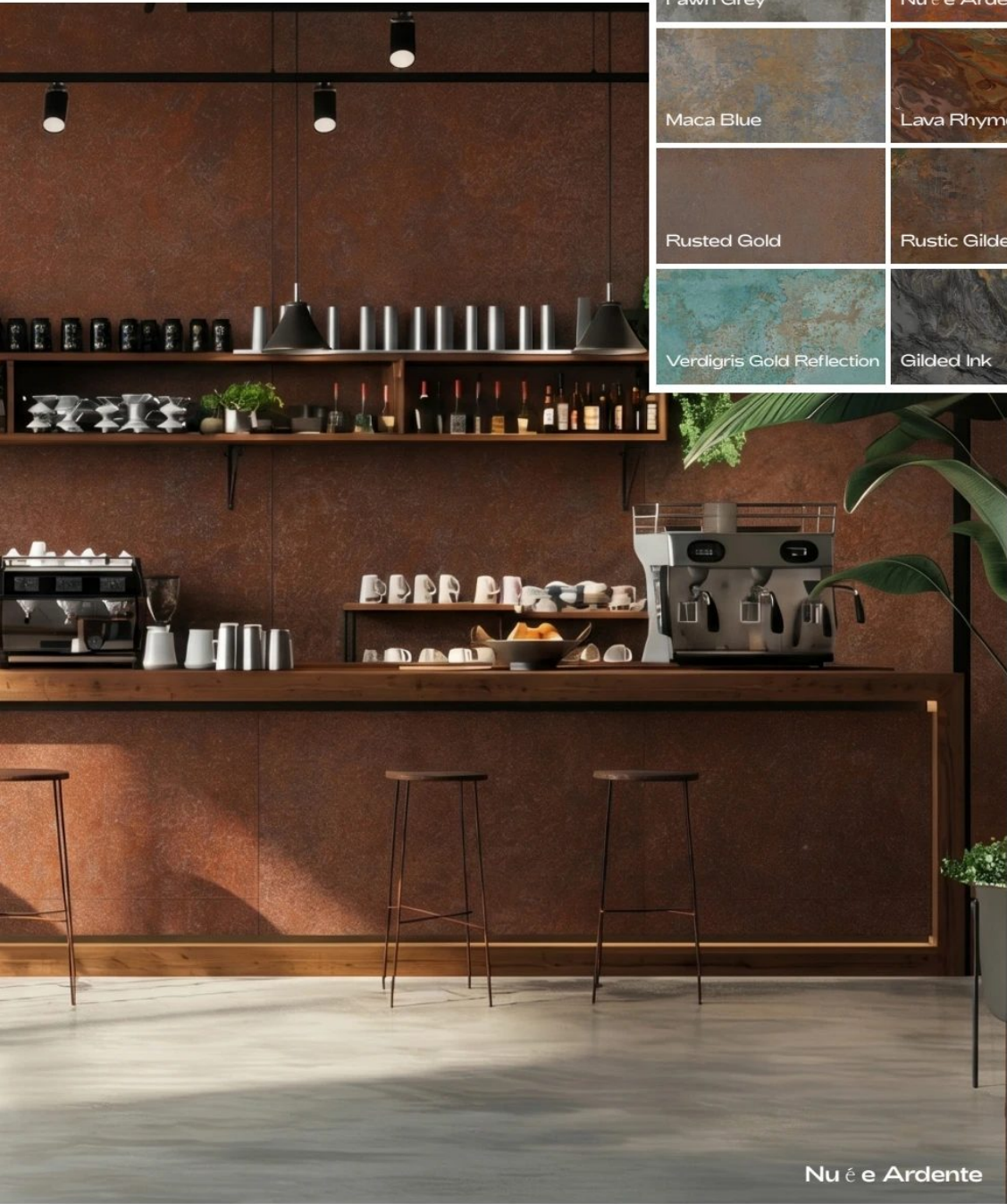
Featured Sizes:

| Generation | Standard Size (mm) | Thickness (mm) | Packaging (mm) | Pcs/box | Sqm/box |
|------------|--------------------|----------------|----------------|---------|---------|
| 3.0        | 1200x600           | 2.8(±1)        | 1220x620x75    | 20      | 14.4    |
|            | 2400x1200          |                | 2420x1230x14   | 4       | 11.52   |
|            | 3000x1200          |                | 3020x1230x14   | 4       | 14.4    |
| 4.2        | 1200x600           | 3.2(±0.5)      | 1220x620x75    | 16      | 11.52   |
|            | 1500x750           |                | 1520x770x65    | 10      | 11.25   |



Featured Colors:

|                                                                                    |                                                                                     |
|------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|
|   |   |
| Plain White                                                                        | Copper Rust                                                                         |
|   |   |
| Fawn Grey                                                                          | Nu é e Ardente                                                                      |
|   |   |
| Maca Blue                                                                          | Lava Rhyme                                                                          |
|   |   |
| Rusted Gold                                                                        | Rustic Gilded Sand                                                                  |
|  |  |
| Verdigris Gold Reflection                                                          | Gilded Ink                                                                          |



