Sep 2026
PHOMI eCovering
Stone Resonance

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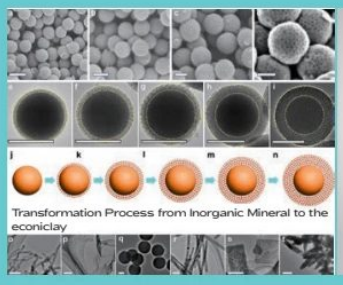
eCovering (formerly known as MCM; internationally also called Soft Stone, Flexi Ceramic, Flexi Stone) is a proprietary new building facade category originally created by PHOMI.

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.

tures



y
Methods

Two decades of global engineering practice have established eCovering as a proven solution in over 120 countries, with more than 100 million m^2 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.

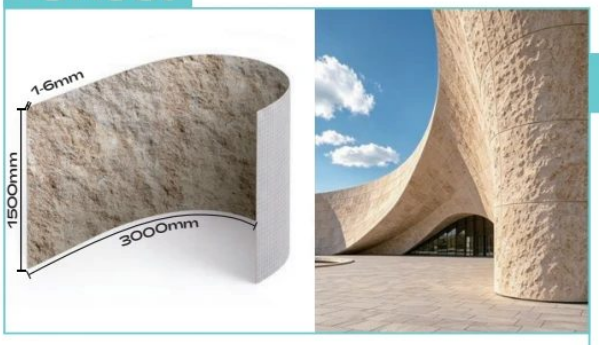
After installation, eCovering's impact resistance is 60 times higher than traditional ceramic tiles. Compliant with EU RoHS and REACH international standards, it fully adapts to both new and existing building interior / exterior renovation scenarios, making it the premium façade system solution for green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

eCovering Roll

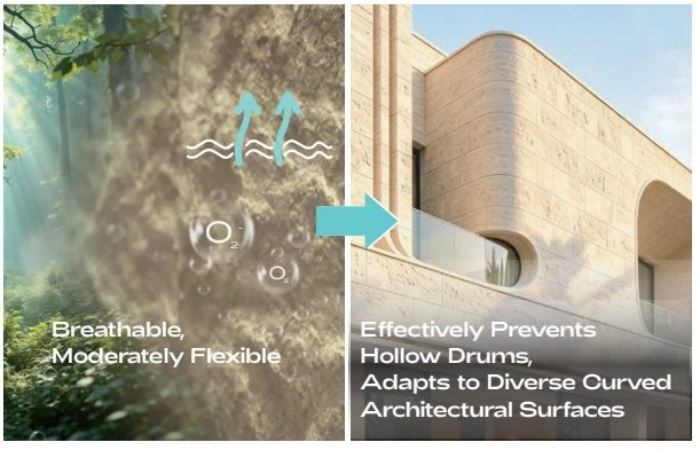
A PVC alternative with Class-A fire rating and ultra-low carbon footprint

Block

Profile

Panel

eCovering Features



Travertine Texture

1000+ Colors to Mix & Match

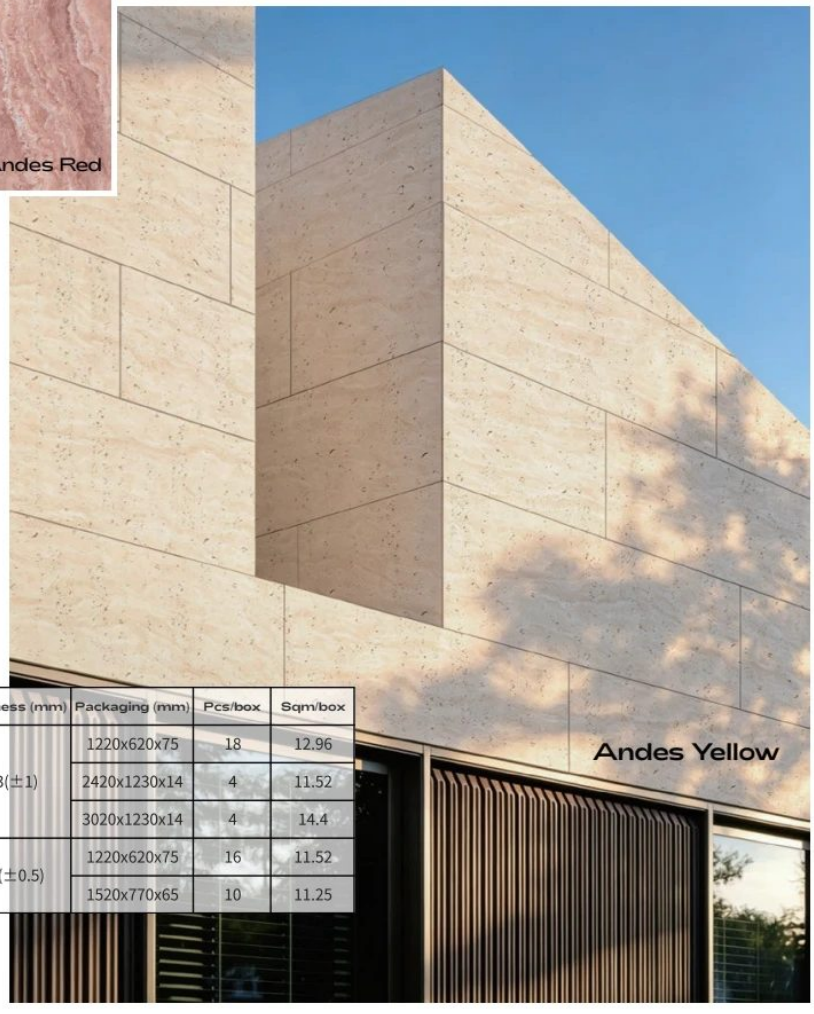
ravertine P12
ravertine P13

Conch Travertine P14
Oceanic Travertine P15

Drop Stone P16

Rome Travertine

Featured Colors:

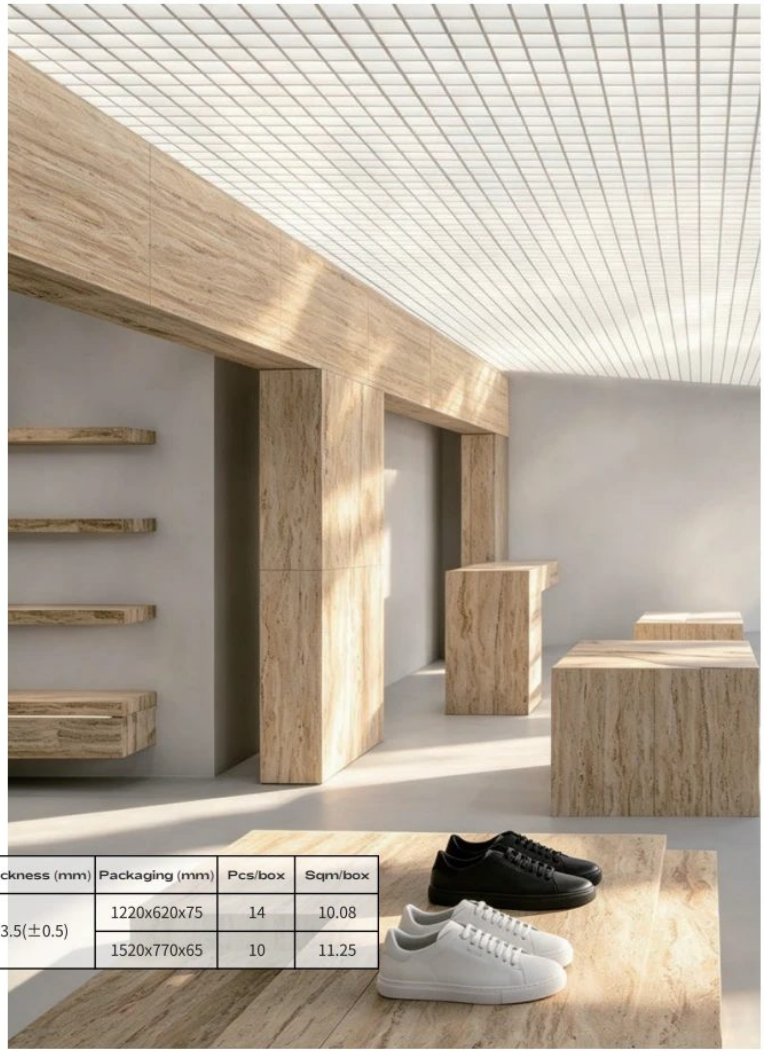


Featured Sizes:

Generation	Standard Size (mm)	Thickness (mm)	Packaging (mm)	Pcs/box	Sqm/box
3.0	1200x600	3.3(±1)	1220x620x75	18	12.96
	2400x1200		2420x1230x14	4	11.52
	3000x1200		3020x1230x14	4	14.4
4.2	1200x600	3.5(±0.5)	1220x620x75	16	11.52
	1500x750		1520x770x65	10	11.25

Coral Travertine

Featured Colors:



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		1520x770x65	10	11.25

Ghana Travertine

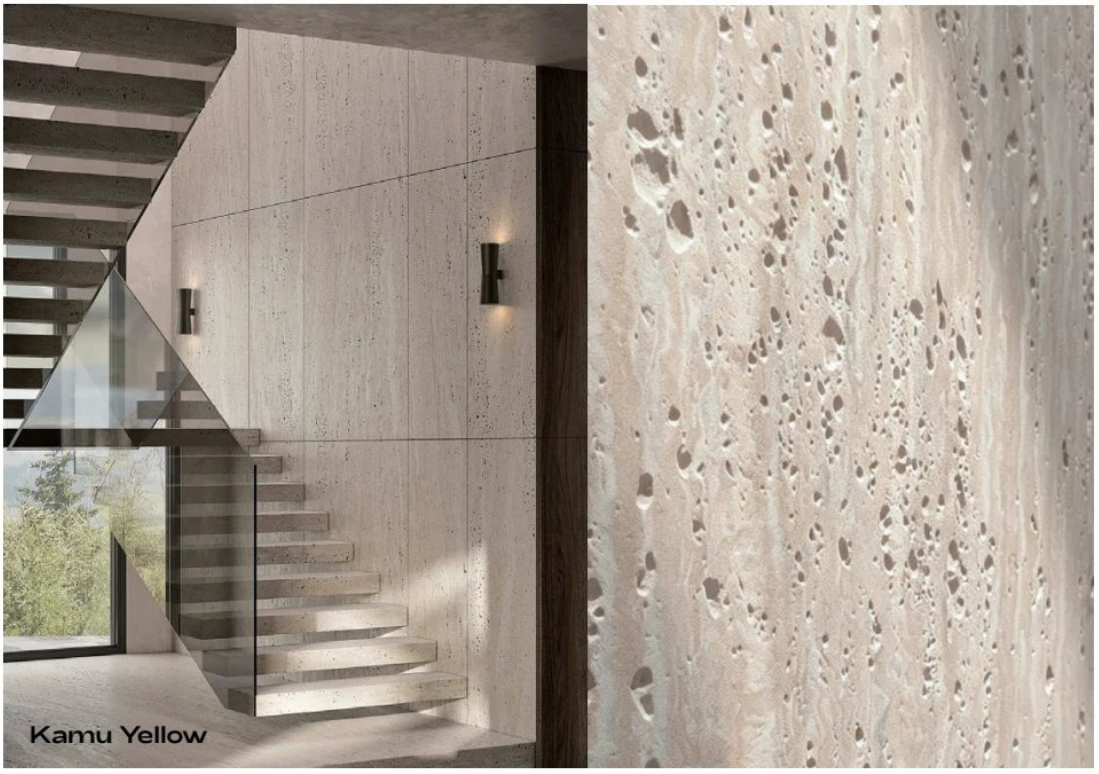
Featured Colors:

Featured Sizes:

Generation	Standard Size (mm)	Thickness (mm)	Packaging (mm)	Pcs/box	Sqm/box
3.0	1200x600	2.8(±1)	1220x620x75	18	12.96
	2400x1200		2420x1230x14	4	11.52
4.2	1200x600	3(±0.5)	1220x620x75	16	11.52
	1500x750		1520x770x65	10	11.25

Greece Travertine

Featured Colors:

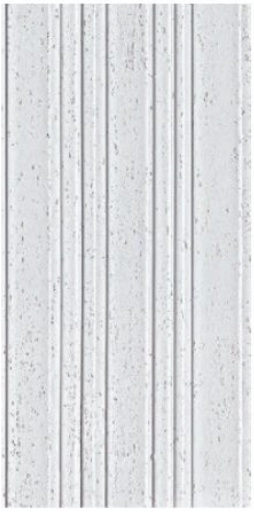


Featured Sizes:

Generation	Standard Size (mm)	Thickness (mm)	Packaging (mm)	Pcs/box	Sqm/box
4.2	1200x600	3.5(±0.5)	1220x620x75	14	10.08
	1500x750		1520x770x65	10	11.25

