

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. QMC/CN/135158-C

EU EPD Environmental Product Statement

U.S. UL Green Guard Certification

EU Fire Resistant Material Certification

UK Intertek Fire Resistant Material Certification

CE Certification

US Patent Patent No. US 8505840 B2 US 10155694 B2

EU Patent Patent No. 2157139

PHOMI HOLDING
material science that shapes the future

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Sep 2026

PHOMI eCovering
Material Expressions

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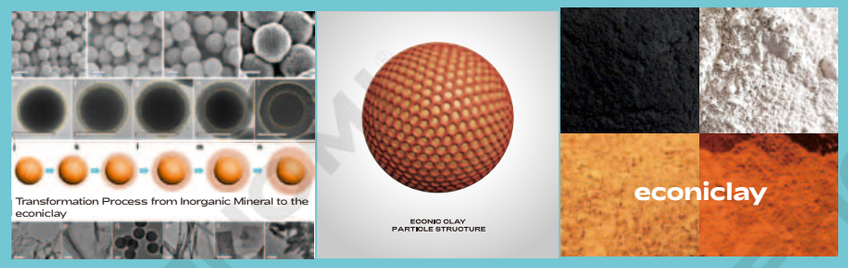
2 eCovering: Forms & Features
3 Polished Concrete / Rust Patina / Rammed Earth / Golden Mirror Series
4 Wood Whisper Series
5 Textured Skin Series
6 Brick Art Series
7 Adhesives & Installation Methods



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.