Nu é e Ardente



# Rammed Earth Wall

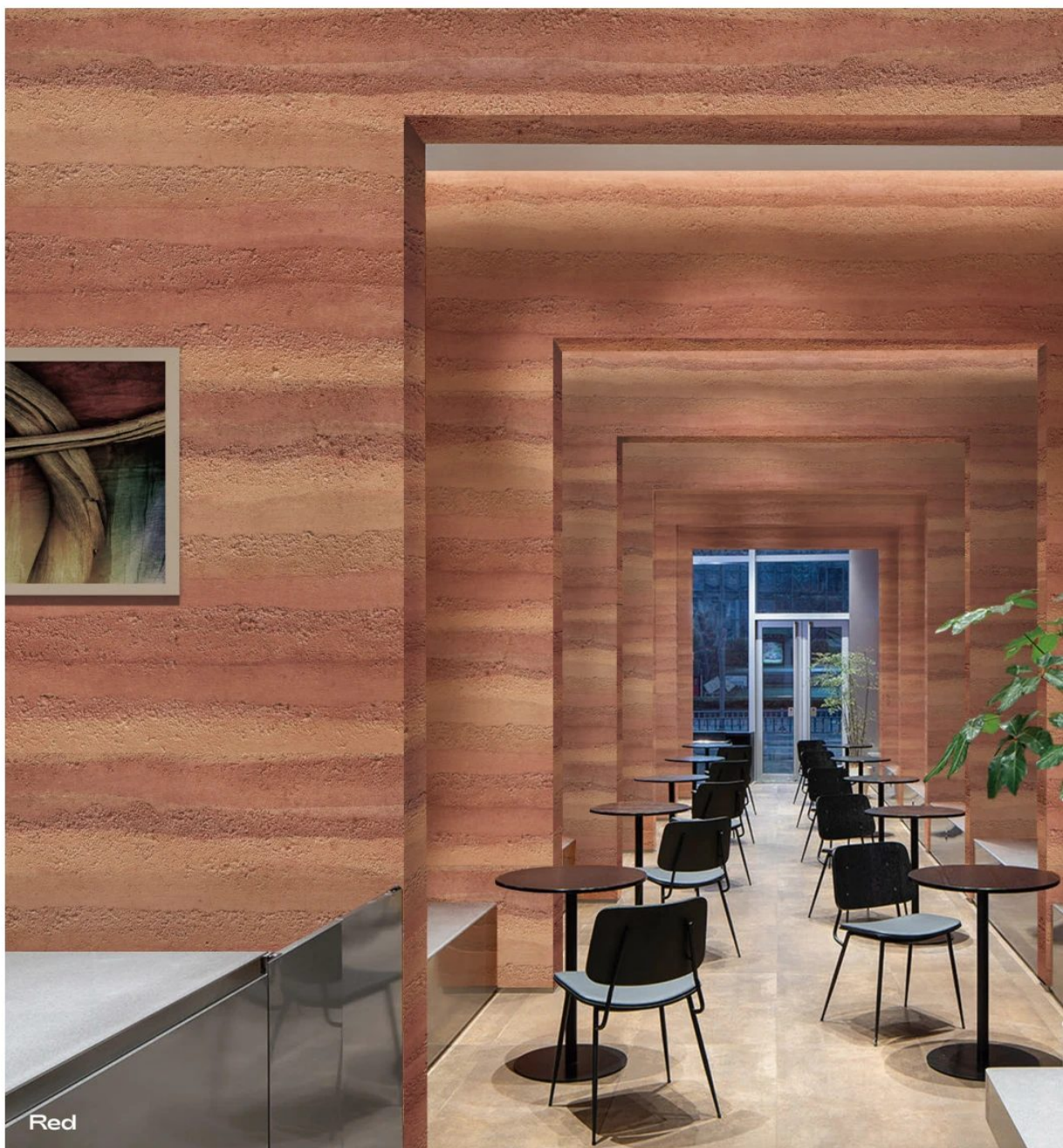
Featured Colors:



Featured Sizes:

| Generation        | Standard Size (mm) | Thickness (mm) | Packaging (mm) | Pcs/box | Sqm/box |
|-------------------|--------------------|----------------|----------------|---------|---------|
| 3.0               | 1200x600           | 1-5            | 1220x620x75    | 16      | 11.52   |
|                   | 2400x1200          |                | 2420x1230x14   | 3       | 8.64    |
| 4.2               | 1200x600           | 3(±0.5)        | 1220x620x75    | 12      | 8.64    |
|                   | 1500x750           |                | 1520x770x55    | 10      | 11.25   |
| Bookmatch pattern | ☑ Strata Natural   |                |                |         |         |
| Bookmatch texture | ☑                  |                |                |         |         |

# Rammed Earth Wall



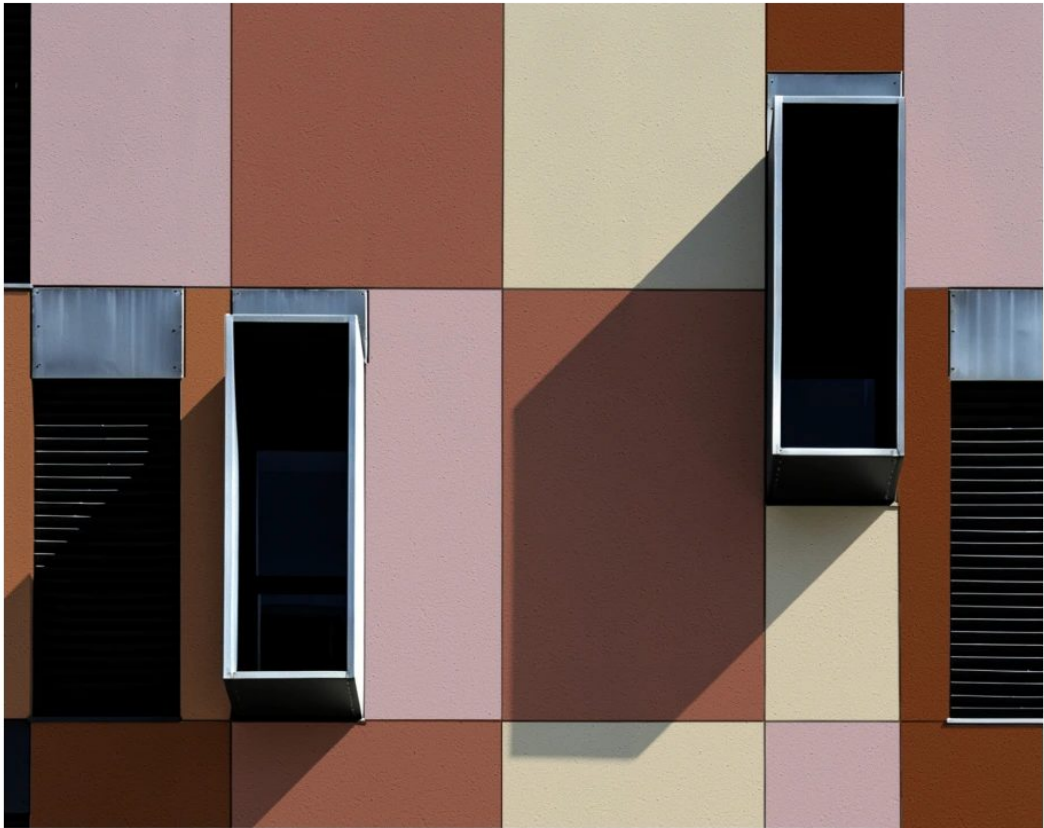


Featured Colors:



Featured Sizes:

| Generation        | Standard Size (mm) | Thickness (mm) | Packaging (mm) | Pcs/box | Sqm/box |
|-------------------|--------------------|----------------|----------------|---------|---------|
| 3.0               | 1200x600           | 1-5            | 1220x620x75    | 16      | 11.52   |
|                   | 2400x1200          |                | 2420x1230x14   | 3       | 8.64    |
| 4.2               | 1200x600           | 3(±0.5)        | 1220x620x75    | 12      | 8.64    |
|                   | 1500x750           |                | 1520x770x55    | 10      | 11.25   |
| Bookmatch pattern | ☑ Stratified Lava  |                |                |         |         |
| Bookmatch texture | ☑                  |                |                |         |         |