Roma Ridge Travertine

3 Distinct Textures (Standard size: 1500 **x** 750 mm, custom sizing available)



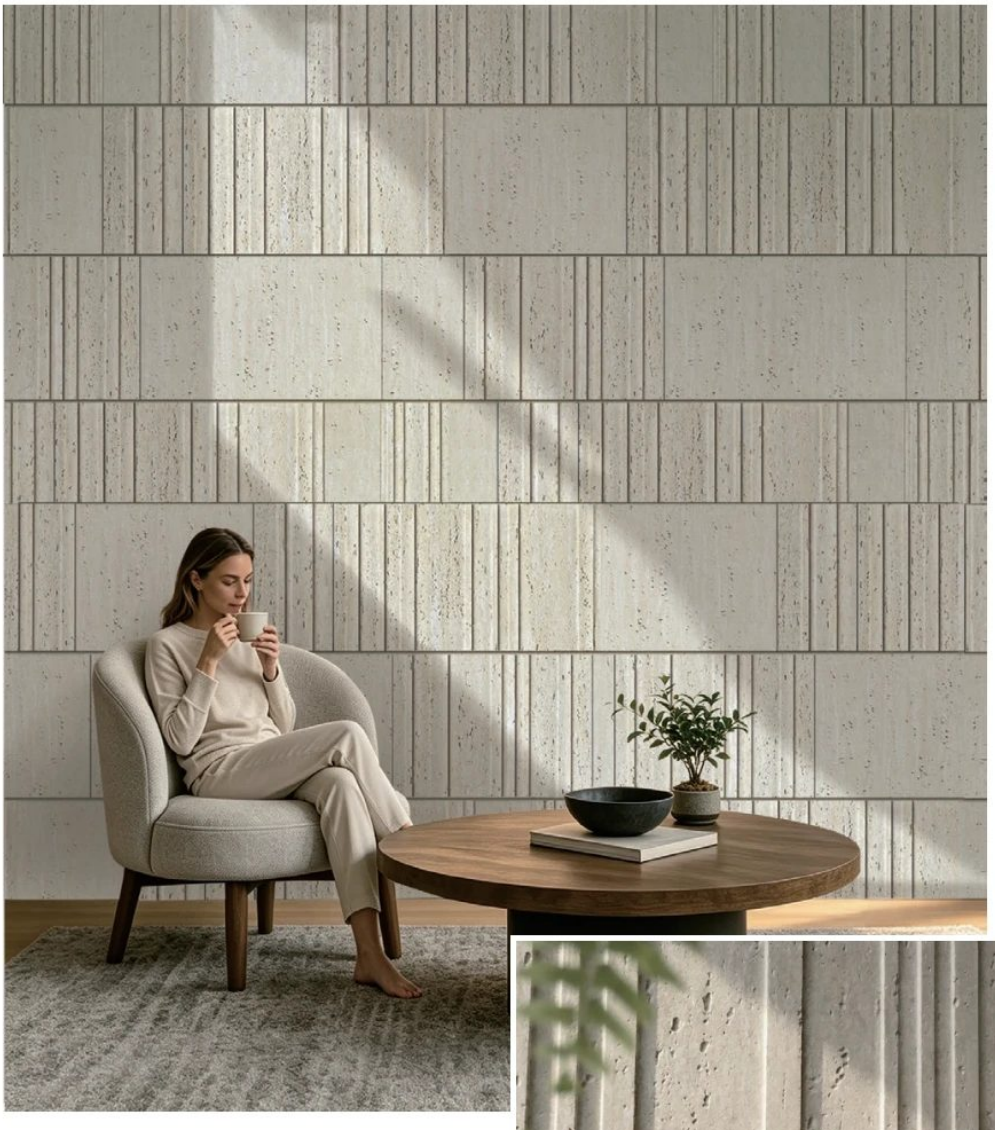
A款

B款

C款

Custom Size Layout Guide

Featured Colors:



Featured Sizes:

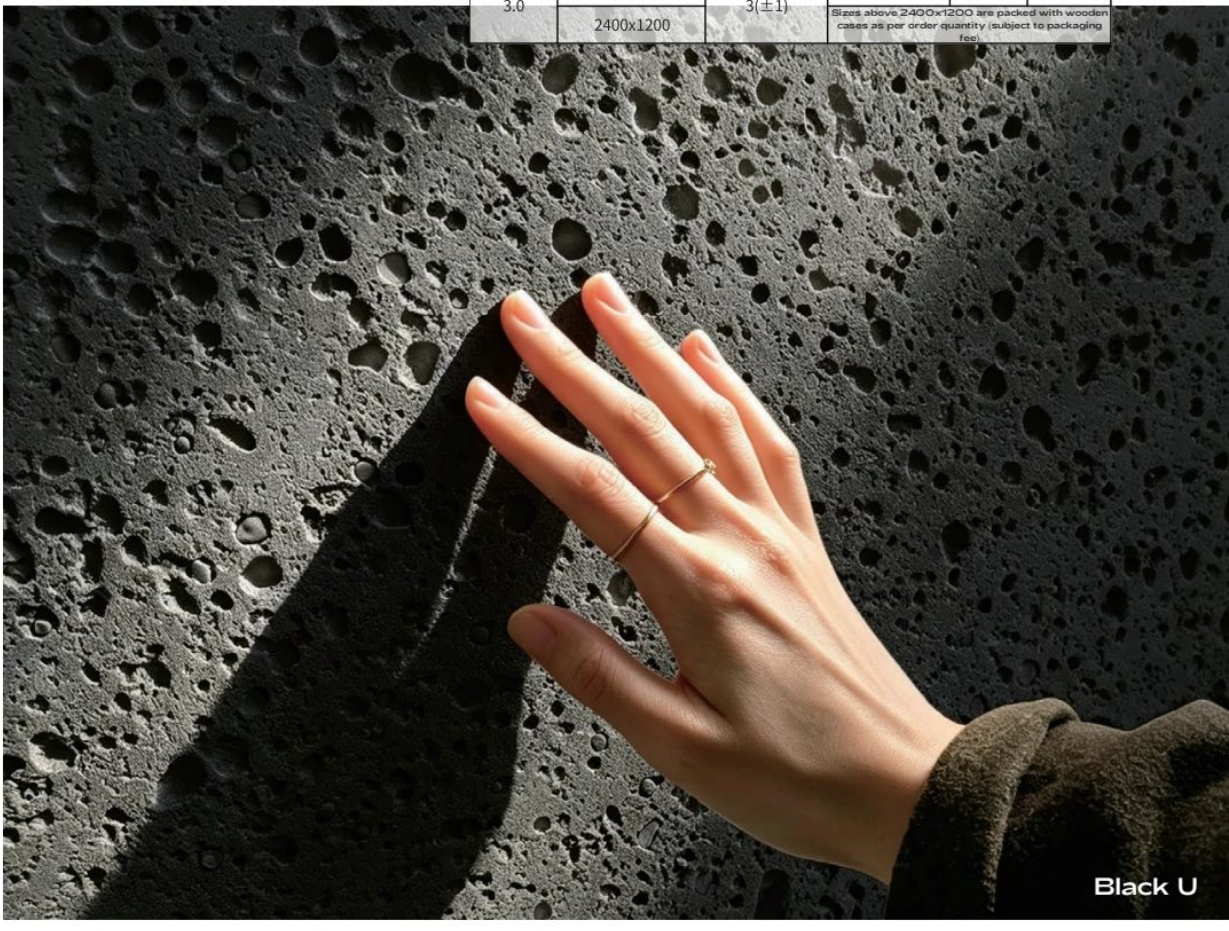
Generation	Standard Size (mm)	Thickness (mm)	Packaging (mm)	Pcs/box	Sqm/box
4.2	1500x750	10（±0.5）	1520x770x65	5	5.625

Lava Travertine

Featured Colors:

Featured Sizes:

Generation	Standard Size (mm)	Thickness (mm)	Packaging (mm)	Pcs/box	Sqm/box
3.0	1200x600	3(±1)	1220x620x65	12	8.64
	2400x1200		Sizes above 2400x1200 are packed with wooden cases as per order quantity (subject to packaging fee)		

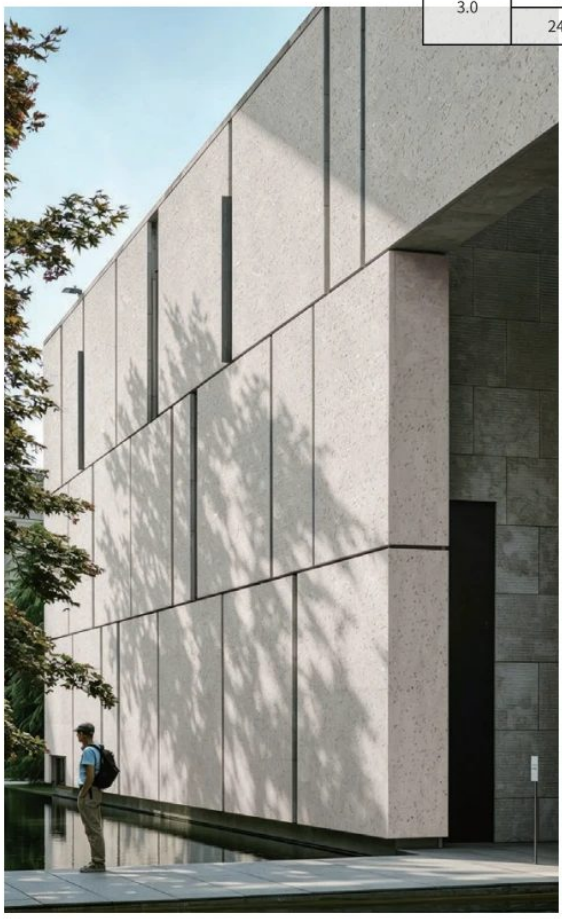


Conch Travertine

Featured Colors:

Featured Sizes:

Generation	Standard Size (mm)	Thickness (mm)	Packaging (mm)	Pcs/box	Sqm/box
3.0	1200x600	6(±2)	1220x620x75	8	5.76
	2400x1200		Sizes above 2400x1200 are packed with wooden cases as per order quantity (subject to packaging fee)		



Oceanic Travertine

Featured Colors:

Featured Sizes:

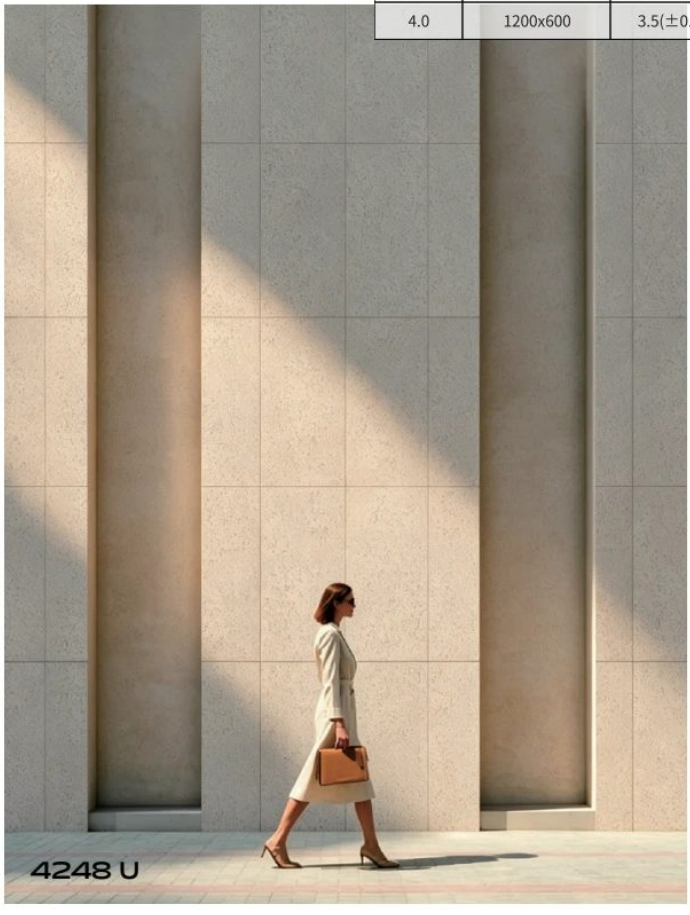
Generation	Standard Size (mm)	Thickness (mm)	Packaging (mm)	Pcs/box	Sqm/box
3.0	2800x1200	2-6	Sizes above 2800x1200 are packed with wooden cases as per order quantity (subject to packaging fee)		
4.2	1200x600	3.9(±0.5)	1220x620x75	14	10.08
	1500x750		1520x770x65	10	11.25

Drop Stone

Featured Colors:

Featured Sizes:

Generation	Standard Size (mm)	Thickness (mm)	Packaging (mm)	Pcs/box	Sqm/box
4.0	1200x600	3.5(±0.5)	1220x620x75	12	8.64



Natural Stone Texture

1000+ Colors to Mix & Match

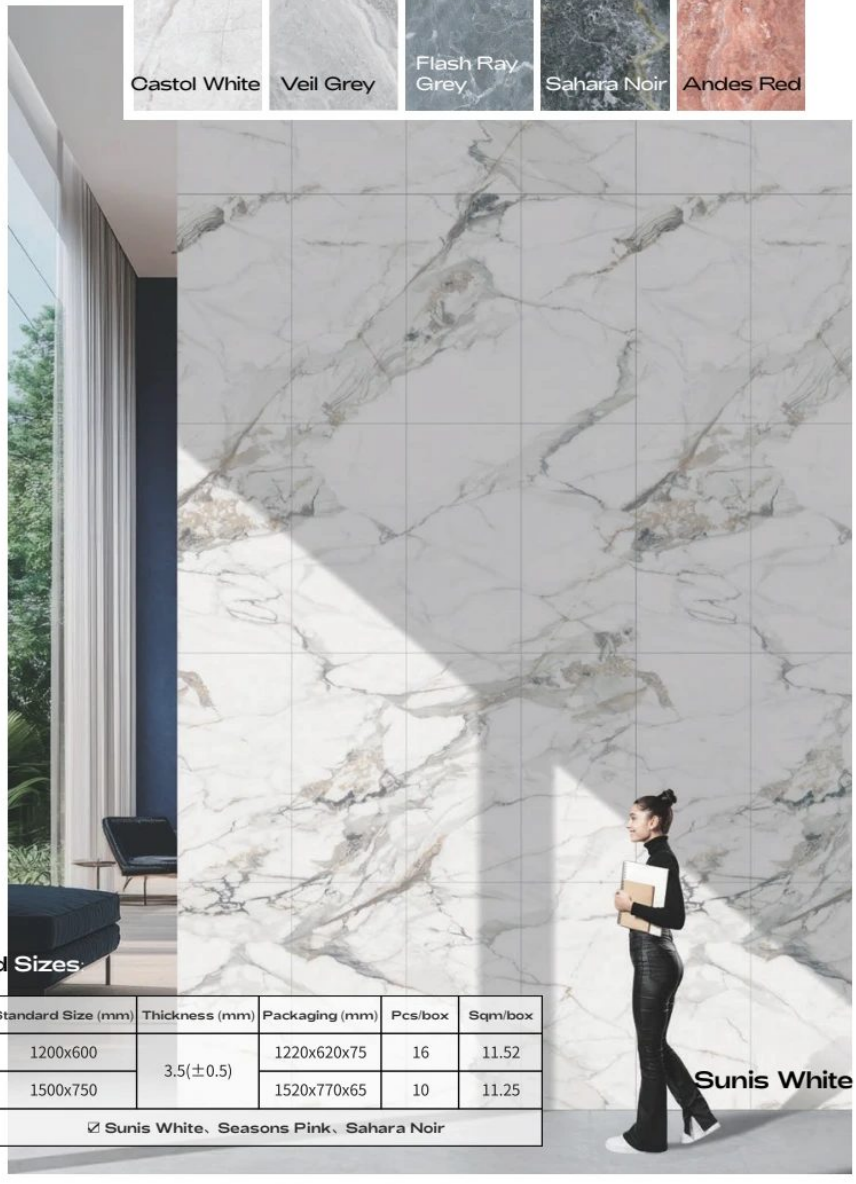
P22
Surface P24

Mount Celestial P26
Skyline P27

Snow Peak Rock P28

Polished Stone

Featured Colors:

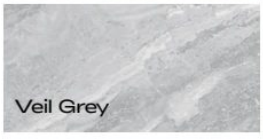


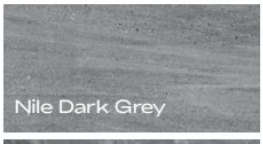
Featured Sizes:

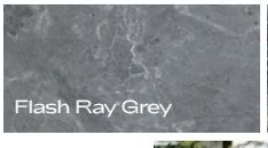
Generation	Standard Size (mm)	Thickness (mm)	Packaging (mm)	Pcs/box	Sqm/box
4.2	1200x600	3.5(±0.5)	1220x620x75	16	11.52
	1500x750		1520x770x65	10	11.25
Bookmatch pattern	☑ Sunis White、Seasons Pink、Sahara Noir				

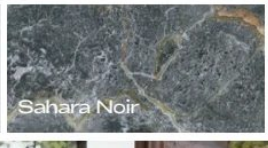
Marble

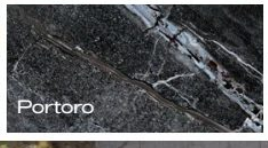
Featured Colors:











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
Bookmatch pattern	☑ Florence Gold、Seasons Pink、Portoro、Veil White、Veil Grey				

Rockface Stone

Featured Colors:

Featured Sizes:

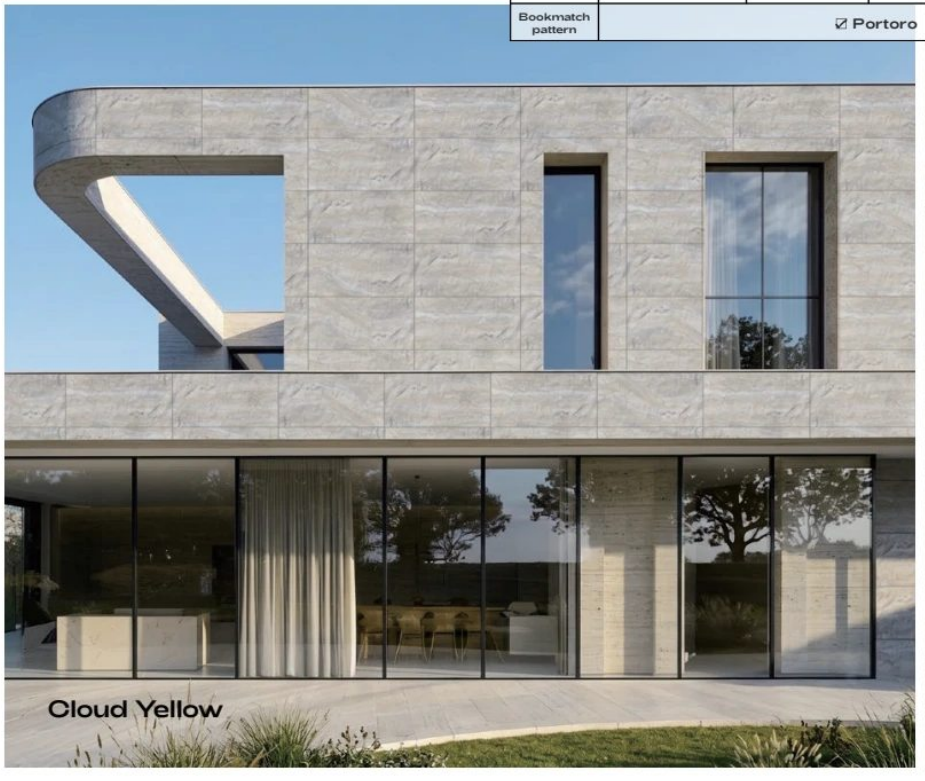
Generation	Standard Size (mm)	Thickness (mm)	Packaging (mm)	Pcs/box	Sqm/box
3.0	1200x600	1-10 natural unevenness	1220x620x75	6	4.32
	2400x1200		Sizes above 2400x1200 are packed with wooden cases as per order quantity (subject to packaging fee)		
4.2	1500x750		1520x770x90	6	6.75
Bookmatch pattern	☑ Florence Gold、Ice Age Blue、Portoro				

Stone Alpes

Featured Colors:

Featured Sizes:

Generation	Standard Size (mm)	Thickness (mm)	Packaging (mm)	Pcs/box	Sqm/box
3.0	1200x600	1.5-14 natural unevenness	1220x620x75	5	3.6
	2400x1200		Sizes above 2400x1200 are packed with wooden cases as per order quantity (subject to packaging fee)		
Bookmatch pattern	☑ Portoro				

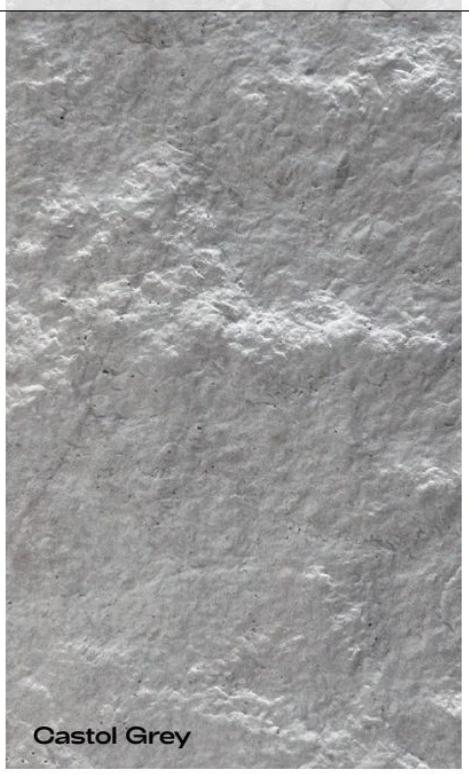


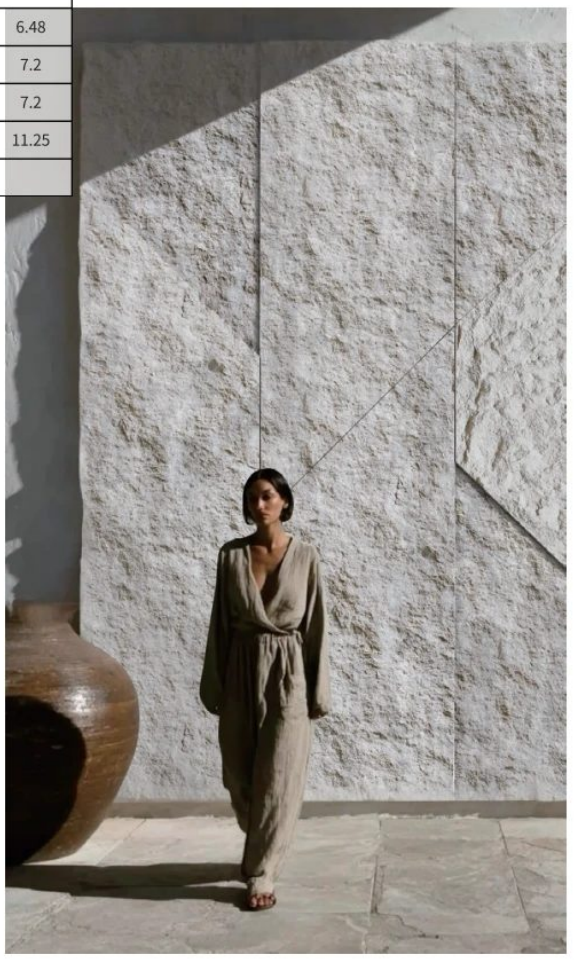
Rough Surface

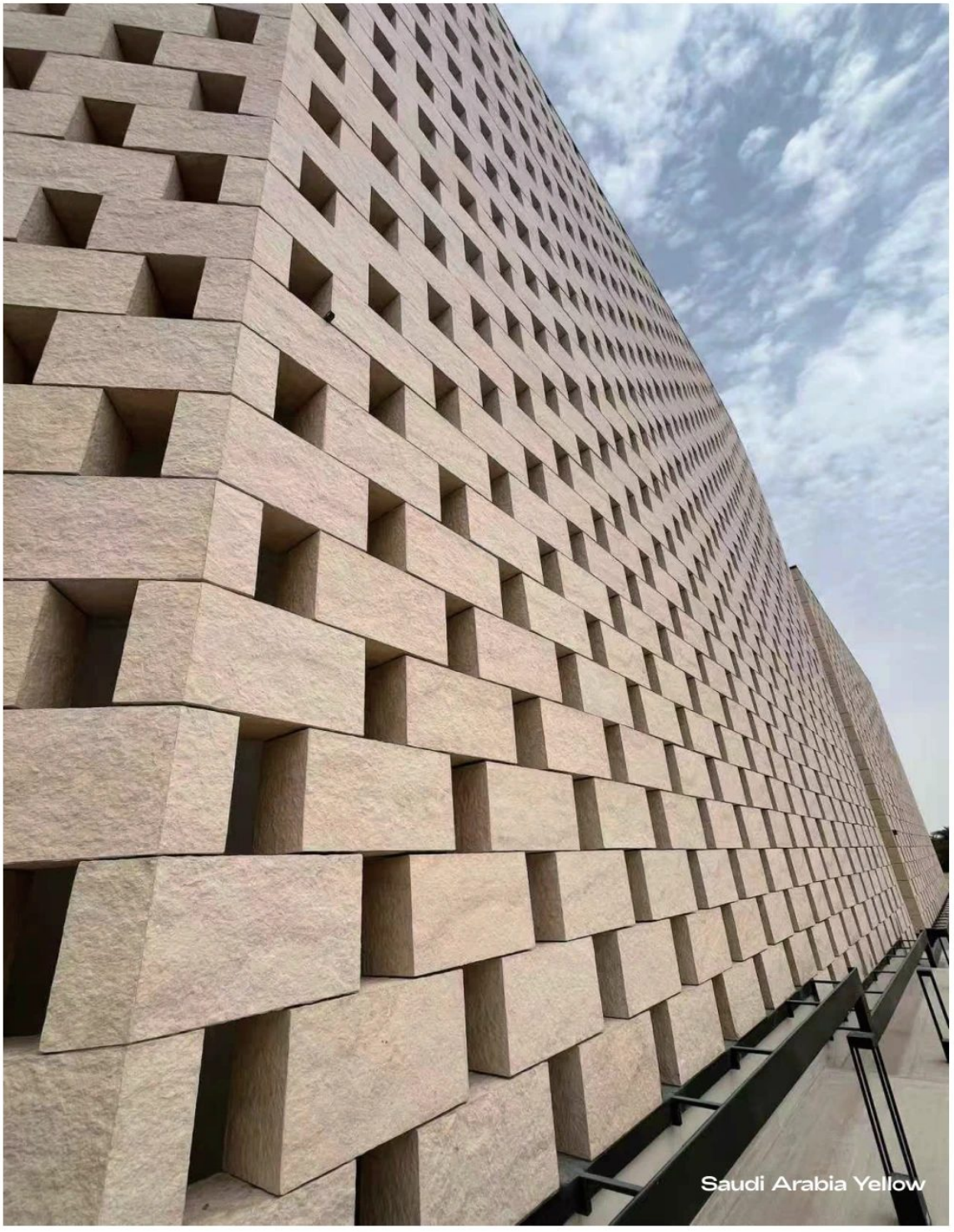
Featured Colors:

Featured Sizes:

Generation	Standard Size (mm)	Thickness (mm)	Packaging (mm)	Pcs/box	Sqm/box
3.0	1200x600	1-6 natural unevenness	1220x620x75	12	8.64
	2400x1200		2420x1230x14	2	5.76
	2700x1200		2720x1230x14	2	6.48
	3000x1200		3020x1230x14	2	7.2
4.2	1200x600	1-9.5 natural unevenness	1220x620x100	10	7.2
	1500x750		1520x770x100	10	11.25
Bookmatch pattern	☑ Sahara Noir				





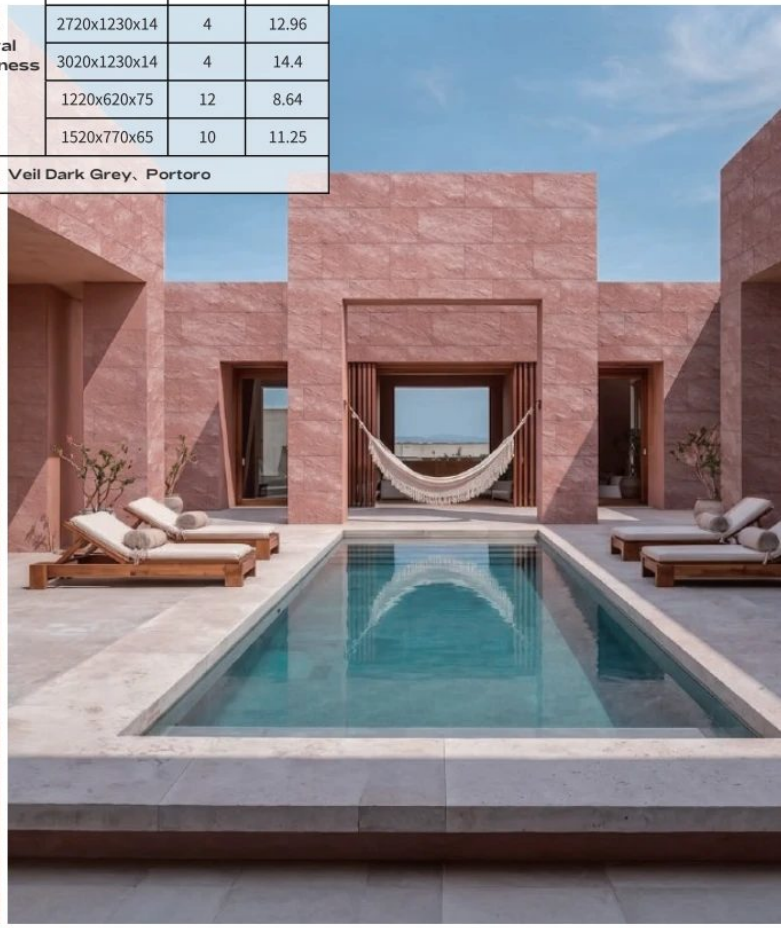

Saudi Arabia Yellow

Mount Celestial

Featured Colors:

Featured Sizes:

Generation	Standard Size (mm)	Thickness (mm)	Packaging (mm)	Pcs/box	Sqm/box
3.0	1200x600	1-4 natural unevenness	1220x620x75	18	12.96
	2400x1200		2420x1230x14	4	11.52
	2700x1200		2720x1230x14	4	12.96
	3000x1200		3020x1230x14	4	14.4
4.2	1200x600		1220x620x75	12	8.64
	1500x750		1520x770x65	10	11.25
Bookmatch pattern	☑ Veil Grey、Veil Dark Grey、Portoro				



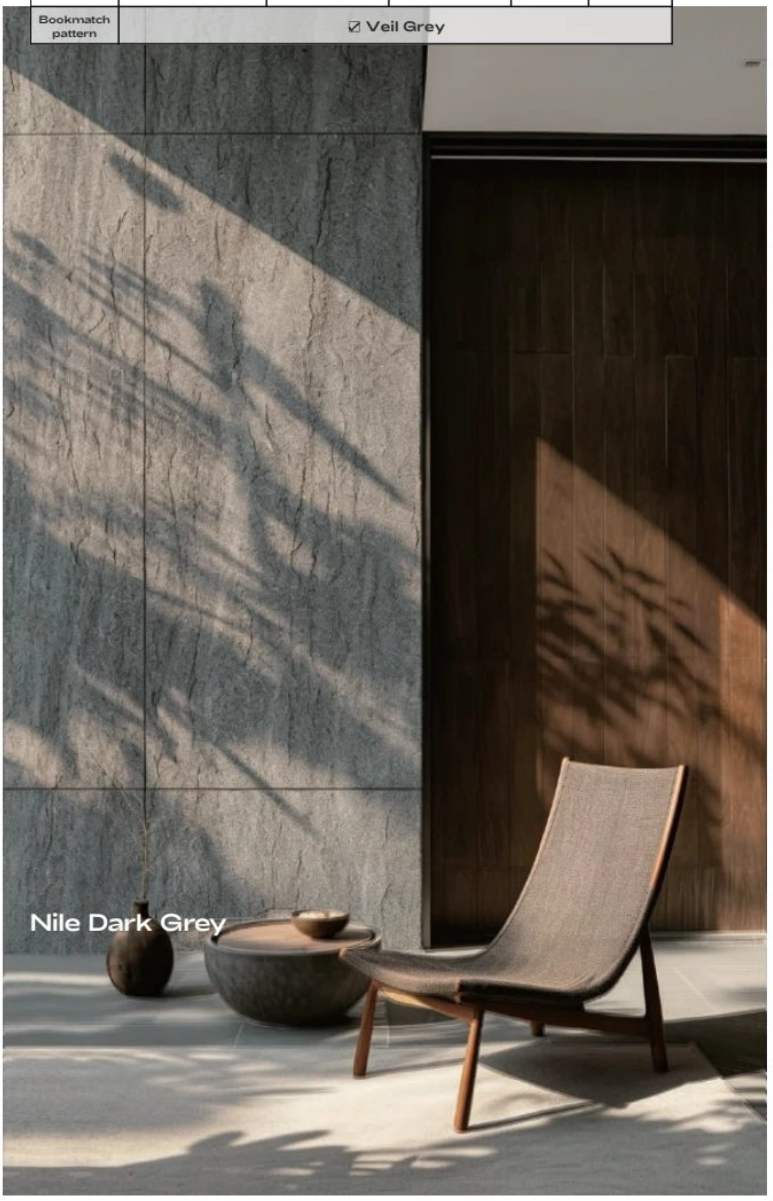
Material science that shapes the future
Material science that shapes the future
Material science that shapes the future

Veil Grey

Skyline

Featured Sizes:

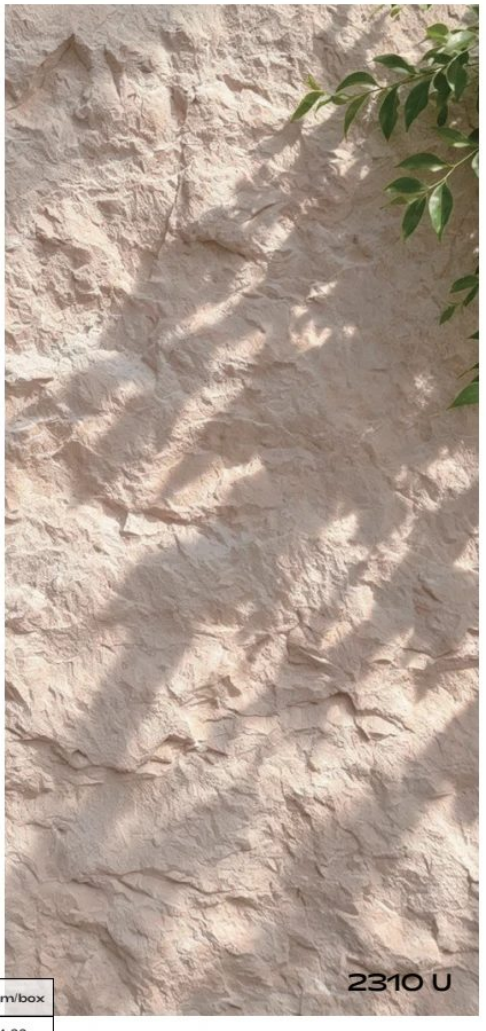
Generation	Standard Size (mm)	Thickness (mm)	Packaging (mm)	Pcs/box	Sqm/box
3.0	1200x600	1-4 natural unevenness	1220x620x75	18	12.96
	2400x1200		2420x1230x14	4	11.52
	3000x1200		3020x1230x14	4	14.4
4.2	1200x600		1220x620x75	14	10.08
	1500x750		1520x770x65	10	11.25
Bookmatch pattern	☑ Veil Grey				



Featured Colors:

Snow Peak Rock

Featured Colors:

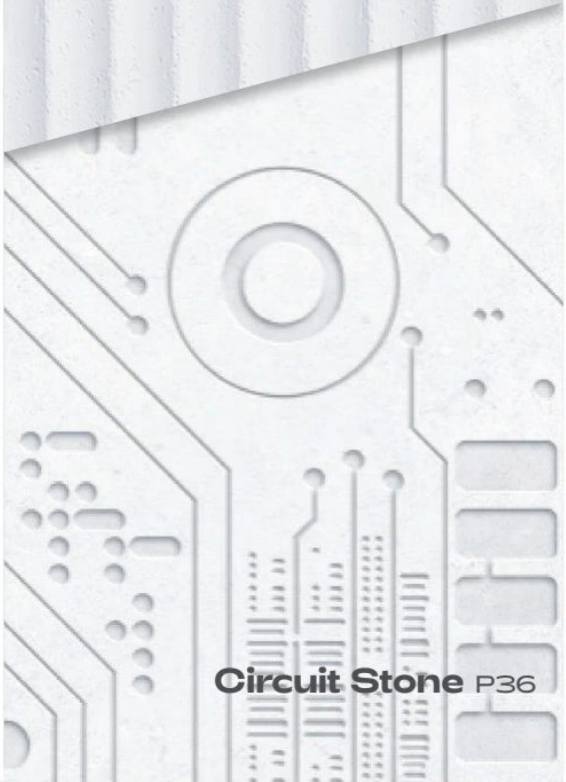


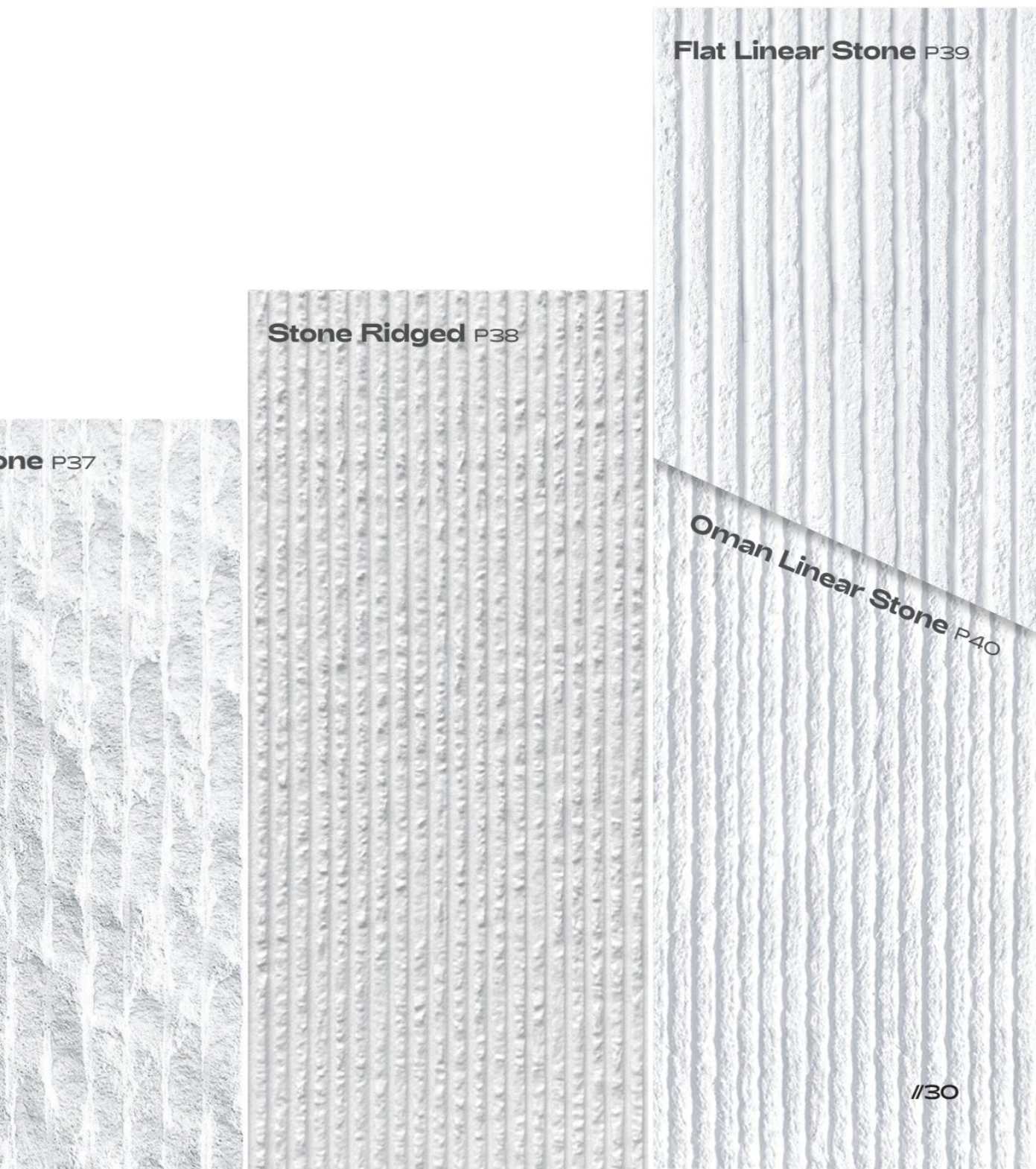
Featured Sizes:

Generation	Standard Size (mm)	Thickness (mm)	Packaging (mm)	Pcs/box	Sqm/box
3.0	1200x600	1.9-18 natural unevenness	1220x620x75	6	4.32
	2400x1200		Sizes above 2400x1200 are packed with wooden cases as per order quantity (subject to packaging fee)		