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



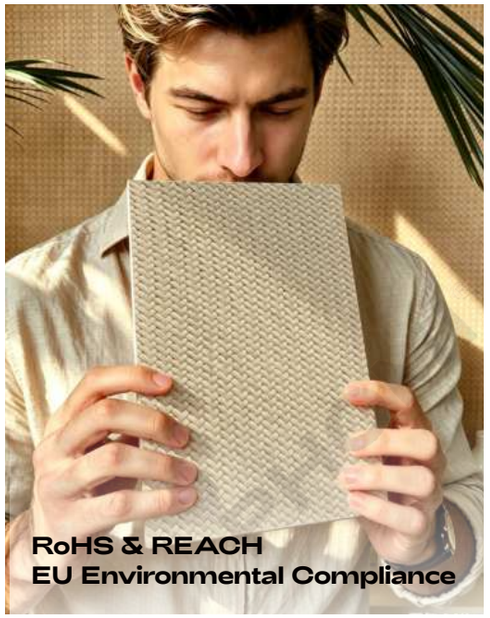
Profile

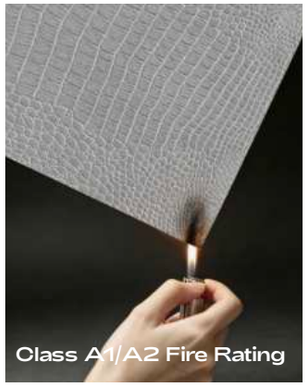


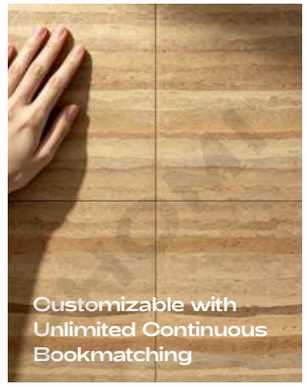
Panel



eCovering Features

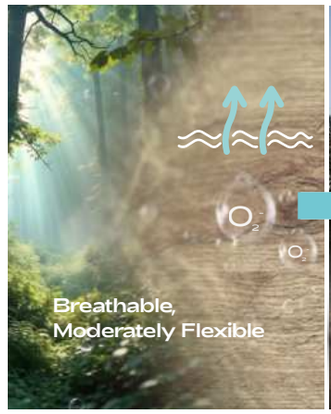














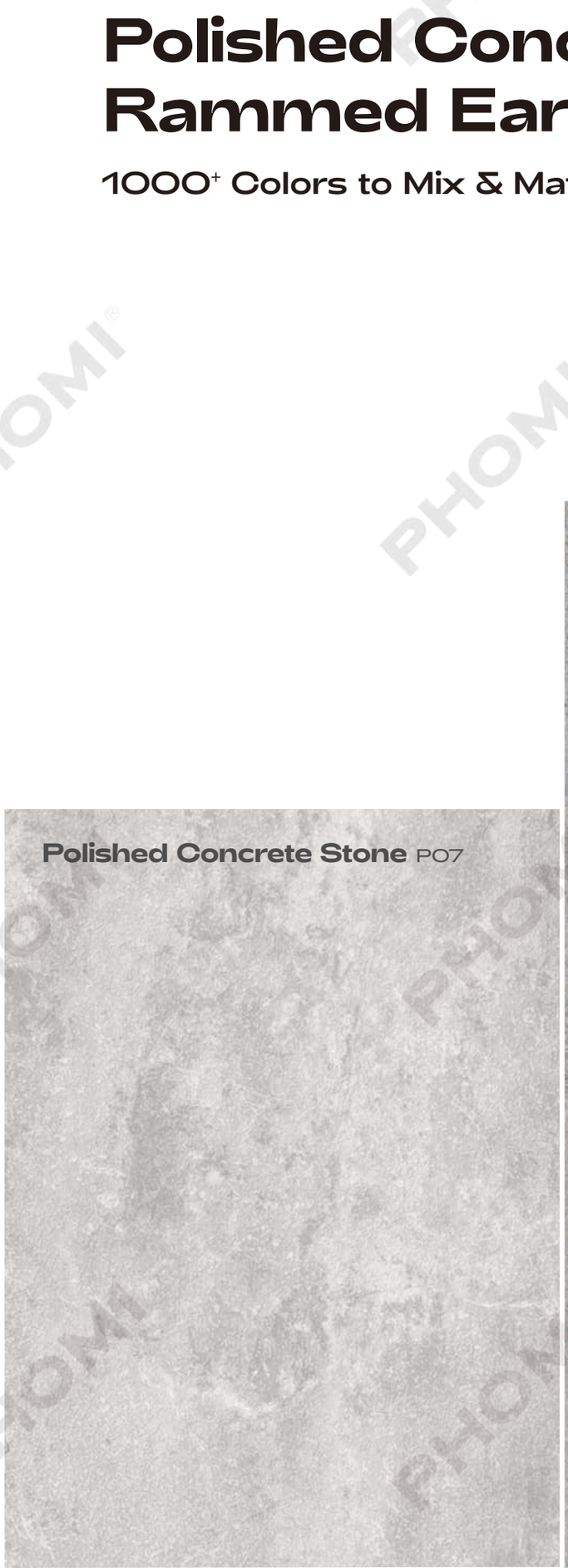




PHOMI®
econiclay

Polished Concrete / Rust Patina
Rammed Earth / Golden Mirror Series

1000+ Colors to Mix & Match









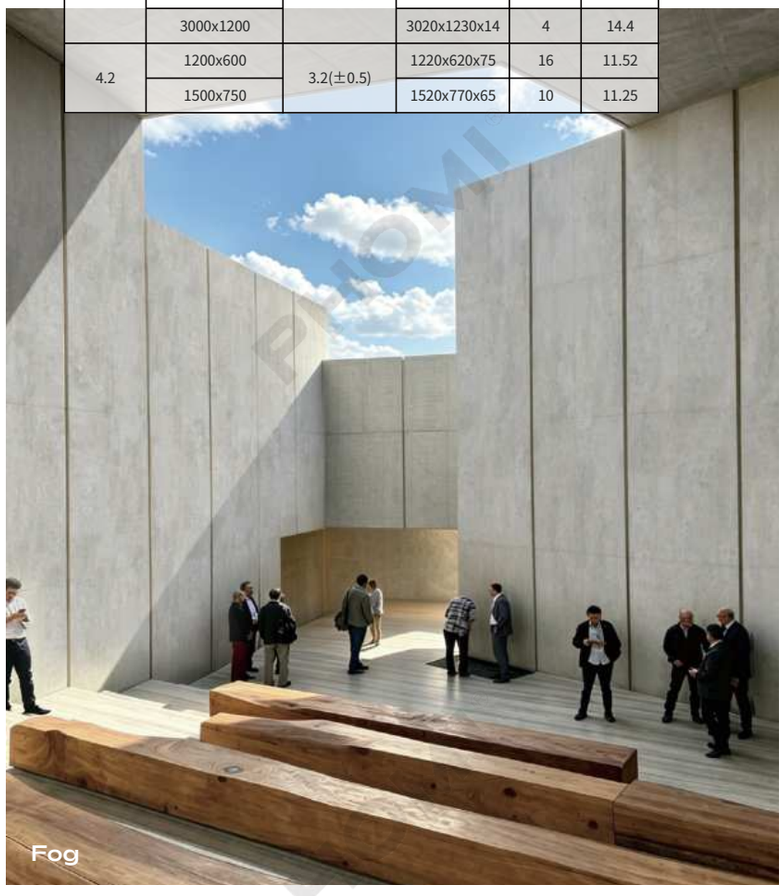
Polished Concrete Stone

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


Fog

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


Puzzlecrete Light Grey

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



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:

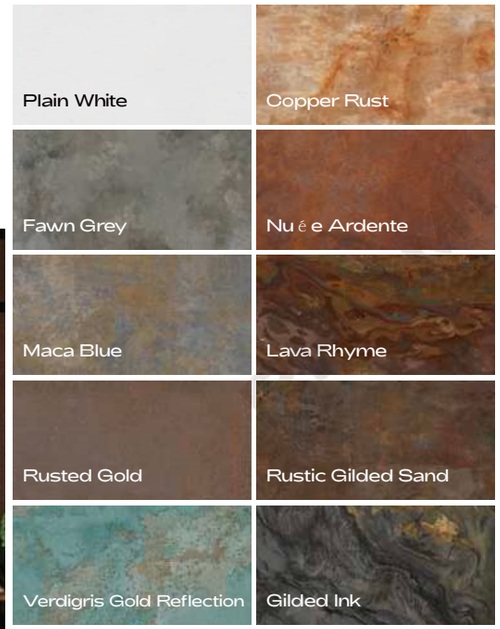


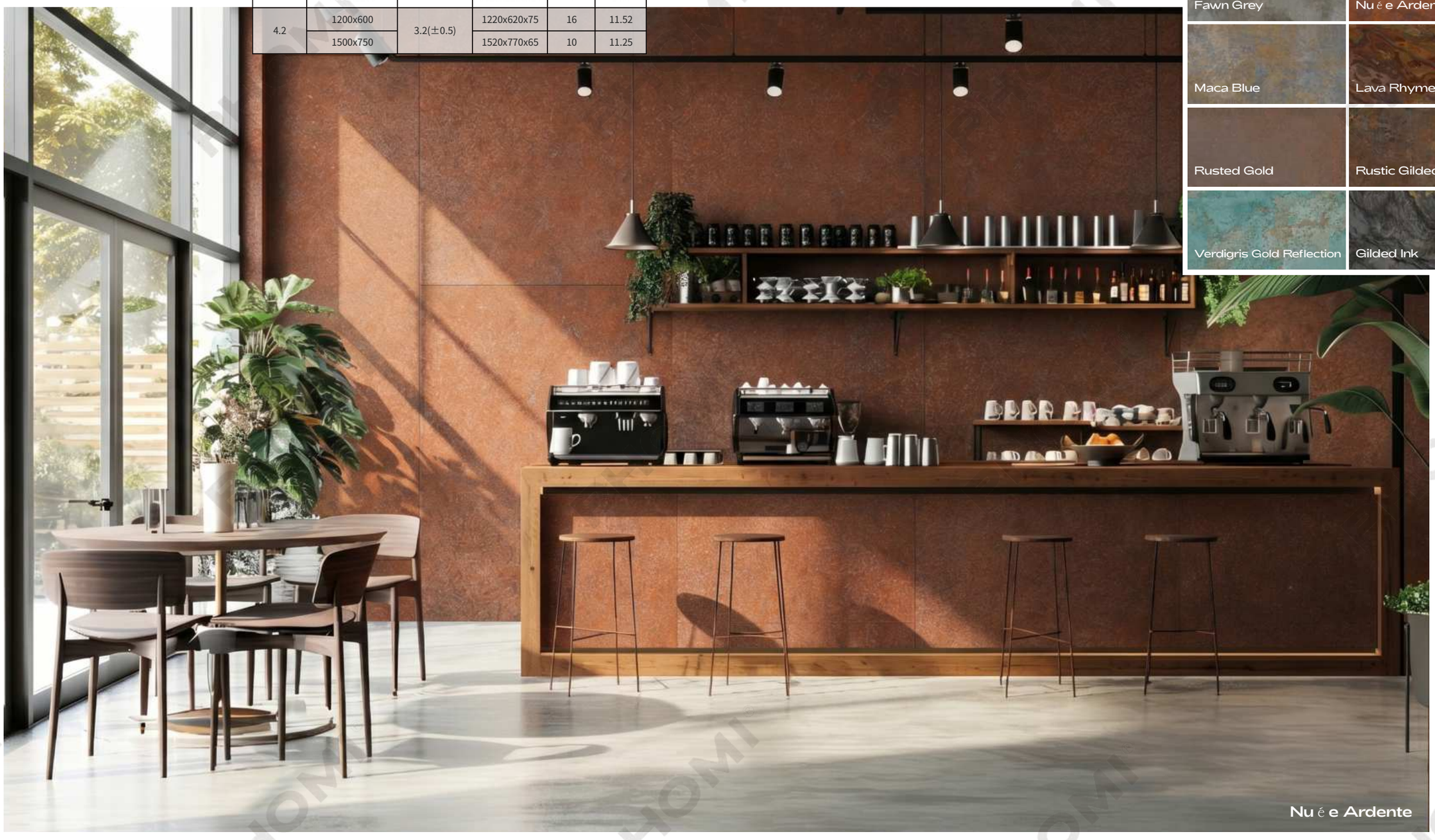
Rusty Stone

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:





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

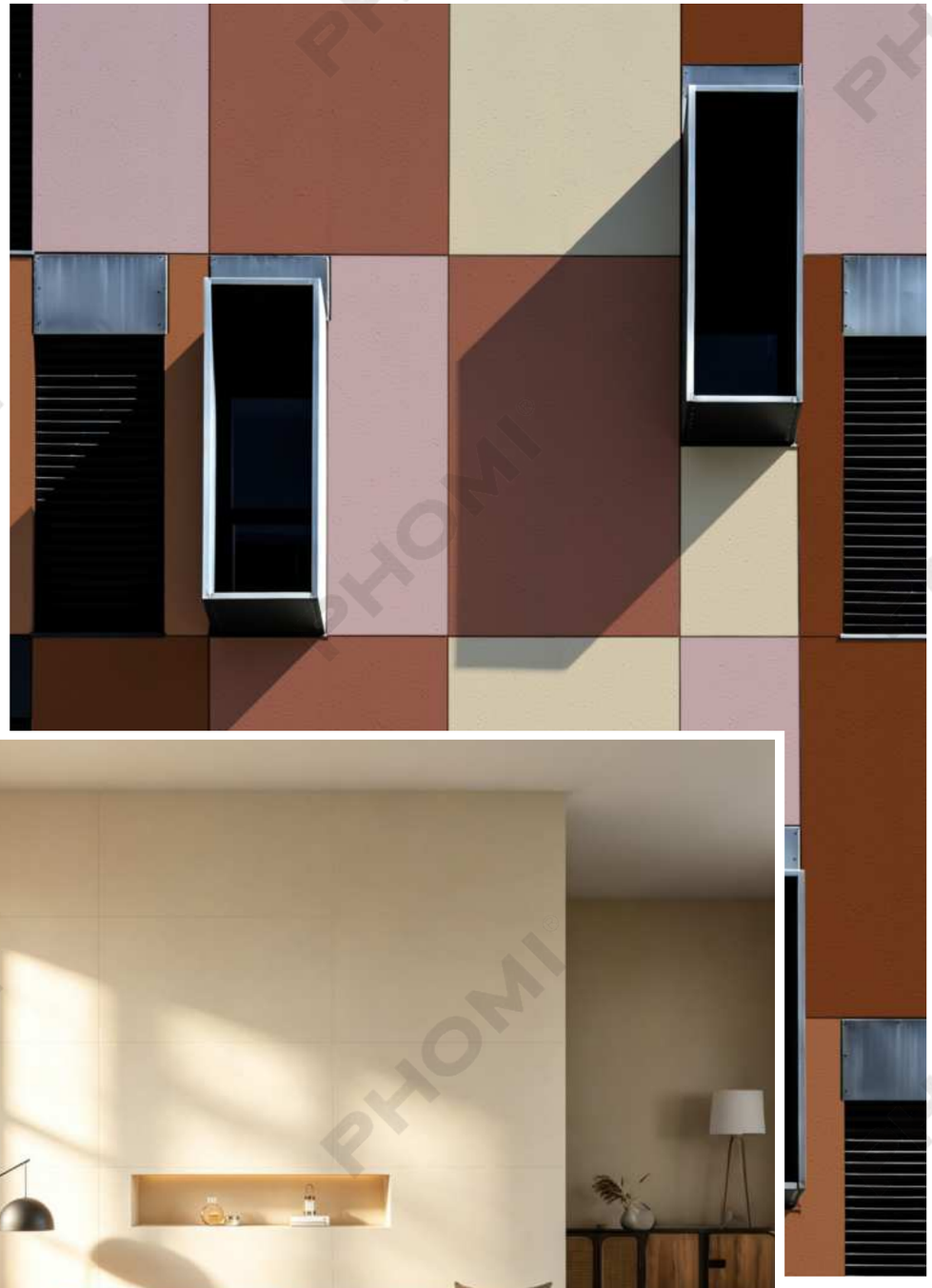


Featured Colors:



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	☑				



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

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

PHOMI®
econiclay

Wood Whisper Series

1000+ Colors to Mix & Match









Spliced Wood

Featured Colors:







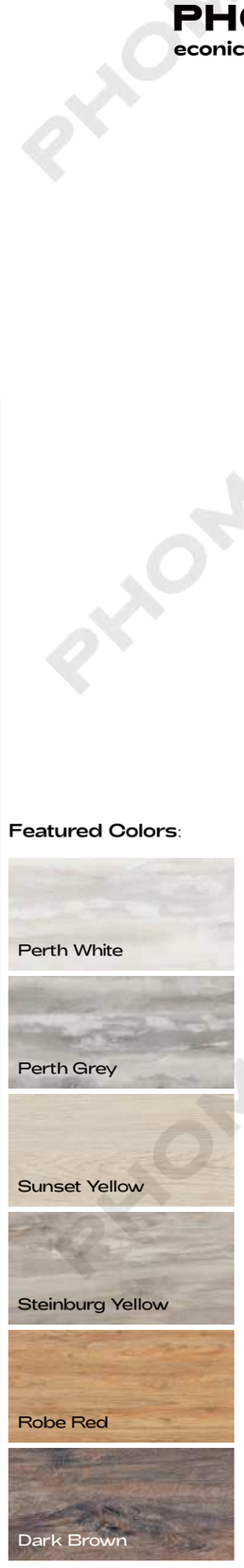
Featured Sizes:

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:



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

Original Wood

Featured Colors:













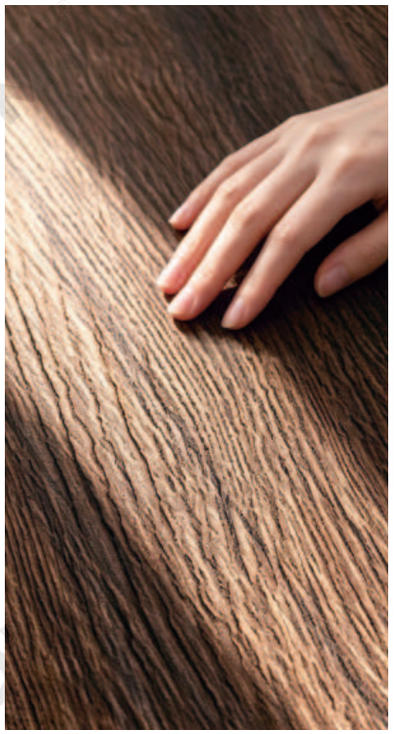






Featured Sizes:

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:



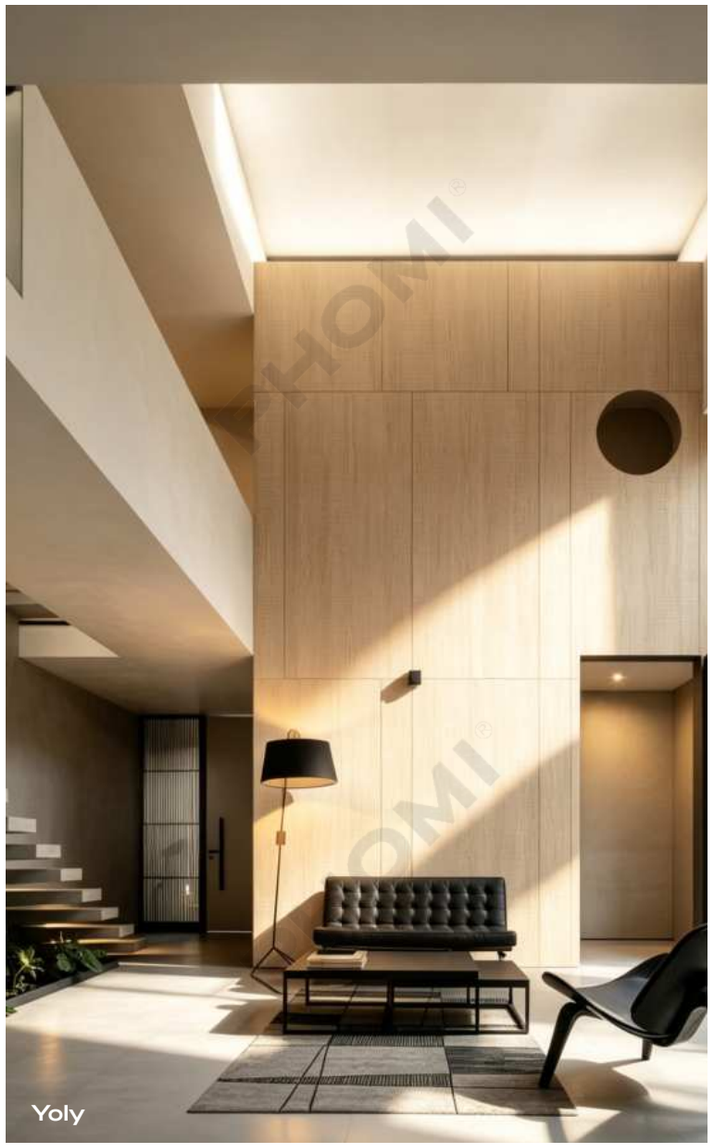
Featured Sizes:

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)		