4002 U

Featured Sizes:

| Generation | Standard Size (mm) | Thickness (mm) | Packaging (mm) | Pcs/box | Sqm/box |
|------------|--------------------|----------------|----------------|---------|---------|
| 4.2        | 1200x600           | 3.5(±0.5)      | 1220x620x75    | 14      | 10.08   |
|            | 1500x750           |                | 1520x770x55    | 10      | 11.25   |

# Golden Mirror

Featured Colors:

|               |               |         |
|---------------|---------------|---------|
| Cool Gray 1 U | Warm Gray 1 U | 4248 U  |
| 4002 U        | 871 U         | 4026 U  |
| 2474 U        | 465 U         | 4270 U  |
| Cool Gray 3 U | 4268 U        | 4725 U  |
| 2310 U        | 7569 U        | 4013 U  |
| 692 U         | 7525 U        | 7581 U  |
| 7600 U        | 7574 U        | 174 U   |
| 4177 U        | 4204 U        | 2176 U  |
| 7589 U        | 2333 U        | Black U |

# Wood Whisper Series

1000+ Colors to Mix & Match



Spliced Wood P21

A close-up image of a wood surface with a spliced texture. The wood grain is visible, showing a mix of light and dark brown tones with some darker, almost black, vertical streaks. The texture appears rough and weathered.



Original Wood P23

A close-up image of a wood surface with a smooth, vertical grain pattern. The wood is a light, natural color with subtle variations in tone and texture.



Polished Wood P22

A close-up image of a wood surface with a smooth, vertical grain pattern. The wood is a light, natural color with subtle variations in tone and texture.

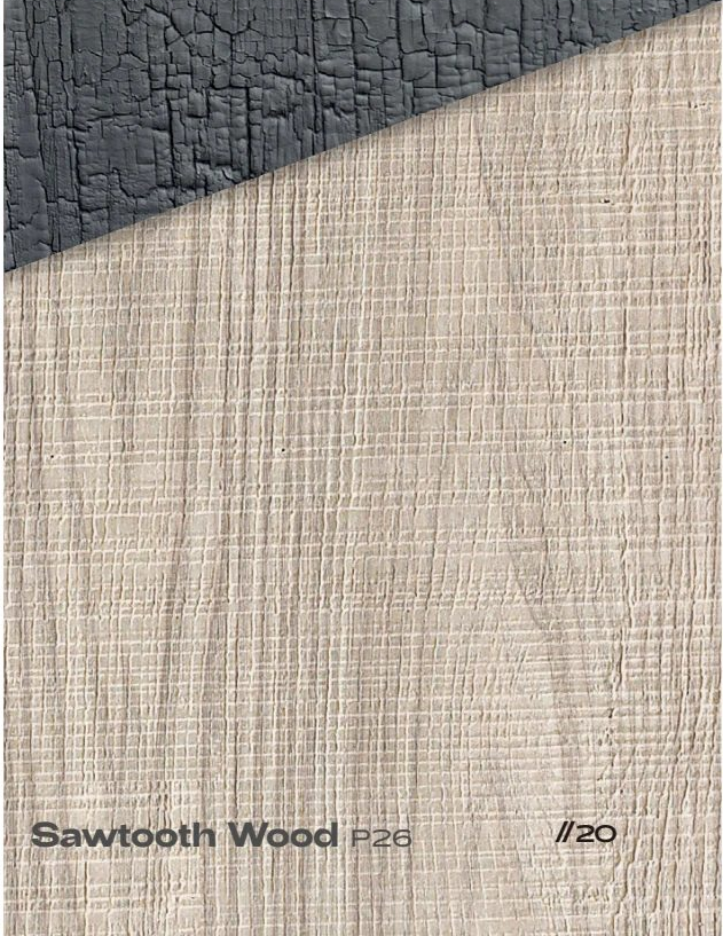
**Shou Sugi Ban P25**



**Poly Wood P24**



**Sawtooth Wood P26**



# Spliced Wood

Featured Colors:



Featured Sizes:

| Generation | Standard Size (mm) | Thickness (mm) | Packaging (mm)                                                                                      | Pcs/box | Sqm/box |
|------------|--------------------|----------------|-----------------------------------------------------------------------------------------------------|---------|---------|
| 3.0        | 1400x600           | 2.1-3.3        | 1420x620x75                                                                                         | 16      | 13.44   |
|            | 2800x1200          |                | Sizes above 2800x1200 are packed with wooden cases as per order quantity (subject to packaging fee) |         |         |

# Polished Wood



**Featured Colors:**



# Original Wood

Featured Colors:



Featured Sizes:

| Generation | Standard Size (mm) | Thickness (mm) | Packaging (mm)                                                                                     | Pcs/box | Sqm/box |
|------------|--------------------|----------------|----------------------------------------------------------------------------------------------------|---------|---------|
| 3.0        | 1350x300           | 2.2-3          | 1380x620x65                                                                                        | 42      | 17.01   |
|            | 2700x300           |                | Sizes above 2700x300 are packed with wooden cases as per order quantity (subject to packaging fee) |         |         |
|            | 2700x1200          |                | 2720x1230x14                                                                                       | 4       | 12.96   |
| 4.2        | 1200x600           | 3.5(±0.5)      | 1220x620x75                                                                                        | 16      | 11.52   |
|            | 1500x750           |                | 1520x770x55                                                                                        | 10      | 11.25   |



# Poly Wood

Featured Colors:



Featured Sizes:

| Generation | Standard Size (mm) | Thickness (mm) | Packaging (mm)                                                                                     | Pcs/box | Sqm/box |
|------------|--------------------|----------------|----------------------------------------------------------------------------------------------------|---------|---------|
| 3.0        | 1350x300           | 2.3-3          | 1380x620x65                                                                                        | 42      | 17.01   |
|            | 2700x300           |                | Sizes above 2700x300 are packed with wooden cases as per order quantity (subject to packaging fee) |         |         |
|            | 2700x1200          |                | 2720x1230x14                                                                                       | 4       | 12.96   |



# Shou Sugi Ban

Featured Colors:



Featured Sizes:

| Generation | Standard Size (mm) | Thickness (mm) | Packaging (mm)                                                                                     | Pcs/box | Sqm/box |
|------------|--------------------|----------------|----------------------------------------------------------------------------------------------------|---------|---------|
| 3.0        | 1200x200           | 2-4            | 1220x220x75                                                                                        | 16      | 3.84    |
|            | 2800x600           |                | Sizes above 2800x600 are packed with wooden cases as per order quantity (subject to packaging fee) |         |         |