Artistic Stone Texture

1000+ Colors to Mix & Match



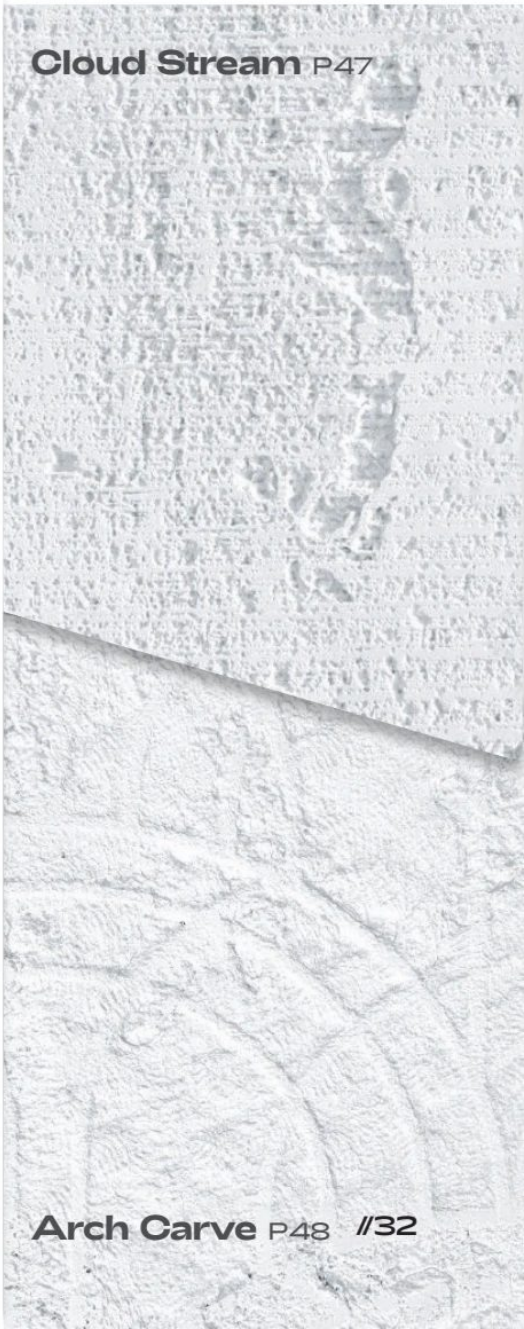

Flat Linear Stone P39
Stone Ridged P38
one P37
Oman Linear Stone P40

Artistic Stone Texture

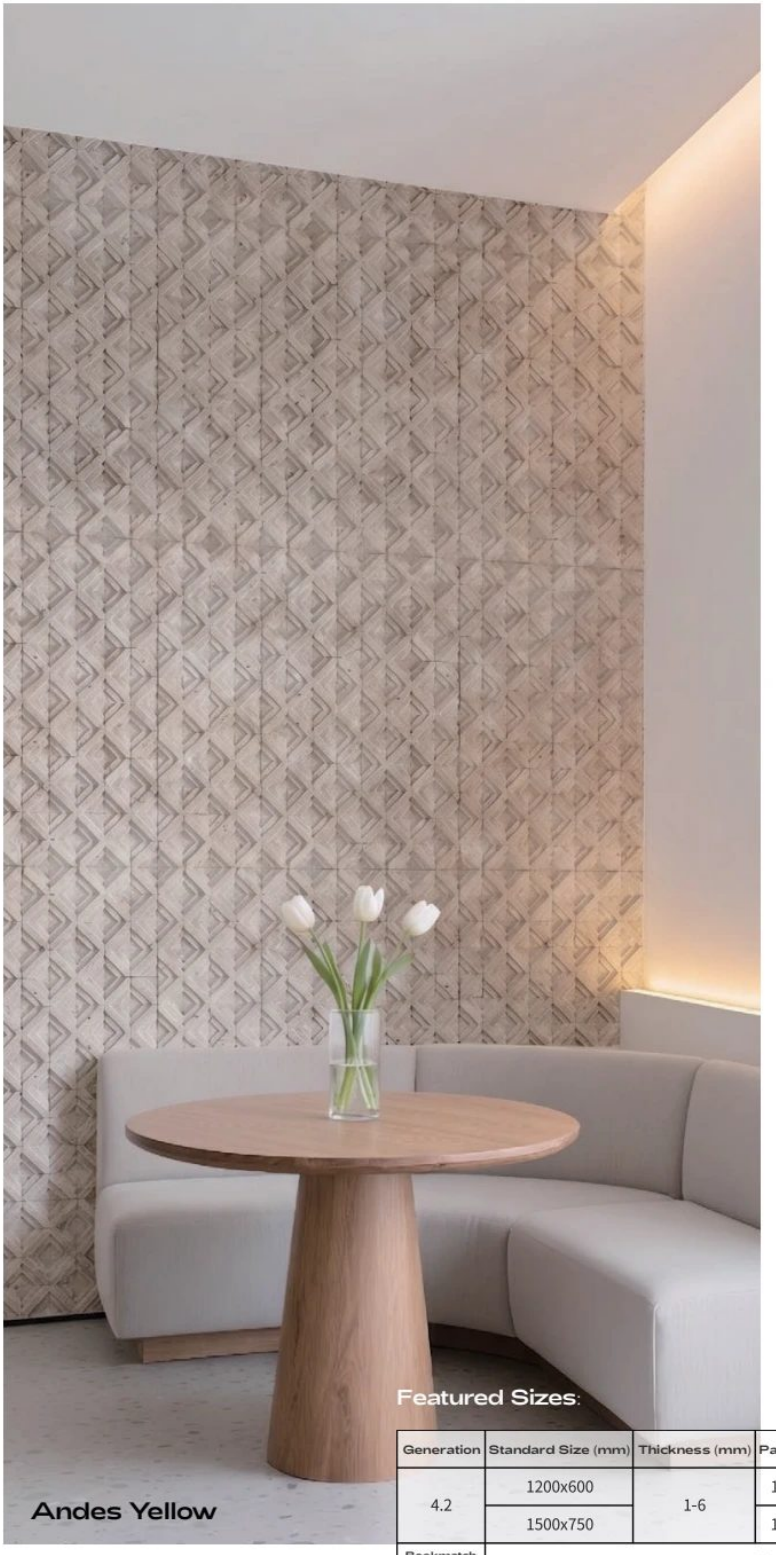
1000+ Colors to Mix & Match

rve P44

Square Carve P45
Rhombus Carve P46


Cloud Stream P47
Arch Carve P48

Stackle Square



Andes Yellow

Featured Colors:

Plain White

New White Sesame

Andes Yellow

Spanish Beige

Gold Sesame

Loki Mountain Light Grey

Featured Sizes:

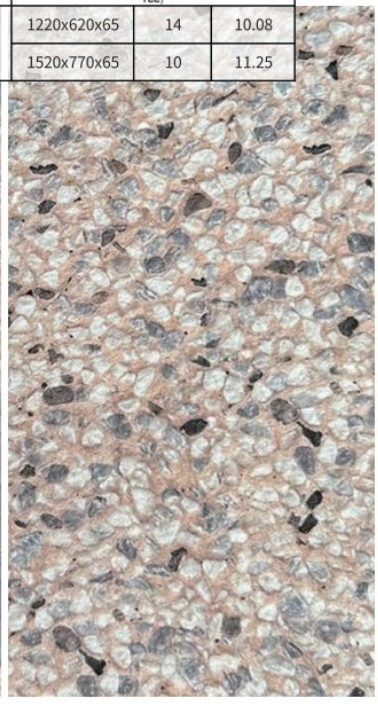
Generation	Standard Size (mm)	Thickness (mm)	Packaging (mm)	Pcs/box	Sqm/box
4.2	1200x600	1-6	1220x620x75	10	7.2
	1500x750		1520x770x75	10	11.25
Bookmatch texture	☑				

Bush Hammered

Featured Colors:

Featured Sizes:

Generation	Standard Size (mm)	Thickness (mm)	Packaging (mm)	Pcs/box	Sqm/box
3.0	900x600	1-3.5	920x620x80	20	10.8
	1380x600		1400x620x65	18	14.904
	2760x1200		Sizes above 2760x1200 are packed with wooden cases as per order quantity (subject to packaging fee)		
4.2	1200x600	1-4	1220x620x65	14	10.08
	1500x750		1520x770x65	10	11.25

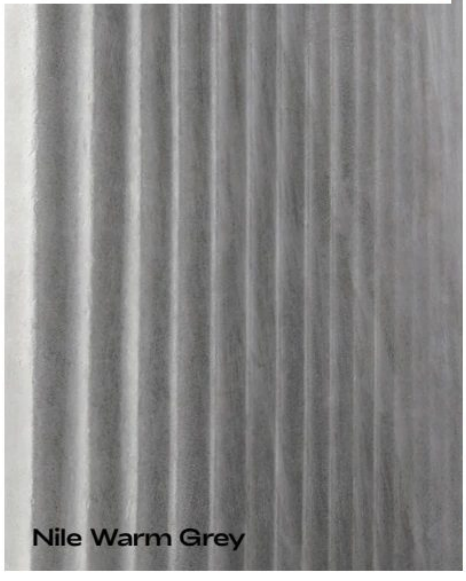


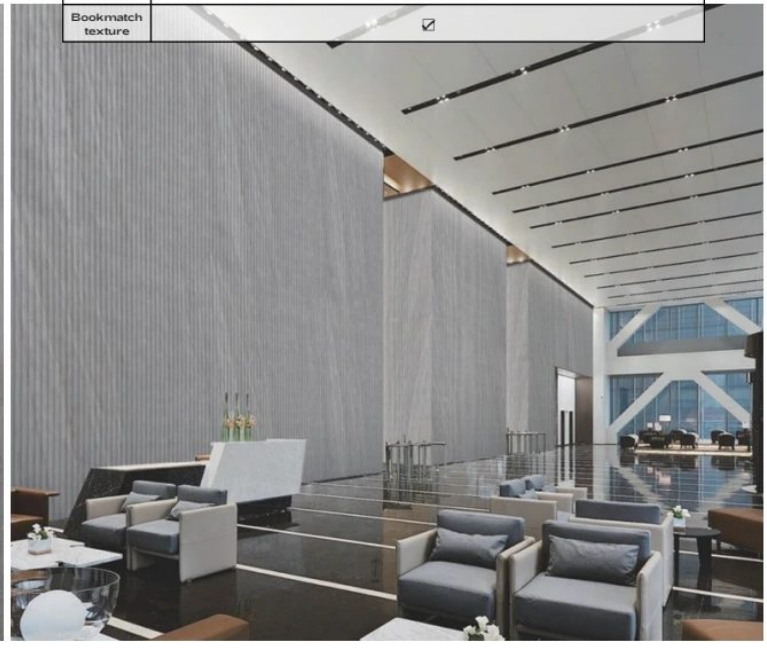
Arcuate Rock

Featured Colors:

Featured Sizes:

Generation	Standard Size (mm)	Thickness (mm)	Packaging (mm)	Pcs/box	Sqm/box
3.0	1400x600	1-8	1420x620x75	12	10.08
	2800x1200		2820x1230x14	2	6.72
4.2	1200x600		1220x620x75	12	8.64
	1500x750		1520x770x65	10	11.25
Bookmatch pattern	☑ Sunis White				
Bookmatch texture	☑				



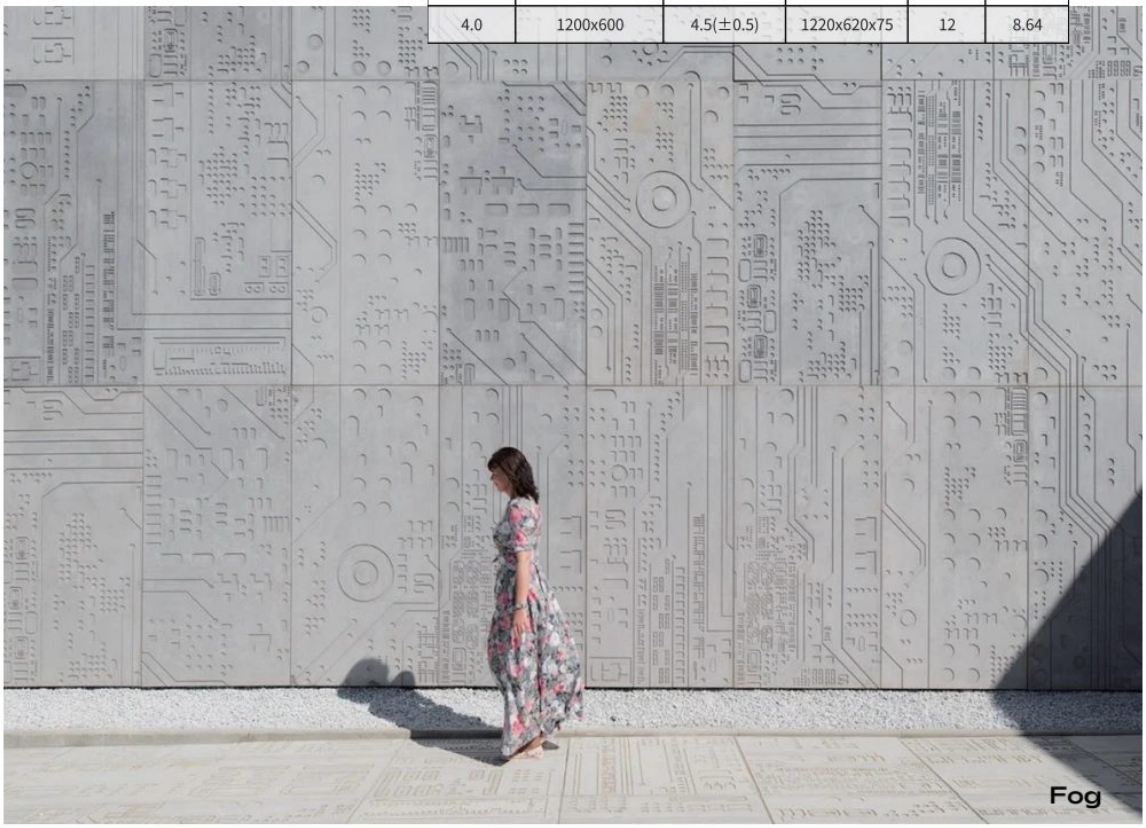


Circuit Stone

Featured Colors:

Featured Sizes:

Generation	Standard Size (mm)	Thickness (mm)	Packaging (mm)	Pcs/box	Sqm/box
4.0	1200x600	4.5(±0.5)	1220x620x75	12	8.64


Fog

Chiseled Stone

Featured Colors:

Featured Sizes:

Generation	Standard Size (mm)	Thickness (mm)	Packaging (mm)	Pcs/box	Sqm/box
3.0	1200x600	1-8.5	1220x620x75	8	5.76
	2400x1200		2420x1230x14	2	5.76
4.0	1200x600	1-5.2	1220x620x75	10	7.2
Bookmatch texture	☑				

Stone Ridged

Featured Colors:

Featured Sizes:

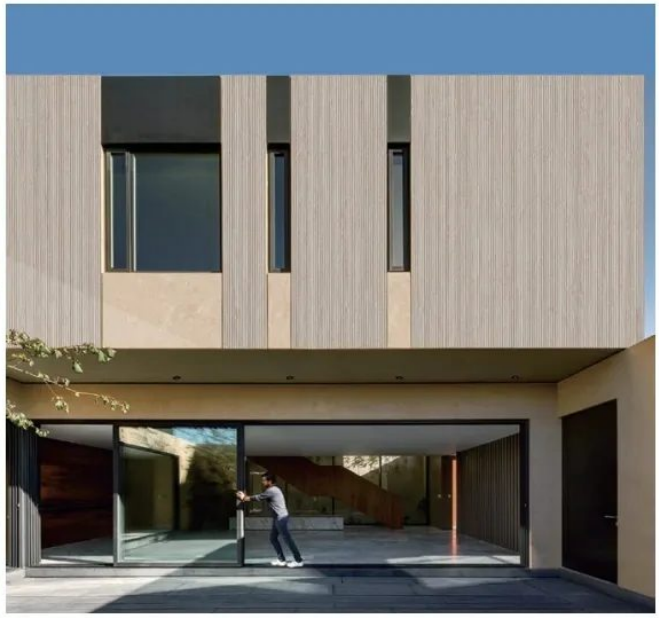
Generation	Standard Size (mm)	Thickness (mm)	Packaging (mm)	Pcs/box	Sqm/box
3.0	1200x600	1-4.5	1220x620x75	16	11.52
	2400x1200		2420x1230x14	4	11.52
4.2	1200x600		1220x620x75	12	8.64
	1500x750		1520x770x55	10	11.25
Bookmatch pattern	☑ Seasons Pink				
Bookmatch texture	☑				

Flat Linear Stone

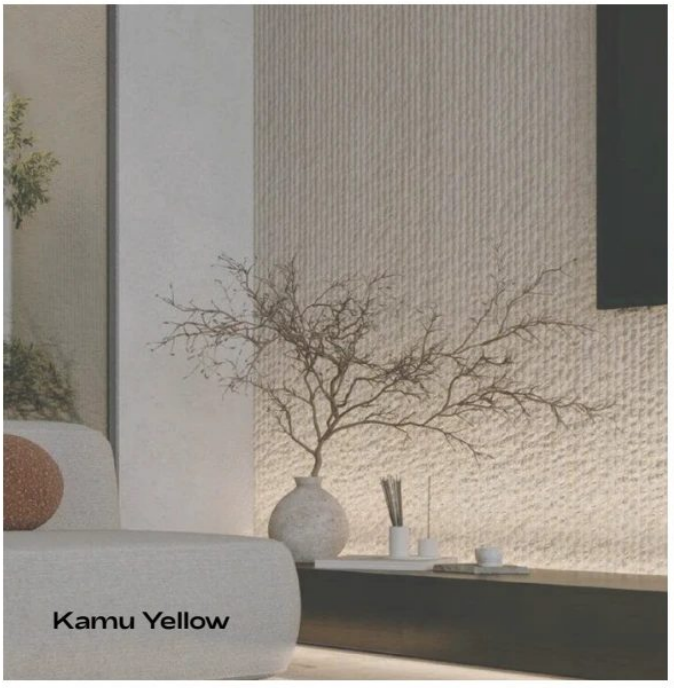
Featured Colors:

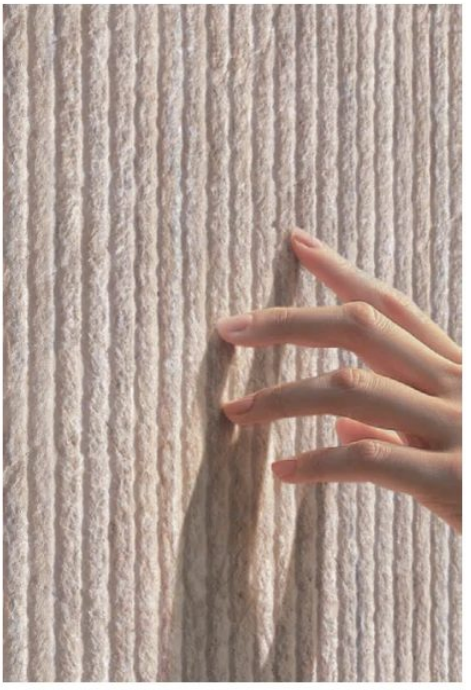
Featured Sizes:

Generation	Standard Size (mm)	Thickness (mm)	Packaging (mm)	Pcs/box	Sqm/box
3.0	1200x600	2-6	1220x620x75	8	5.76
	2400x1200		2420x1230x14	2	5.76
4.2	1200x600	1-8	1220x620x75	8	5.76
	1500x750		1520x770x55	10	11.25
Bookmatch pattern	☑ Freespirit Blue-grey				
Bookmatch texture	☑				



Oman Linear Stone





Featured Colors:

Featured Sizes:

Generation	Standard Size (mm)	Thickness (mm)	Packaging (mm)	Pcs/box	Sqm/box
3.0	1350x600	1-9	1380x620x65	8	6.48
	2700x600		Sizes above 2700x600 are packed with wooden cases as per order quantity (subject to packaging fee)		
	2700x1200				
4.2	1200x600	6.2(±0.5)	1220x620x75	10	7.2
	1500x750		1520x770x55	10	11.25
Bookmatch pattern	☑ Florence Gold、Seasons Pink、Freespirit Blue-grey				
Bookmatch texture	☑				

Grove Stone

Featured Colors:

Moss Canyon Grey

Featured Sizes:

Generation	Standard Size (mm)	Thickness (mm)	Packaging (mm)	Pcs/box	Sqm/box
3.0	2400x1200	1.4-4.5	Sizes above 2400x1200 are packed with wooden cases as per order quantity (subject to packaging fee)		

Cloud Silk

Ash Grey

Featured Sizes:

Generation	Standard Size (mm)	Thickness (mm)	Packaging (mm)	Pcs/box	Sqm/box
4.2	1200x600	3.8-4.2	1220x620x75	14	10.08
	1500x750		1520x770x65	10	11.25

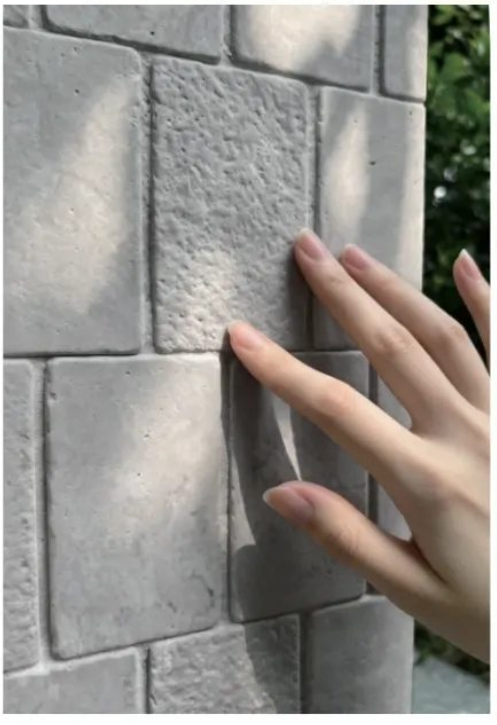
Featured Colors:

Block Lay

Featured Colors:

Featured Sizes:

Generation	Standard Size (mm)	Thickness (mm)	Packaging (mm)	Pcs/box	Sqm/box
4.2	1200x600	3.5-6.7	1220x620x75	12	8.64
	1500x750		1520x770x75	12	13.5



Weave Carve

Featured Colors:

Plain White

Veil White

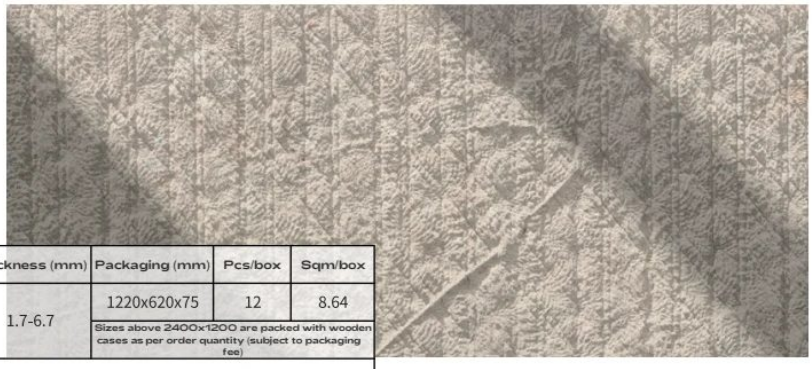
Shellfish Limestone Light Beige

Cloud Yellow

Mist Gravel Yellow

7569 U

2333 U



Featured Sizes:

Generation	Standard Size (mm)	Thickness (mm)	Packaging (mm)	Pcs/box	Sqm/box
3.0	1200x600	1.7-6.7	1220x620x75	12	8.64
	2400x1200		Sizes above 2400x1200 are packed with wooden cases as per order quantity (subject to packaging fee)		
Bookmatch pattern	☑ Veil White				

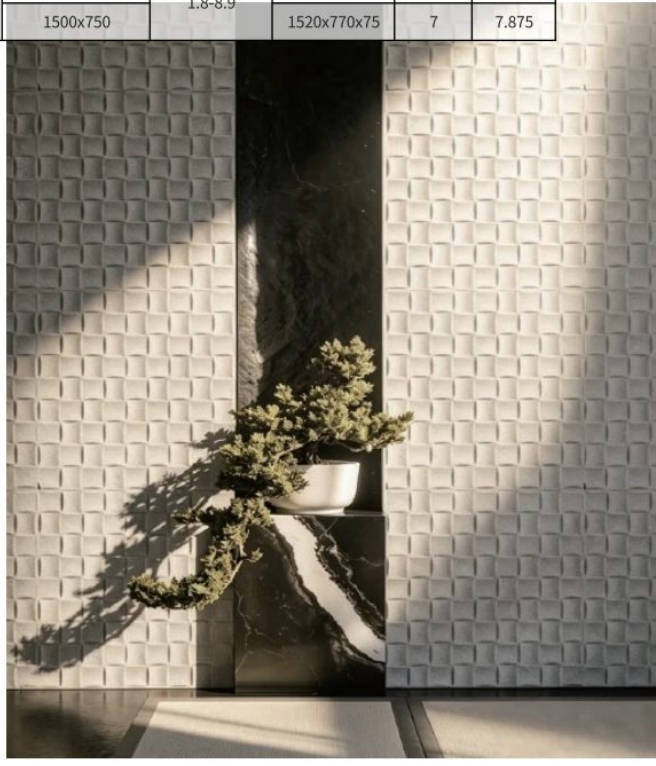
Square Carve

Featured Colors:

Featured Sizes:

Generation	Standard Size (mm)	Thickness (mm)	Packaging (mm)	Pcs/box	Sqm/box
4.2	1200x600	1.8-8.9	1220x620x75	7	5.04
	1500x750		1520x770x75	7	7.875

Shellfish Limestone Beige Grey



Rhombus Carve

Featured Colors:

Plain White

Shellfish Limestone Light Beige

Shellfish Limestone Medium Yellow

2310 U

174 U

Shellfish Limestone Beige Grey

Mist Gravel Lead

2333 U

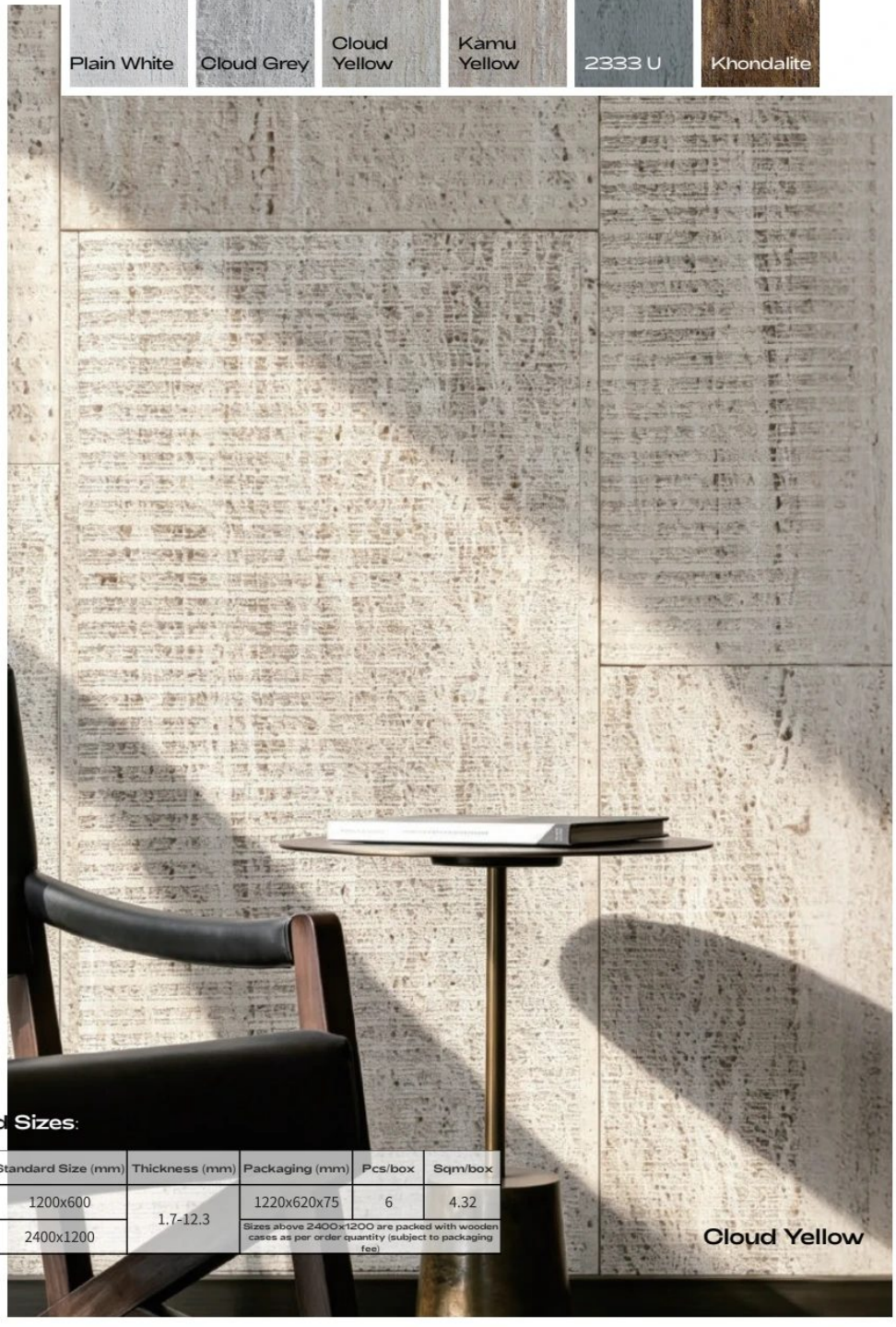
Mist Gravel Lead

Featured Sizes:

Generation	Standard Size (mm)	Thickness (mm)	Packaging (mm)	Pcs/box	Sqm/box
4.2	1200x600	2.2-9.8	1220x620x75	7	5.04
	1500x750		1520x770x75	7	7.875

Cloud Stream

Featured Colors:



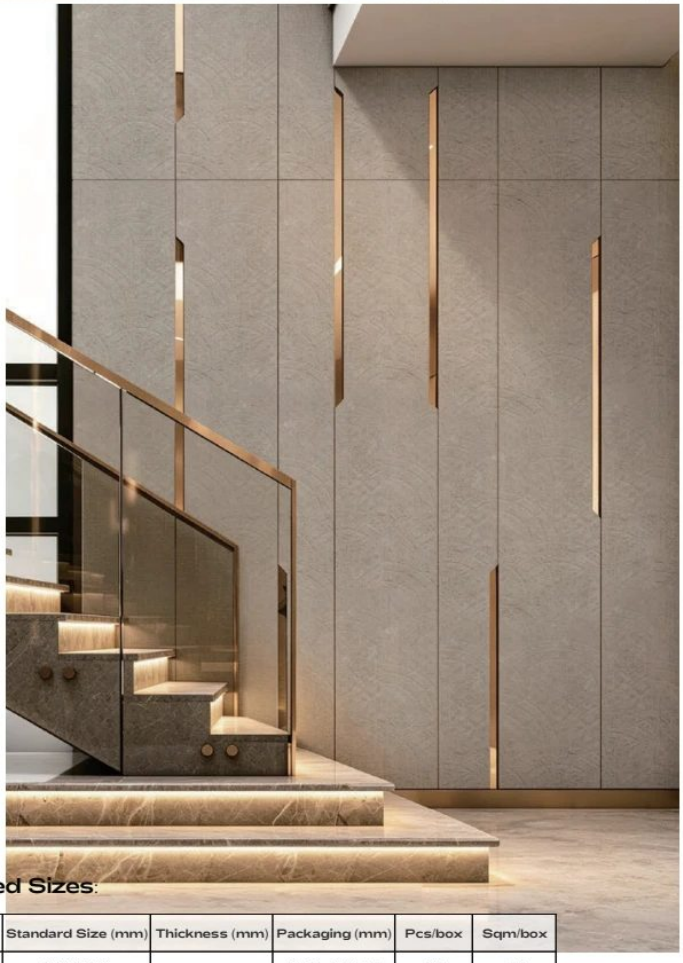
Featured Sizes:

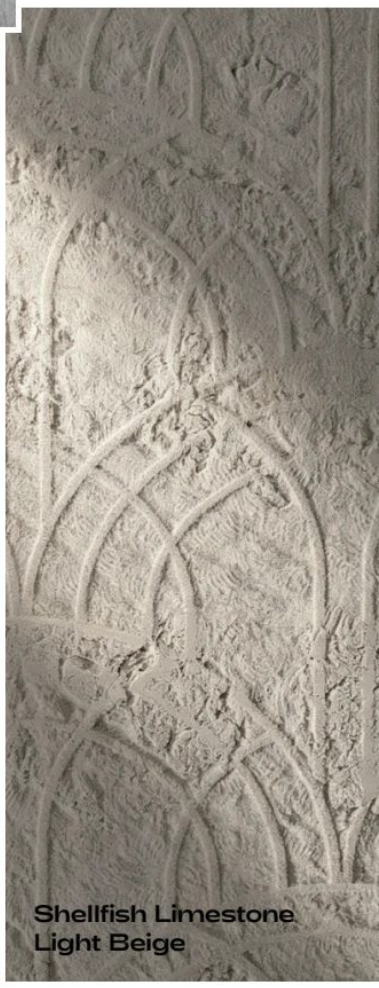
Generation	Standard Size (mm)	Thickness (mm)	Packaging (mm)	Pcs/box	Sqm/box
3.0	1200x600	1.7-12.3	1220x620x75	6	4.32
	2400x1200		Sizes above 2400x1200 are packed with wooden cases as per order quantity (subject to packaging fee)		

Arch Carve

Featured Colors:

Plain White	Veil White	Mist Gravel Cloud
Shellfish Limestone Light Beige	Moss Canyon Yellow	Mist Gravel Yellow
Shellfish Limestone Medium Yellow	Moss Canyon Grey	Mist Gravel Lead





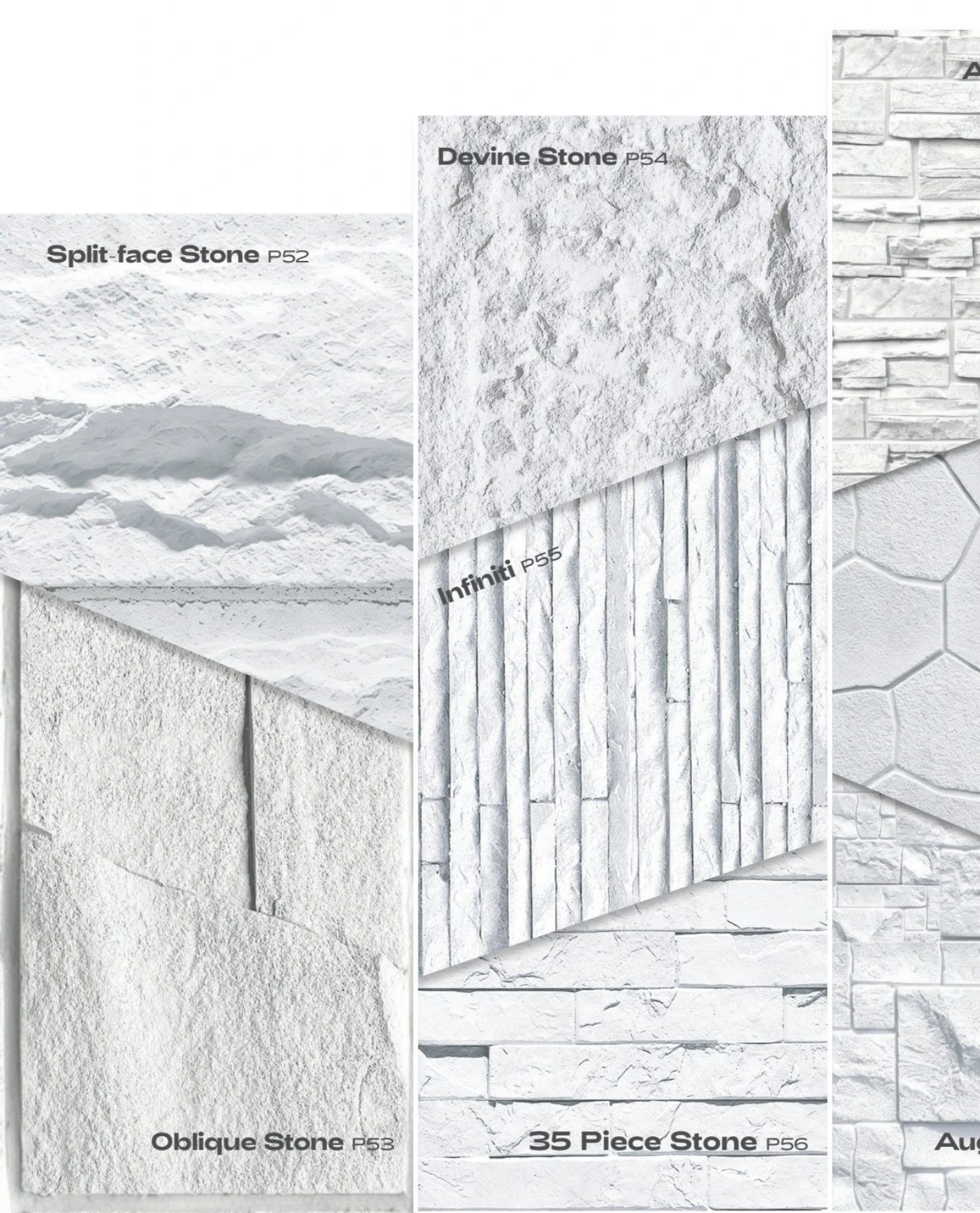
Shellfish Limestone Light Beige

Featured Sizes:

Generation	Standard Size (mm)	Thickness (mm)	Packaging (mm)	Pcs/box	Sqm/box
3.0	1200x600	2-5	1220x620x75	10	7.2
	2400x1200		Sizes above 2400×1200 are packed with wooden cases as per order quantity (subject to packaging fee)		
Bookmatch pattern	☑ Veil White				

Cultural Stone Texture

1000+ Colors to Mix & Match



Aegean Stone P57

Iberia Stone P58

gustus Stone P59

York Stone P60
Tuscany Stone P61

Windsor Strip P62

Split-face Stone

Featured Colors:

Interior: 300×300mm

Interior: 800×800mm

Exterior: 800×400mm

Plain White

2333 U

Featured Sizes:

Generation	Standard Size (mm)	Thickness (mm)	Packaging (mm)	Pcs/box	Sqm/box
3.0	800x400	1-10 natural unevenness	Sizes are packed with wooden cases as per order quantity (subject to packaging fee)		
	800x800				
4.0	300x300				
4.3	800x400	55 natural unevenness			

Oblique Stone

Featured Colors:

Featured Sizes:

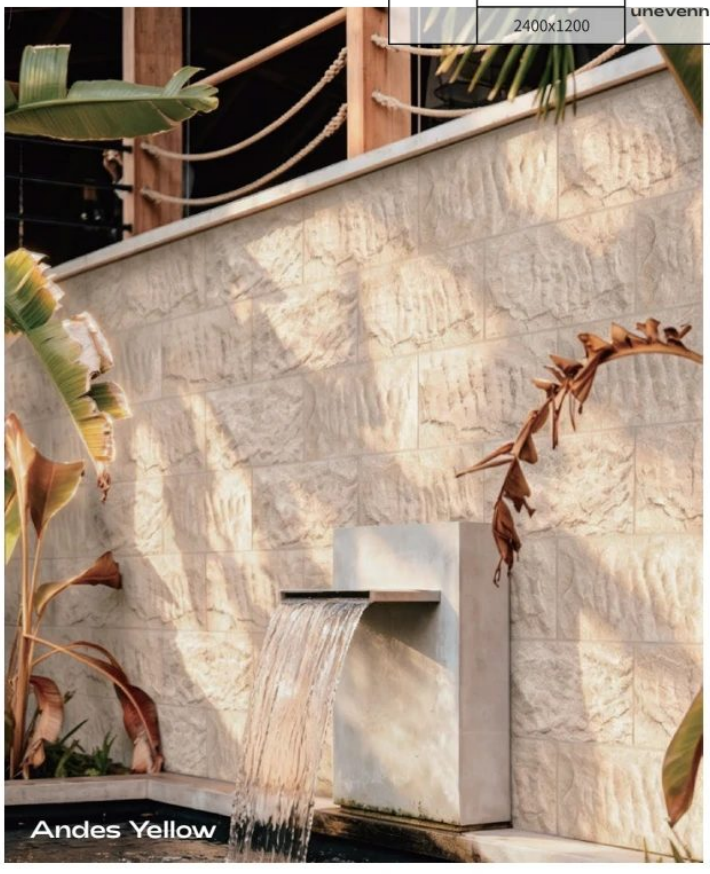
Generation	Standard Size (mm)	Thickness (mm)	Packaging (mm)	Pcs/box	Sqm/box
3.0	1200x600	1-8 natural unevenness	1220x620x75	8	5.76
	2400x1200		Sizes above 2400x1200 are packed with wooden cases as per order quantity (subject to packaging fee)		

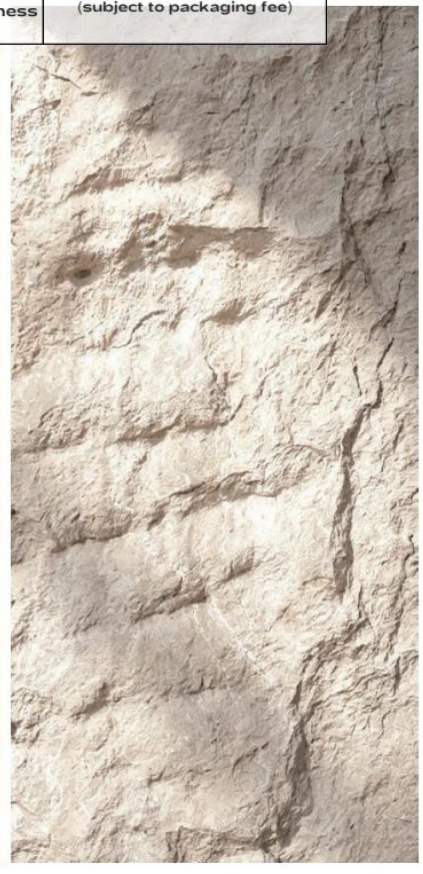
Devine Stone

Featured Colors:

Featured Sizes:

Generation	Standard Size (mm)	Thickness (mm)	Packaging (mm)	Pcs/box	Sqm/box
3.0	800x400	1-8 natural unevenness	Sizes are packed with wooden cases as per order quantity (subject to packaging fee)		
	1200x600				
	2400x1200				





Infiniti

Featured Colors:

Featured Sizes

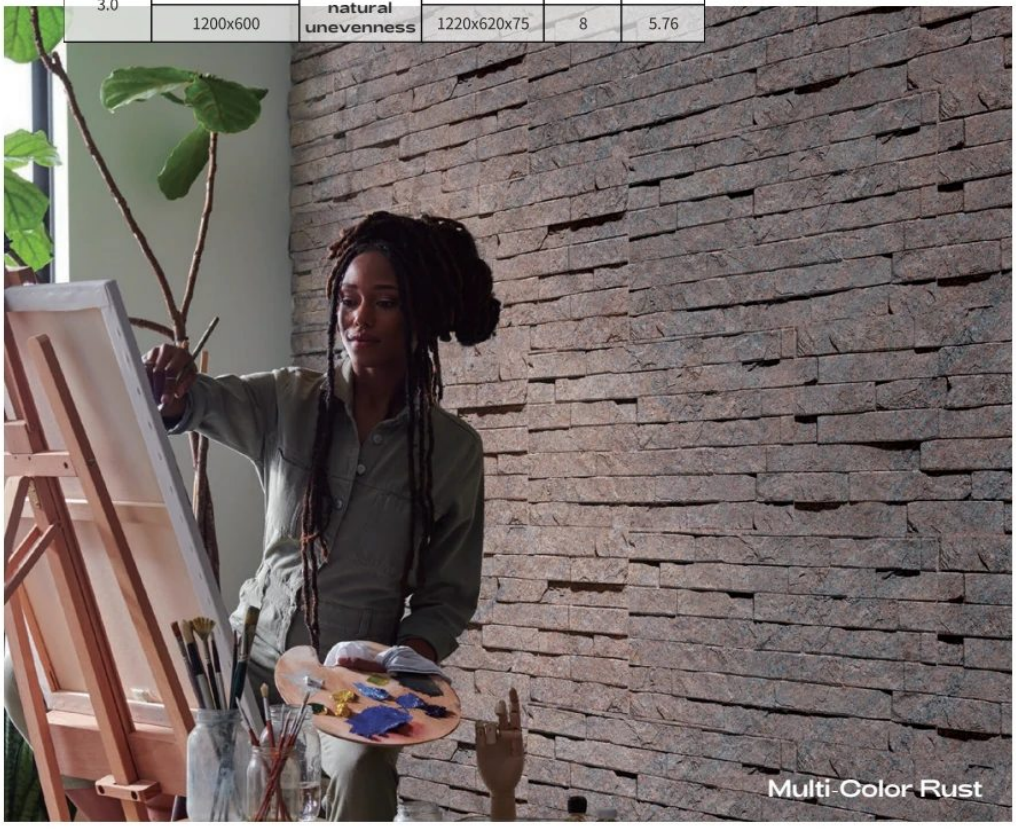
Generation	Standard Size (mm)	Thickness (mm)	Packaging (mm)	Pcs/box	Sqm/box
3.0	600x300	1-9 natural unevenness	620x320x90	8	1.44
	1200x600		1220x620x75	6	4.32
4.2	1500x750		1220x620x75	6	6.75
Bookmatch pattern	☑Freespirit Blue-grey、Portoro				

35 Piece Stone

Featured Colors:

Featured Sizes:

Generation	Standard Size (mm)	Thickness (mm)	Packaging (mm)	Pcs/box	Sqm/box
3.0	600x300	1-10 natural unevenness	620x320x90	12	2.16
	1200x600		1220x620x75	8	5.76



Aegean Stone

Featured Colors:

Plain White

Andes Yellow

Mist Gravel Citrine

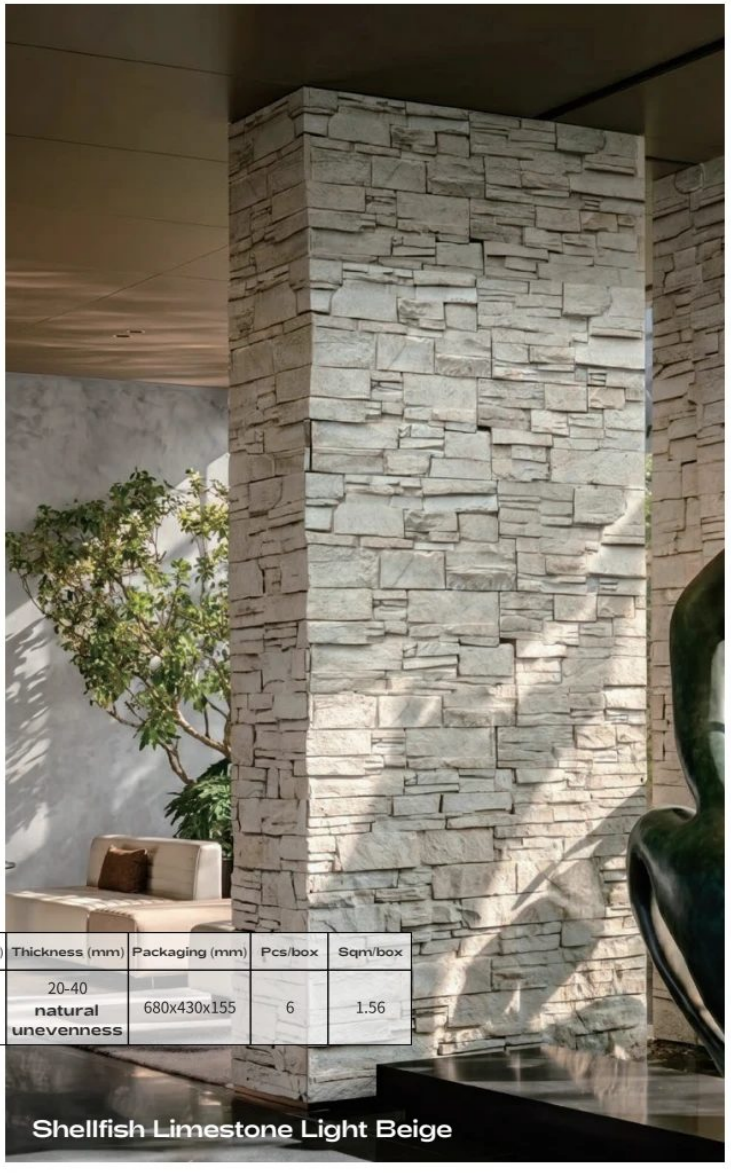
Tunguska Yellow

Fog

Roman Grey

Roman Red

Sahara Light Gray


Shellfish Limestone Light Beige

Featured Sizes:

Generation	Standard Size (mm)	Thickness (mm)	Packaging (mm)	Pcs/box	Sqm/box
4.3	650x400	20-40 **natural unevenness**	680x430x155	6	1.56

Featured Colors:

Plain White

Mist Gravel Citrine

Gold Sesame

Tunguska Yellow

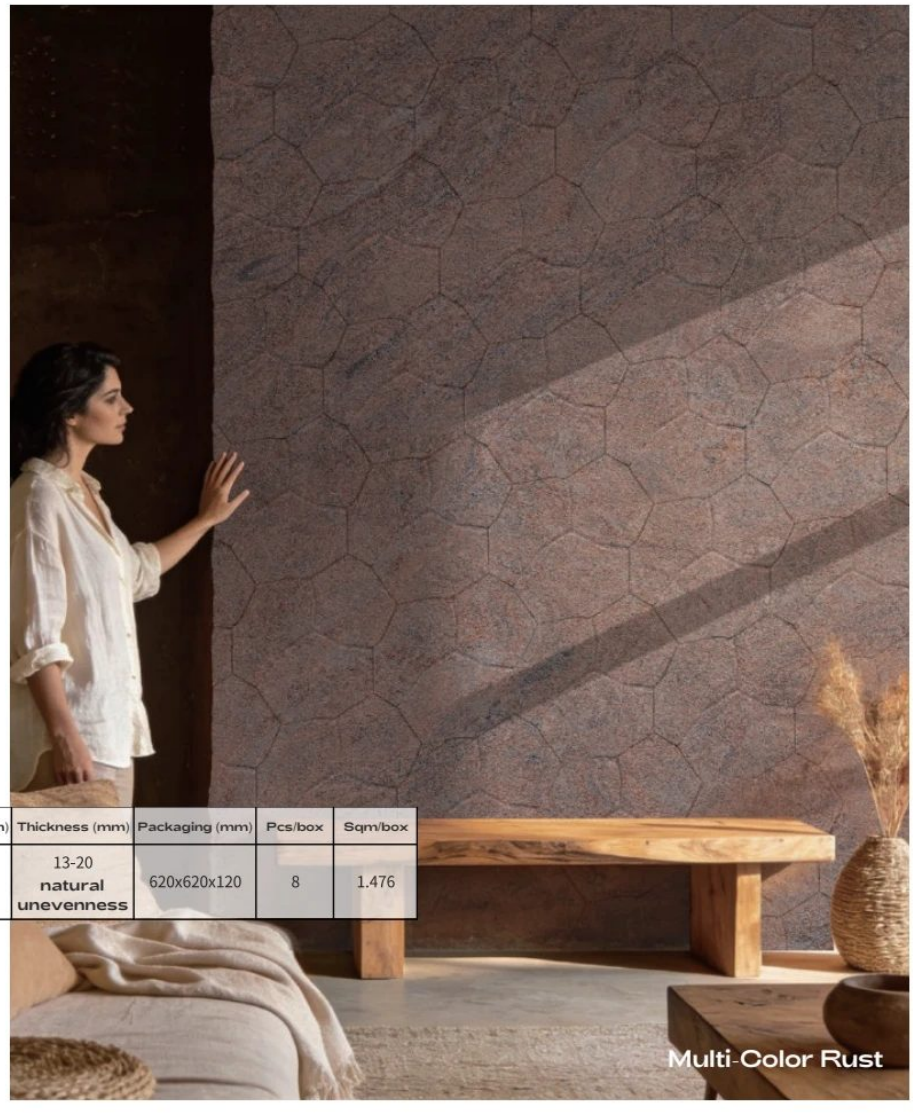
Fog

Roman Grey

Multi-Color Rust

Sahara Noir

Iberia Stone


Multi-Color Rust

Featured Sizes:

Generation	Standard Size (mm)	Thickness (mm)	Packaging (mm)	Pcs/box	Sqm/box
4.2	475x410	13-20 natural unevenness	620x620x120	8	1.476

Augustus Stone

Featured Colors:

Plain White

Mist Gravel Ruin

Andes Yellow

Mist Gravel Yellow

Fog

Roman Red

Roman Grey

Sahara Light Gray

Andes Yellow

Featured Sizes:

Generation	Standard Size (mm)	Thickness (mm)	Packaging (mm)	Pcs/box	Sqm/box
4.3	700x400	20-30 natural unevenness	715x415x125	6	1.56

York Stone

Featured Colors:

Plain White

Mist Gravel Citrine

Fog

Tunguska Yellow

Roman Red

Multi-Color Red

Roman Grey

Sahara Noir

Featured Sizes:

Generation	Standard Size (mm)	Thickness (mm)	Packaging (mm)	Pcs/box	Sqm/box
4.2	600x600	20-40 **natural unevenness**	630x630x155	6	1.44

Tuscany Stone

Featured Colors:

Plain White

Mist Gravel Citrine

Tunguska Yellow

Gold Sesame

Seasons Pink

Multi-Color Red

Roman Grey

Sahara Noir

Featured Sizes:

Generation	Standard Size (mm)	Thickness (mm)	Packaging (mm)	Pcs/box	Sqm/box
4.2	590x590	10-38 natural unevenness	620x620x130	6	1.392

Seasons Pink

Windsor Strip

Featured Colors:

Plain White

Yellow

Grey

Featured Sizes:

Generation	Standard Size (mm)	Thickness (mm)	Packaging (mm)	Pcs/box	Sqm/box
Windsor Strip - Rockface Stone	1160x280	1-10 天然凹凸不均	1180x580x75	12	3.89
	900x280		920x580x75	12	3.02
	580x280		600x580x75	12	1.94
Windsor Strip - Travertine	1160x280	3.5(±0.5)	1180x580x75	16	5.19
	900x280		920x580x75	16	4.03
	580x280		600x580x75	16	2.59
Windsor Strip - Rough Surface	1160x280	9.5(±1)	1180x580x75	12	3.89
	900x280		920x580x75	12	3.02
	580x280		600x580x75	12	1.94
Windsor Strip - Marble	1160x280	3.2(±0.5)	1180x580x75	16	5.19
	900x280		920x580x75	16	3.02
	580x280		600x580x75	16	1.94

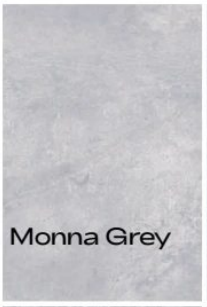
Pattern & Color Summary

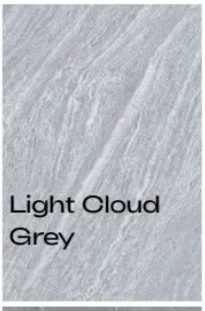
PHOMI®
econiclay

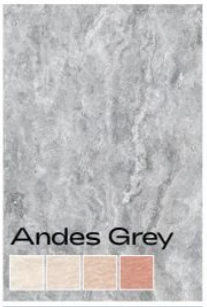
Designed to pair flexibly with a wide range of textures

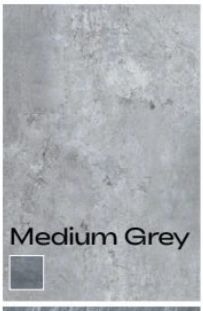
Cloud

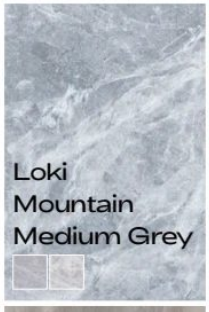
Fog


Monna Grey

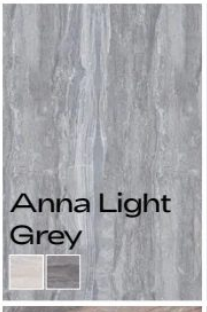

Light Cloud Grey

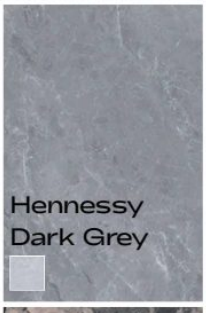

Andes Grey

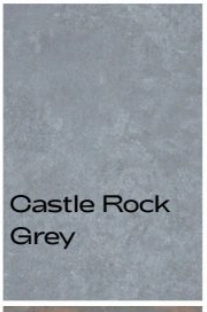

Medium Grey

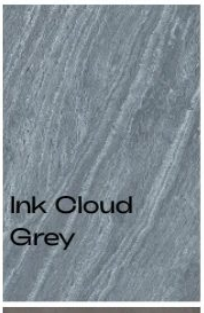

Loki Mountain Medium Grey

Castol Blue

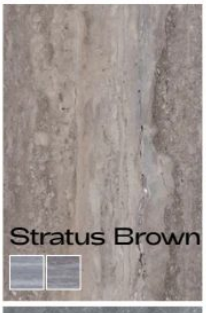

Anna Light Grey

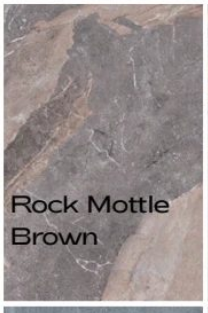

Hennessy Dark Grey

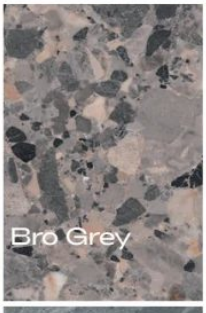

Castle Rock Grey


Ink Cloud Grey

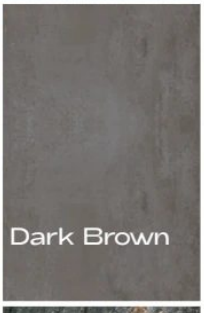
Steinburg Yellow


Stratus Brown


Rock Mottle Brown

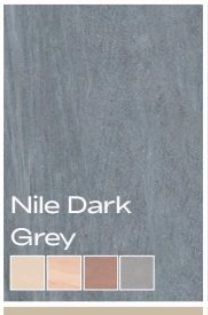

Bro Grey

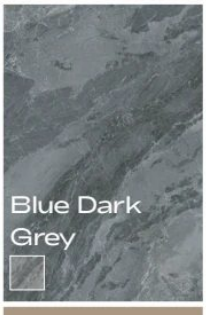
Maca Blue


Dark Brown

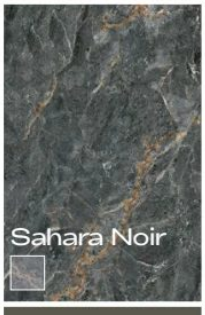
Fawn Grey

Flash Ray Grey


Nile Dark Grey


Blue Dark Grey

Portoro


Sahara Noir

Warm Gray 1 U

2310 U

4002 U

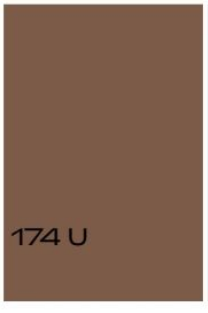
465 U

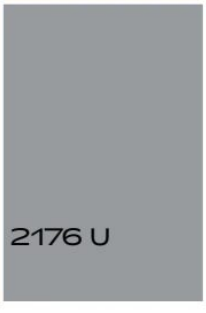
4177 U

7589 U

4248 U

4013 U


174 U


2176 U

2333 U

Black U

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

Bureau Veritas Certification

International Organization for Standardization Certification No. QAEC19/1355.0

EPD Environmental Product Declaration

U.S. UL Green Guard Certification

Graffiti-Resistant Material Certification

UK Intertek Fire-Resistant Material Certification

CE Certification

US Patent Patent No. US 9,909,949 B2 US 10,151,094 B2

EU Patent Patent No. 3317138

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