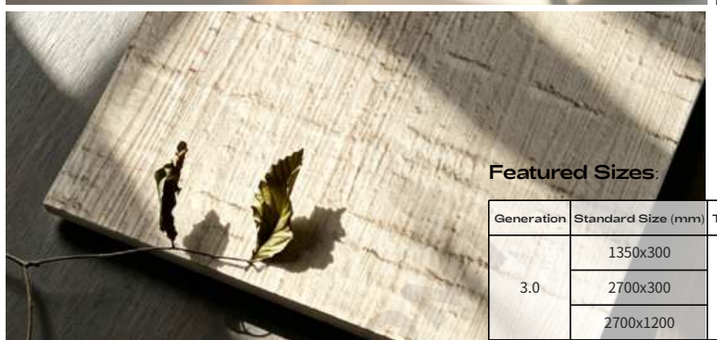


Sawtooth Wood



Featured Colors:





Featured Sizes:

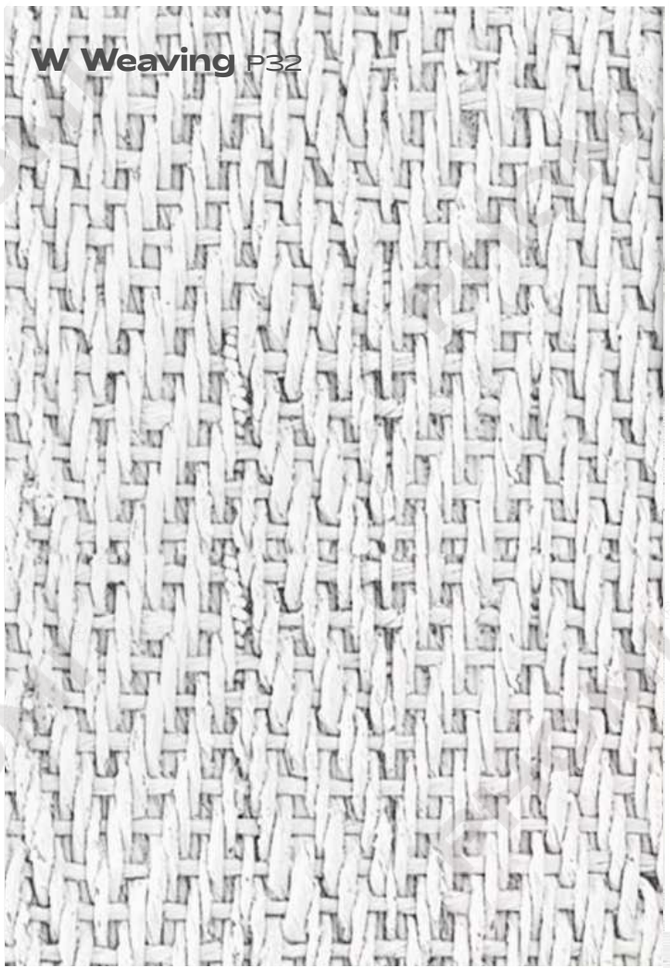
Generation	Standard Size (mm)	Thickness (mm)	Packaging (mm)	Pcs/box	Sqm/box
3.0	1350x300	1.6-2.5	1380x620x65	42	17.01
	2700x300		2720x620x14	8	8.64
	2700x1200		2720x1230x14	4	12.96
4.0	1200x600	3-3.5	1220x620x75	16	11.52