# Sawtooth Wood



Featured Colors:



Featured Sizes:

| Generation | Standard Size (mm) | Thickness (mm) | Packaging (mm) | Pcs/box | Sqm/box |
|------------|--------------------|----------------|----------------|---------|---------|
| 3.0        | 1350x300           | 1.6-2.5        | 1380x620x65    | 42      | 17.01   |
|            | 2700x300           |                | 2720x620x14    | 8       | 8.64    |
|            | 2700x1200          |                | 2720x1230x14   | 4       | 12.96   |
| 4.0        | 1200x600           | 3-3.5          | 1220x620x75    | 16      | 11.52   |

# Textured Skin Series

1000+ Colors to Mix & Match



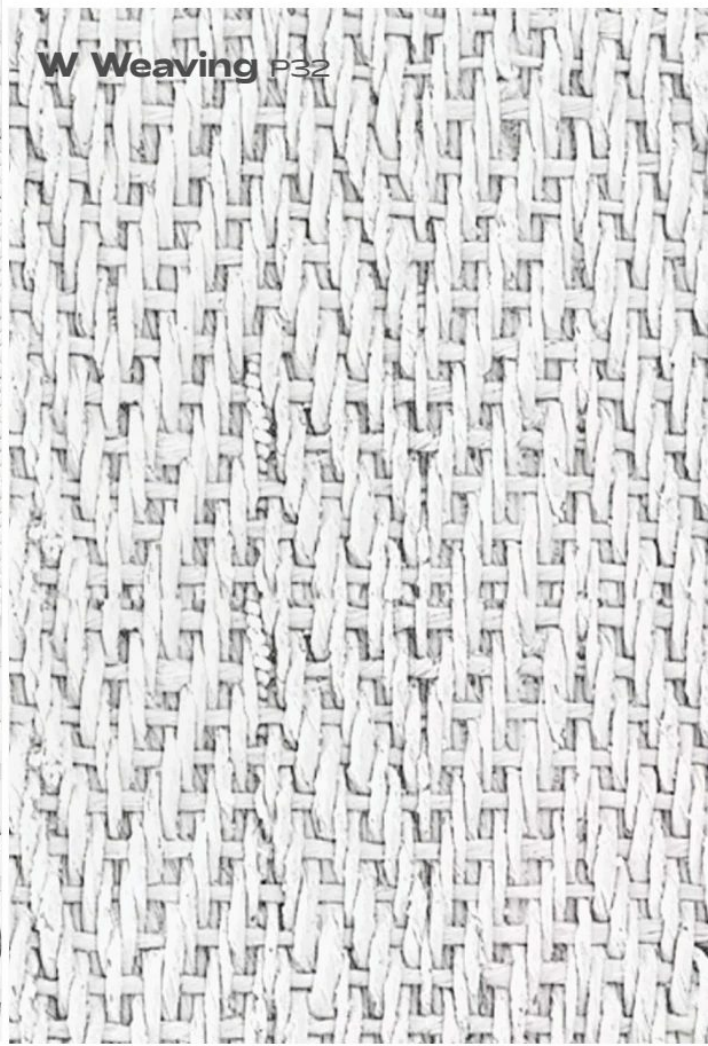
**W Herringbone P29**

A close-up photograph of a white, woven material with a herringbone pattern. The pattern consists of interlocking V-shapes that create a textured, three-dimensional effect. The material is shown as a sample card, slightly overlapping the one below it.

**Twig Mat A P30**

A close-up photograph of a white, woven material with a zigzag or chevron pattern. The pattern is formed by alternating rows of horizontal and diagonal lines, creating a textured, three-dimensional effect. The material is shown as a sample card, slightly overlapping the one below it.

**Ocean Flower Weaving P31**

A close-up photograph of a white, woven material with a complex, repeating pattern that resembles stylized flowers or leaves. The pattern is formed by interlocking lines that create a textured, three-dimensional effect. The material is shown as a sample card, slightly overlapping the one below it.

**W Weaving P32**

A close-up photograph of a white, woven material with a complex, repeating pattern that resembles stylized flowers or leaves. The pattern is formed by interlocking lines that create a textured, three-dimensional effect. The material is shown as a sample card, slightly overlapping the one below it.

**Rattan Mat A** P33

**Rattan Mat B** P34

**Rattan Knit A** P36

**Rope Wave A** P37

**Rope Wave B** P38

# W Herringbone

Featured Colors:



Featured Sizes:

| Generation | Standard Size (mm) | Thickness (mm) | Packaging (mm) | Pcs/box | Sqm/box |
|------------|--------------------|----------------|----------------|---------|---------|
| 3.0        | 1200x600           | 1-4            | 1220x620x75    | 16      | 11.52   |
|            | 2400x1200          |                | 2420x1230x14   | 4       | 11.52   |



# Twig Mat A

Featured Colors:



Featured Sizes:

| Generation | Standard Size (mm) | Thickness (mm) | Packaging (mm) | Pcs/box | Sqm/box |
|------------|--------------------|----------------|----------------|---------|---------|
| 3.0        | 1350x600           | 1-4            | 1380x620x65    | 13      | 10.53   |
|            | 2700x1200          |                |                |         |         |

Sizes above 2700x1200 are packed with wooden cases as per order quantity (subject to packaging fee)



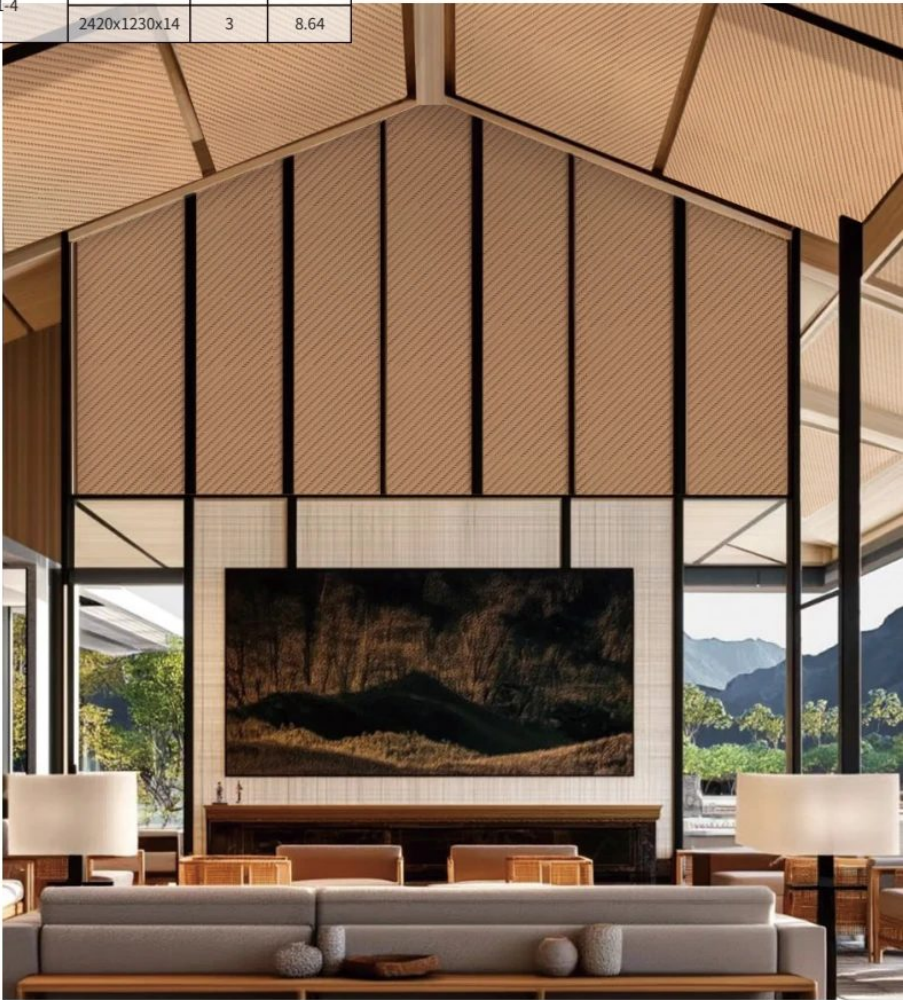
# Ocean Flower Weaving

Featured Colors:



Featured Sizes:

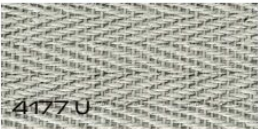
| Generation | Standard Size (mm) | Thickness (mm) | Packaging (mm) | Pcs/box | Sqm/box |
|------------|--------------------|----------------|----------------|---------|---------|
| 3.0        | 1200x600           | 1-4            | 1220x620x75    | 14      | 10.08   |
|            | 2400x1200          |                | 2420x1230x14   | 3       | 8.64    |



# W Weaving



Featured Colors:

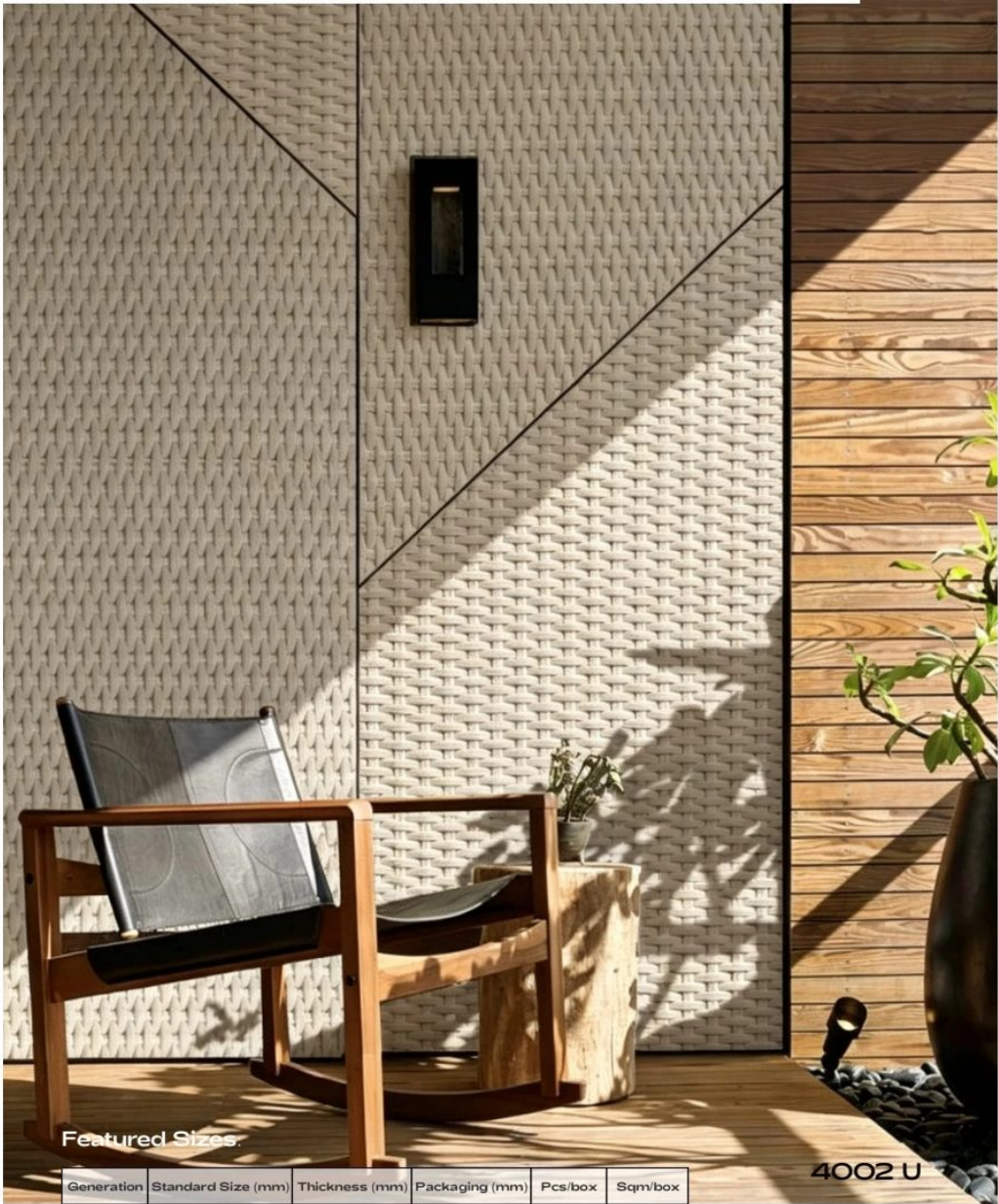
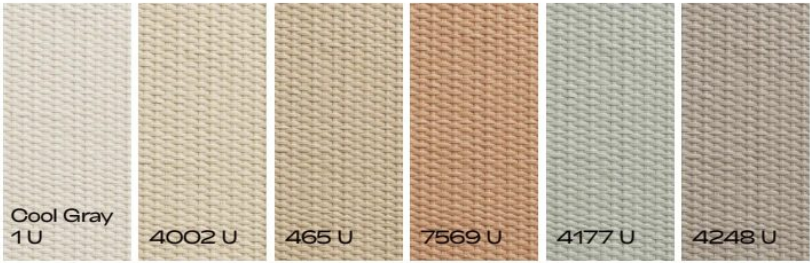