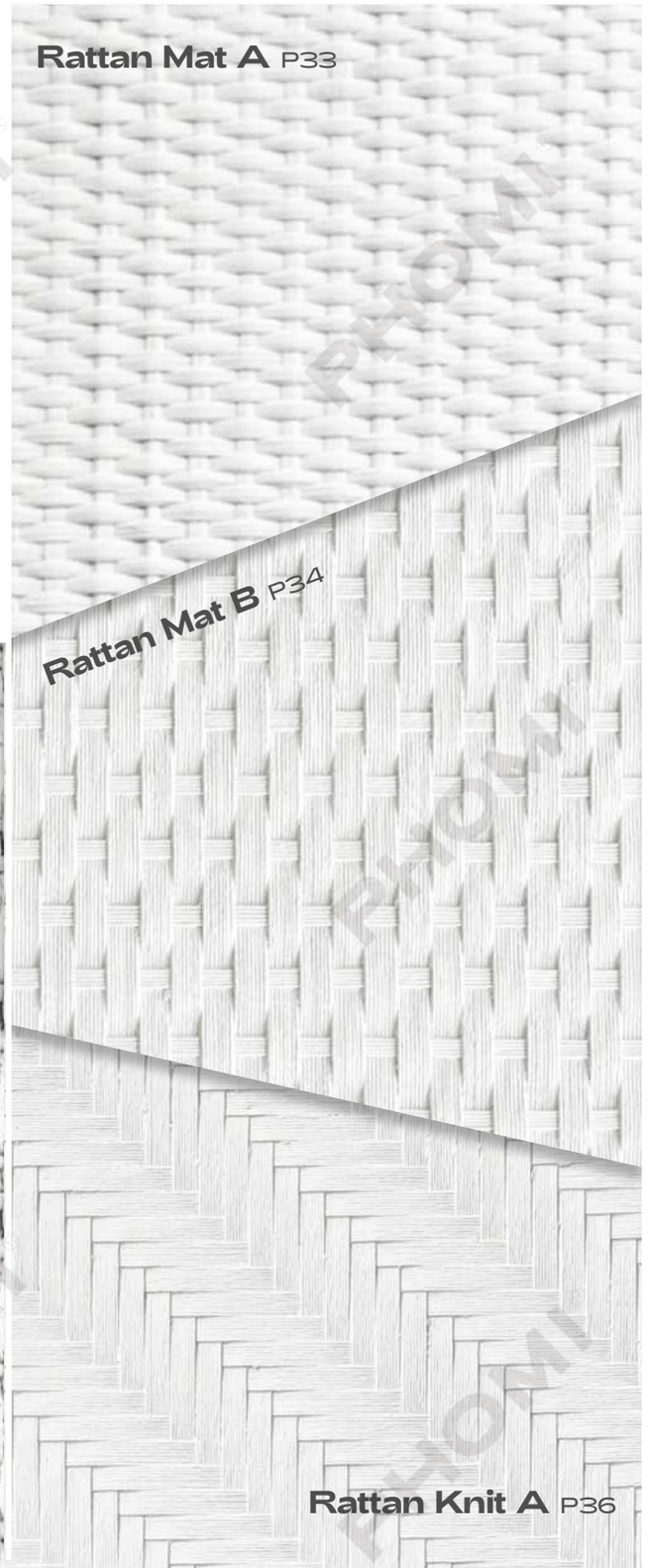
PHOMI®
econiclay

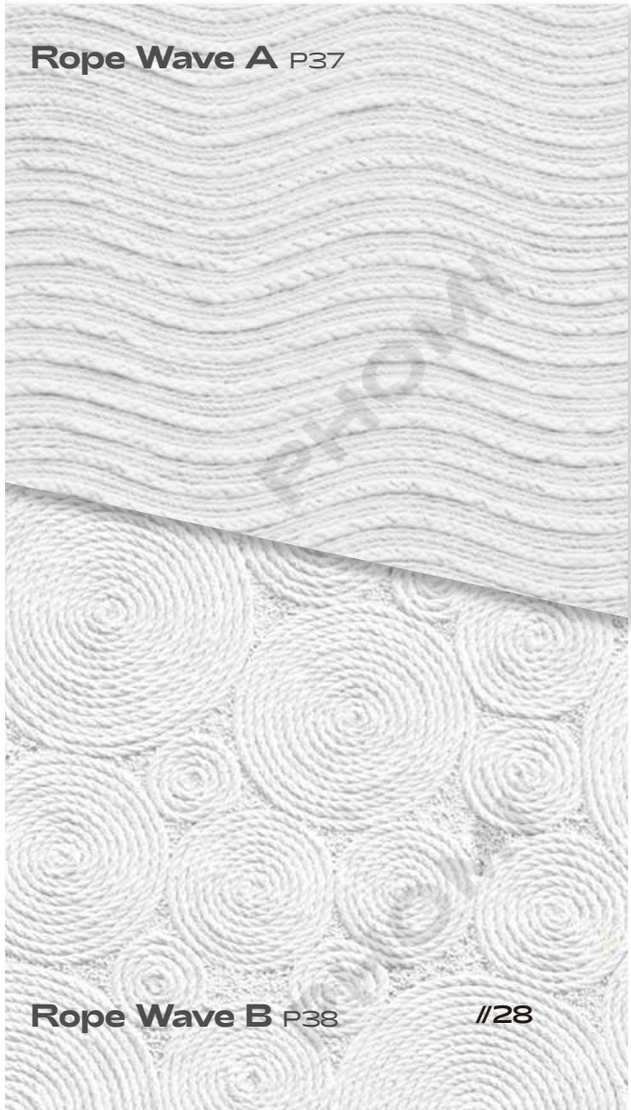
Textured Skin Series

1000+ Colors to Mix & Match









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


4002 U / 4177 U



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)		


4248 U

Ocean Flower Weaving

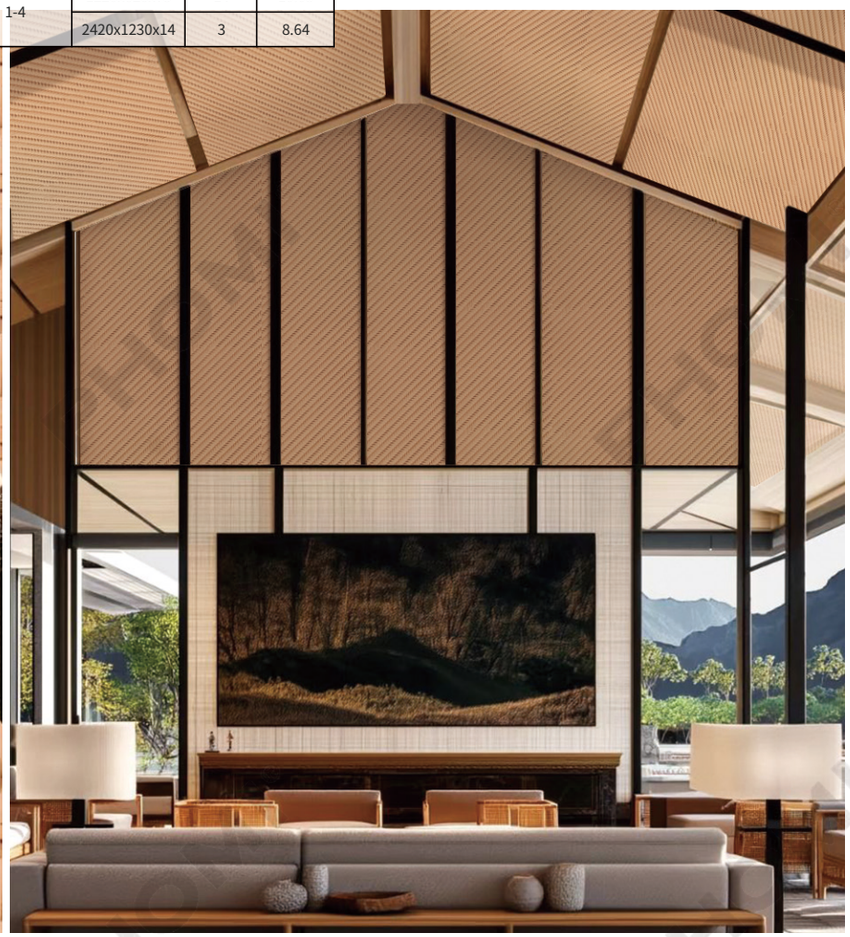
Featured Colors:



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

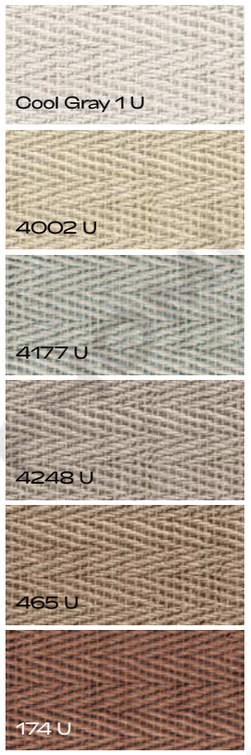




W Weaving



Featured Colors:

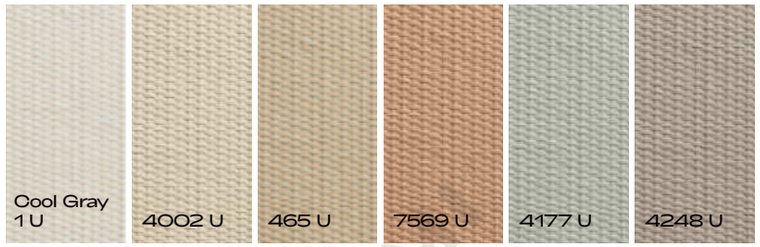


Featured Sizes:

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)		

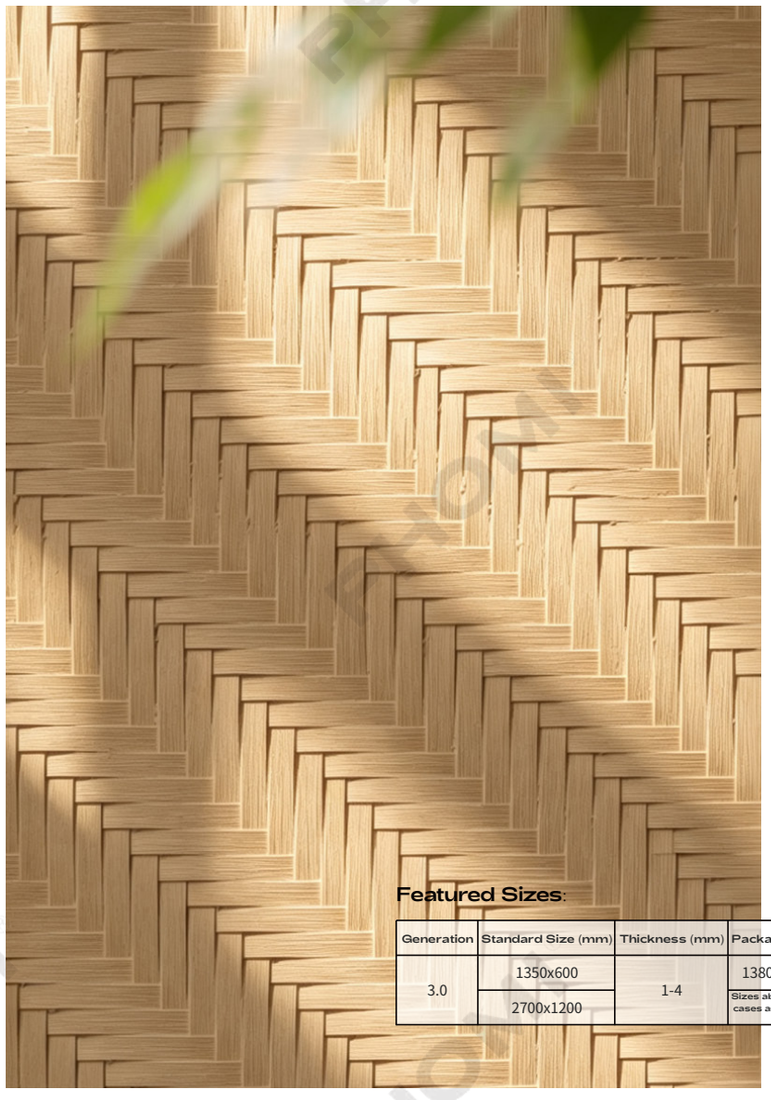




Rattan Knit A

Featured Colors:





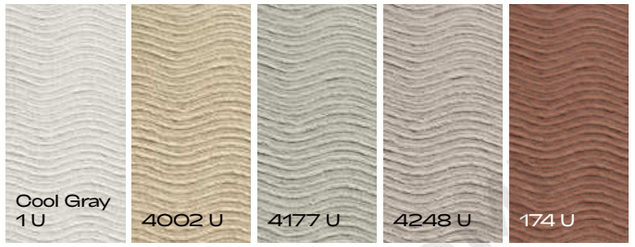
Featured Sizes:

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)		

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)		





PHOMI®
econiclay

Brick Art Series

1000+ Colors to Mix & Match







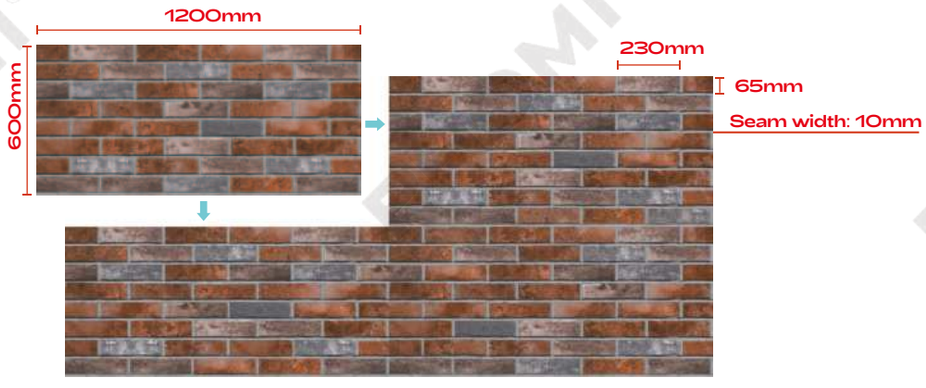


G-Face Brick Board

Featured Colors:

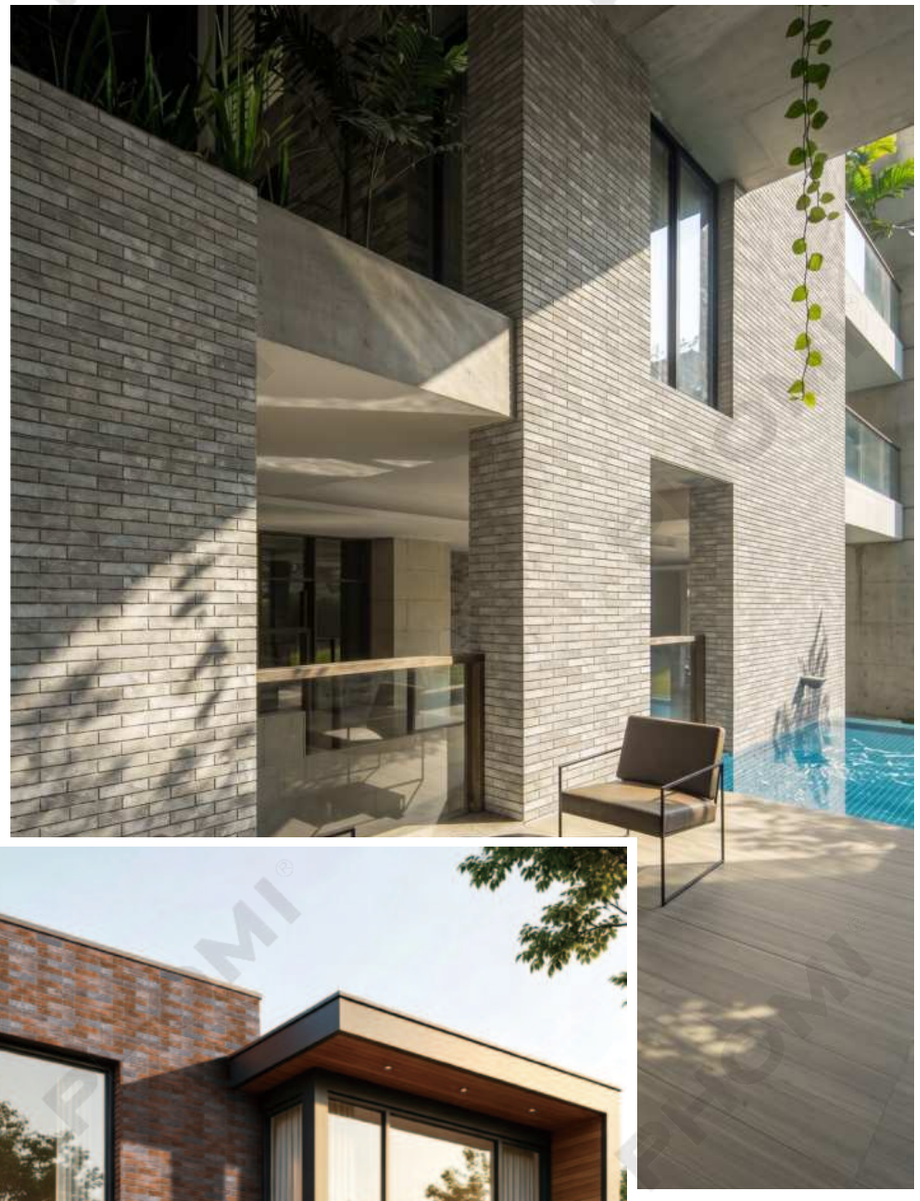


Combination Visuals:



Featured Sizes:

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



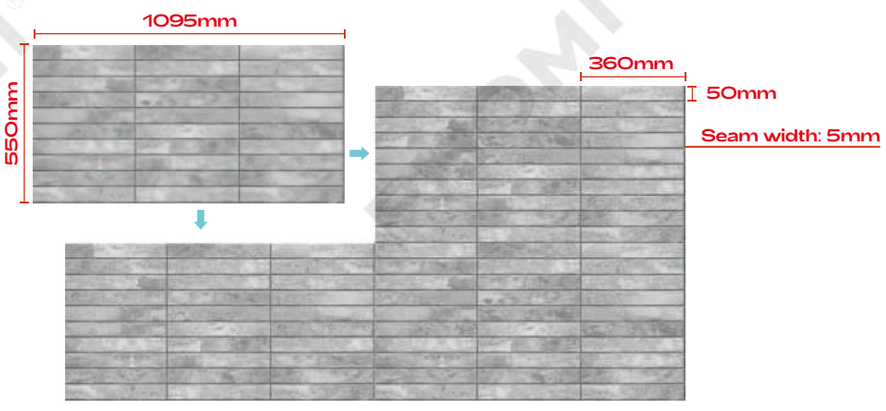


G-Face Brick Board

Featured Colors:



Combination Visuals:



Featured Sizes:

Generation	Standard Size (mm)	Thickness (mm)	Packaging (mm)	Pcs/box	Sqm/box
4.2	1095x550	3(±0.5)	1105x570x75	16	9.636







Specialized Adhesives

Interior/Exterior Single-component Adhesive





Mix with water as instructed
(stir 5-10 min to cream consistency)

Interior/Exterior Two-component Adhesive



Component A



Component B
Emulsion



Two-component Adhesive
(with quartz sand)
(1:1 ratio, stir 5 - 10 min to cream consistency)

Installation Methods

PHOMI®
econiclay

Wet Application



*Product Back



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

Dry Hanging (Mechanical Anchoring)



*Product Back