Featured Sizes:

| Generation | Standard Size (mm) | Thickness (mm) | Packaging (mm)                                                                                      | Pcs/box | Sqm/box |
|------------|--------------------|----------------|-----------------------------------------------------------------------------------------------------|---------|---------|
| 3.0        | 1350x600           | 1-4            | 1380x620x65                                                                                         | 8       | 6.48    |
|            | 2700x1200          |                | Sizes above 2700x1200 are packed with wooden cases as per order quantity (subject to packaging fee) |         |         |

# Rattan Mat A

Featured Colors:



Featured Sizes:

| Generation | Standard Size (mm) | Thickness (mm) | Packaging (mm)                                                                                      | Pcs/box | Sqm/box |
|------------|--------------------|----------------|-----------------------------------------------------------------------------------------------------|---------|---------|
| 3.0        | 1350x600           | 1-4            | 1380x620x65                                                                                         | 16      | 12.96   |
|            | 2700x1200          |                | Sizes above 2700x1200 are packed with wooden cases as per order quantity (subject to packaging fee) |         |         |

# Rattan Mat B

Featured Colors:



Featured Sizes:

| Generation | Standard Size (mm) | Thickness (mm) | Packaging (mm) | Pcs/box | Sqm/box |
|------------|--------------------|----------------|----------------|---------|---------|
| 3.0        | 1200x600           | 3(±0.5)        | 1220x620x75    | 12      | 8.64    |
|            | 2400x1200          |                |                |         |         |

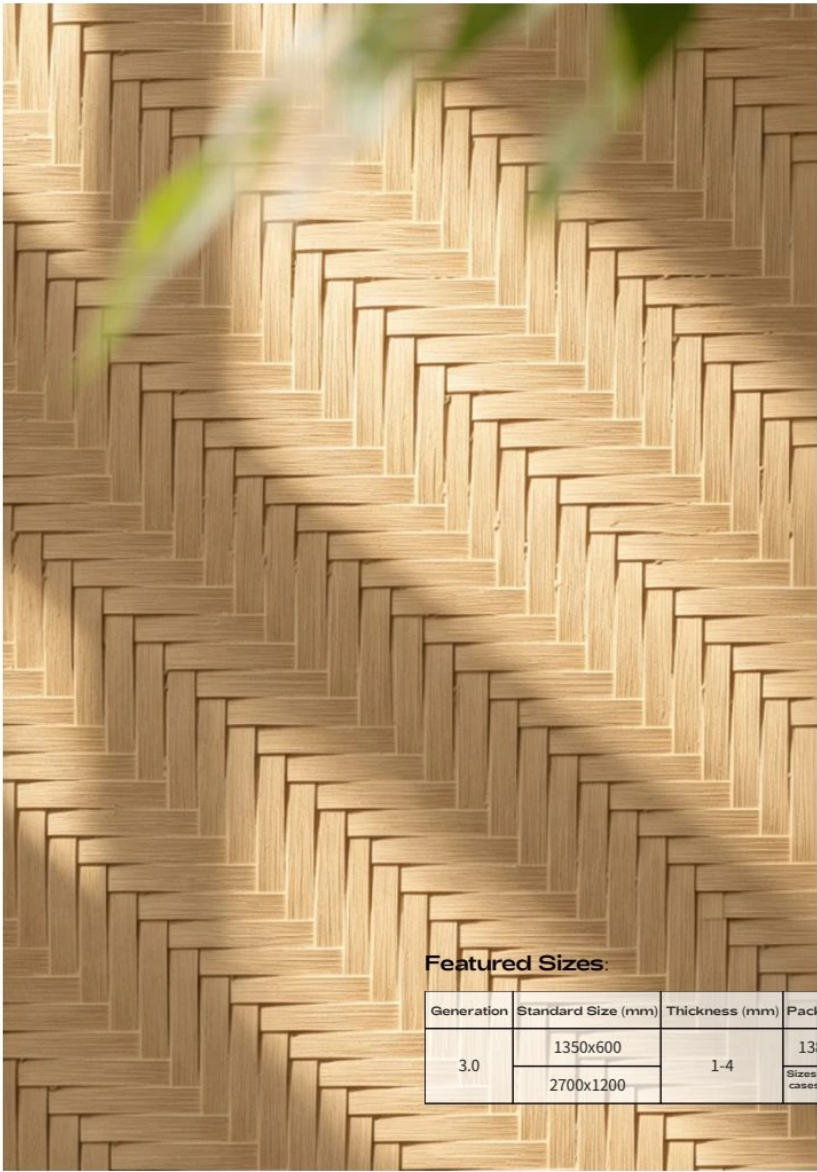
Sizes above 2400x1200 are packed with wooden cases as per order quantity (subject to packaging fee)



Cool Gray 1 U

# Rattan Knit A

Featured Colors:



Featured Sizes:

| Generation | Standard Size (mm) | Thickness (mm) | Packaging (mm)                                                                                      | Pcs/box | Sqm/box |
|------------|--------------------|----------------|-----------------------------------------------------------------------------------------------------|---------|---------|
| 3.0        | 1350x600           | 1-4            | 1380x620x65                                                                                         | 16      | 12.96   |
|            | 2700x1200          |                | Sizes above 2700x1200 are packed with wooden cases as per order quantity (subject to packaging fee) |         |         |



# Rope Wave A

Featured Colors:



Featured Sizes:

| Generation | Standard Size (mm) | Thickness (mm) | Packaging (mm)                                                                                      | Pcs/box | Sqm/box |
|------------|--------------------|----------------|-----------------------------------------------------------------------------------------------------|---------|---------|
| 3.0        | 1350x600           | 1-4            | 1380x620x65                                                                                         | 8       | 6.48    |
|            | 2700x1200          |                | Sizes above 2700x1200 are packed with wooden cases as per order quantity (subject to packaging fee) |         |         |

Cool Gray 1 U

# Rope Wave B

Featured Colors:



Featured Sizes:

| Generation | Standard Size (mm) | Thickness (mm) | Packaging (mm) | Pcs/box | Sqm/box |
|------------|--------------------|----------------|----------------|---------|---------|
| 3.0        | 1350x600           | 1-4            | 1380x620x65    | 12      | 9.72    |
|            | 2700x1200          |                |                |         |         |

Sizes above 2700x1200 are packed with wooden cases as per order quantity (subject to packaging fee)



# Brick Art Series

1000+ Colors to Mix & Match



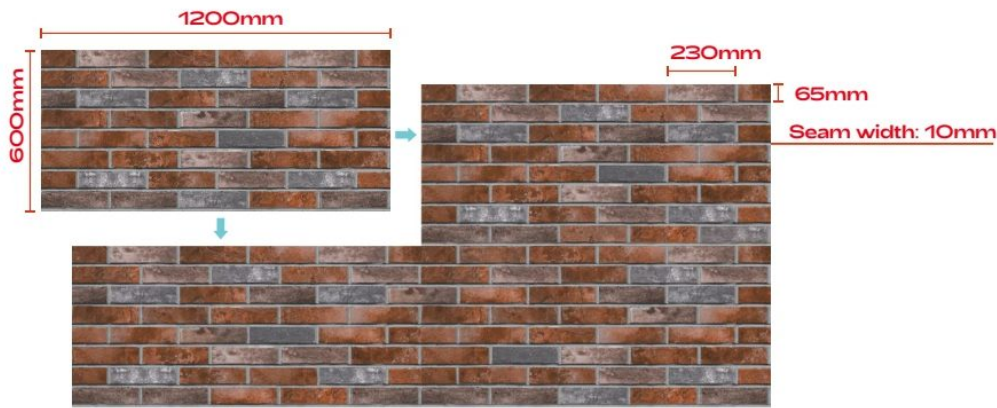


# G-Face Brick Board

Featured Colors:

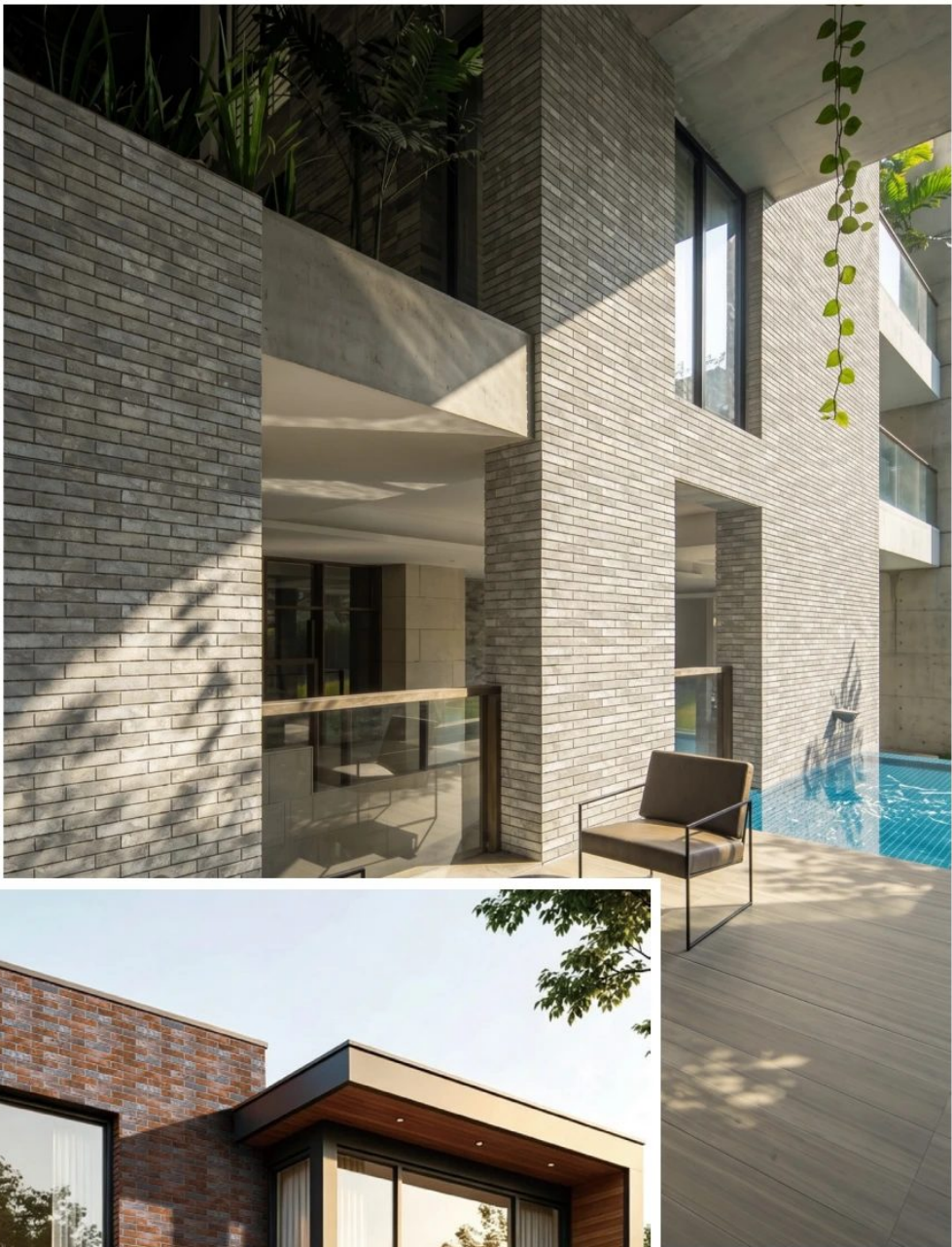


Combination Visuals:



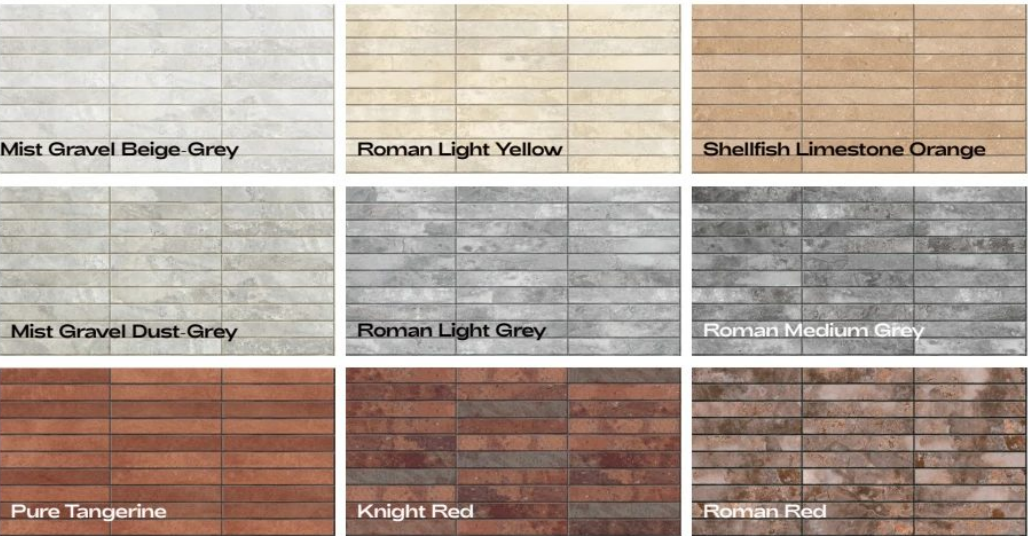
Featured Sizes:

| Generation | Standard Size (mm) | Thickness (mm) | Packaging (mm) | Pcs/box | Sqm/box |
|------------|--------------------|----------------|----------------|---------|---------|
| 4.2        | 1200x600           | 3(±0.5)        | 1220x620x75    | 16      | 11.52   |



# G-Face Brick Board

Featured Colors:



Combination Visuals:



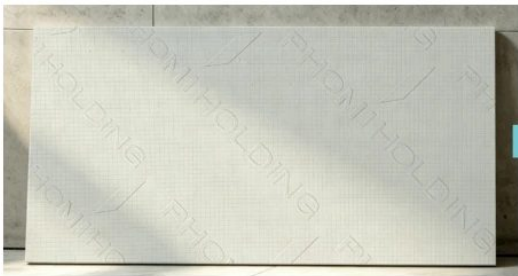
Featured Sizes:

| Generation | Standard Size (mm) | Thickness (mm) | Packaging (mm) | Pcs/box | Sqm/box |
|------------|--------------------|----------------|----------------|---------|---------|
| 4.2        | 1095x550           | 3( $\pm 0.5$ ) | 1105x570x75    | 16      | 9.636   |



# Installation Methods

## Wet Application

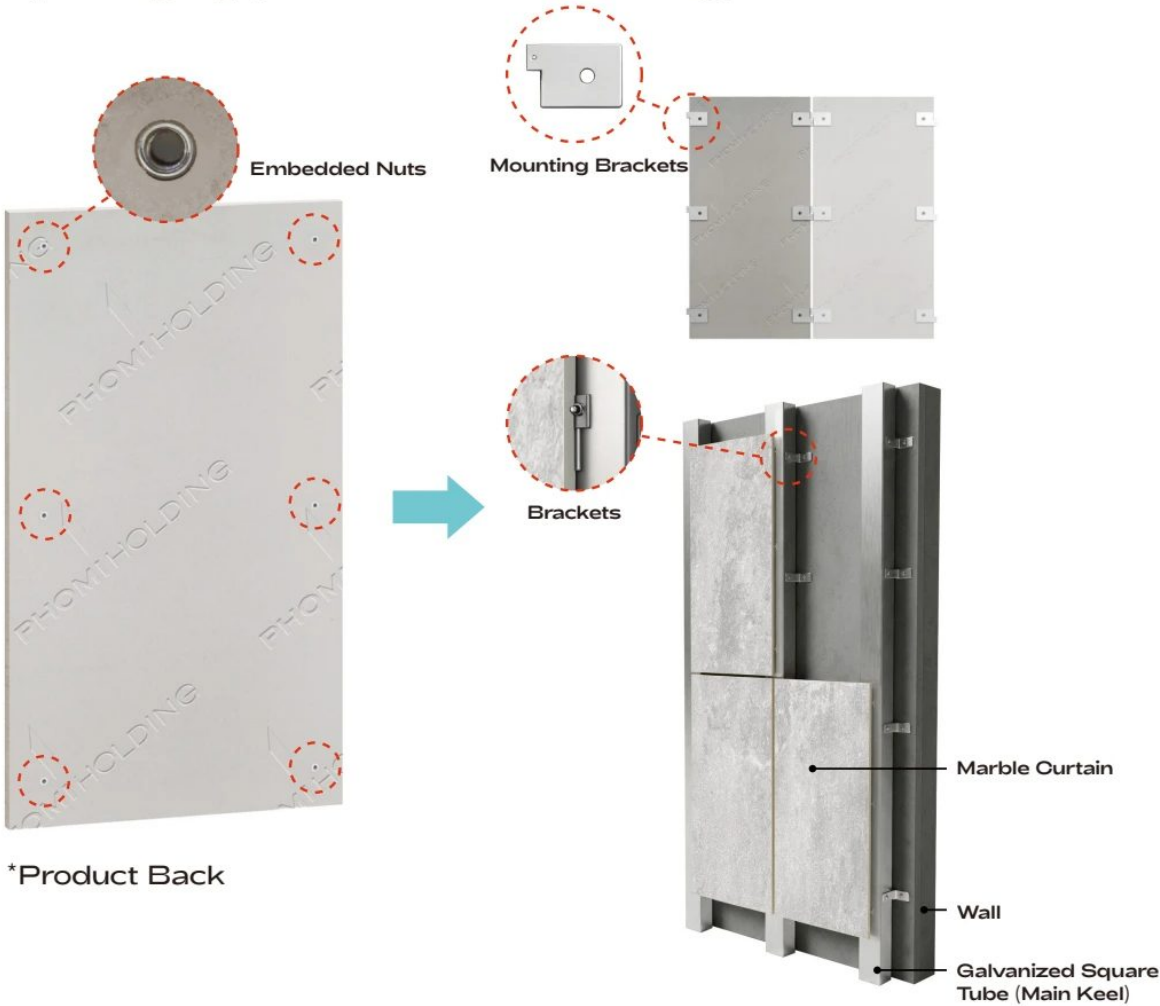


\*Product Back



Apply specialized adhesive on the back of the product, ensuring full coverage rate > 90%

## Dry Hanging (Mechanical Anchoring)



\*Product Back



PHOMI' s 3rd Zero-carbon Factory (Aerial view, Laibin, China)

## About PHOMI

PHOMI Holding, founded in 2008, is a high-tech enterprise dedicated to carbon-neutral materials. Leveraging econiclay technology, it develops eCovering (econiclay Covering), the ecological functional materials embodying concepts of zero-carbon, circulation, and multi-function . Integrating photovoltaics, digital displays, AI digital humans, negative oxygen ions, and antibacterial deodorization into building materials, it achieves building material-photovoltaic-smart-wellness integration, providing sustainable smart building interior and exterior façade solutions and leading the industry' s low-carbon intelligent upgrade.

PHOMI' s innovative products have been awarded the Gold Medal at the 112th French International Exhibition of Inventions, the Gold Medal at the 76th Nuremberg International Exhibition of Inventions, the Silver Medal at the 50th Geneva International Exhibition of Inventions, and the China Patent Excellence Award. As the creator of the eCovering(flexi stone or flexi ceramic) industry, PHOMI is also the core drafting party for industry standards in this field.

## Certifications

