

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. QAC.CN1.19114.C

EU EPD Environmental Product Statement

U.S. UL Green Guard Certification

EU Fire Resistant Material Certification

UK Interior Fire Resistant Material Certification

CE Certification

US Patent Patent No. US10550141 B2 US 10155784 B2

EU Patent Patent No. 2317235

PHOMI HOLDING
material science that shapes the future

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PHOMI eCovering
Stone Resonance

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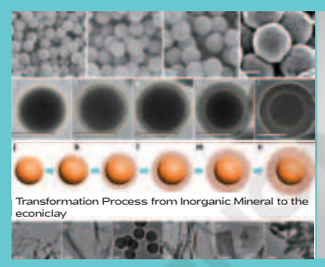
8 Adhesives & Installation Methods







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

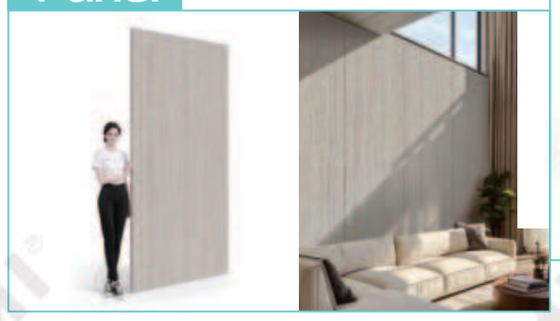
Block



Profile



Panel



eCovering Features

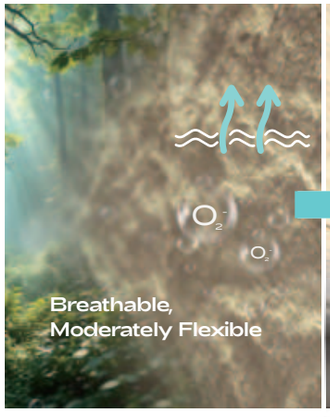




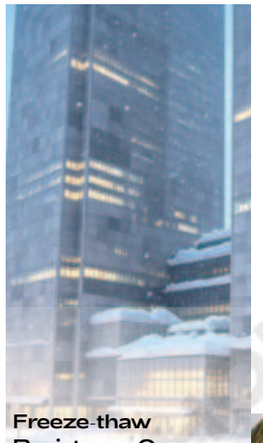










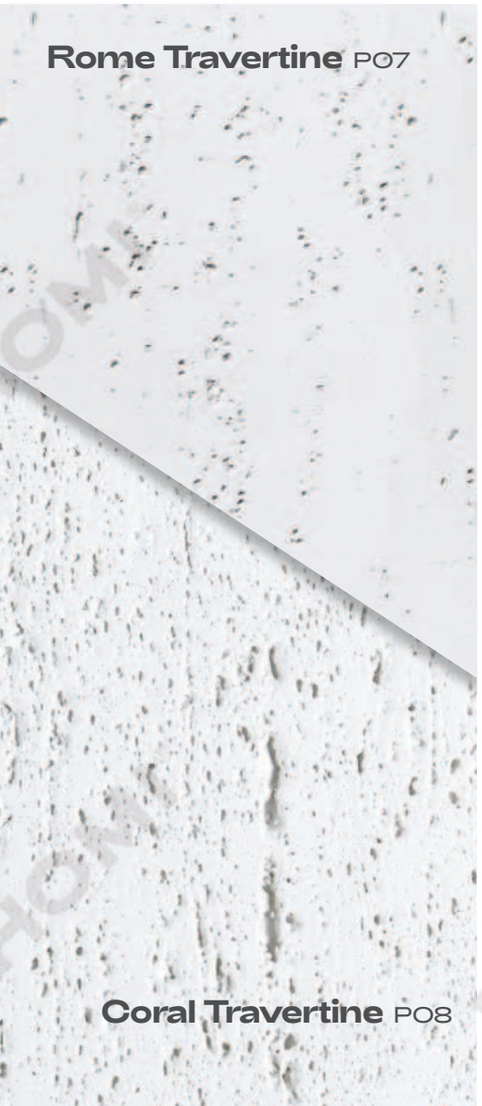




PHOMI®
econiclay

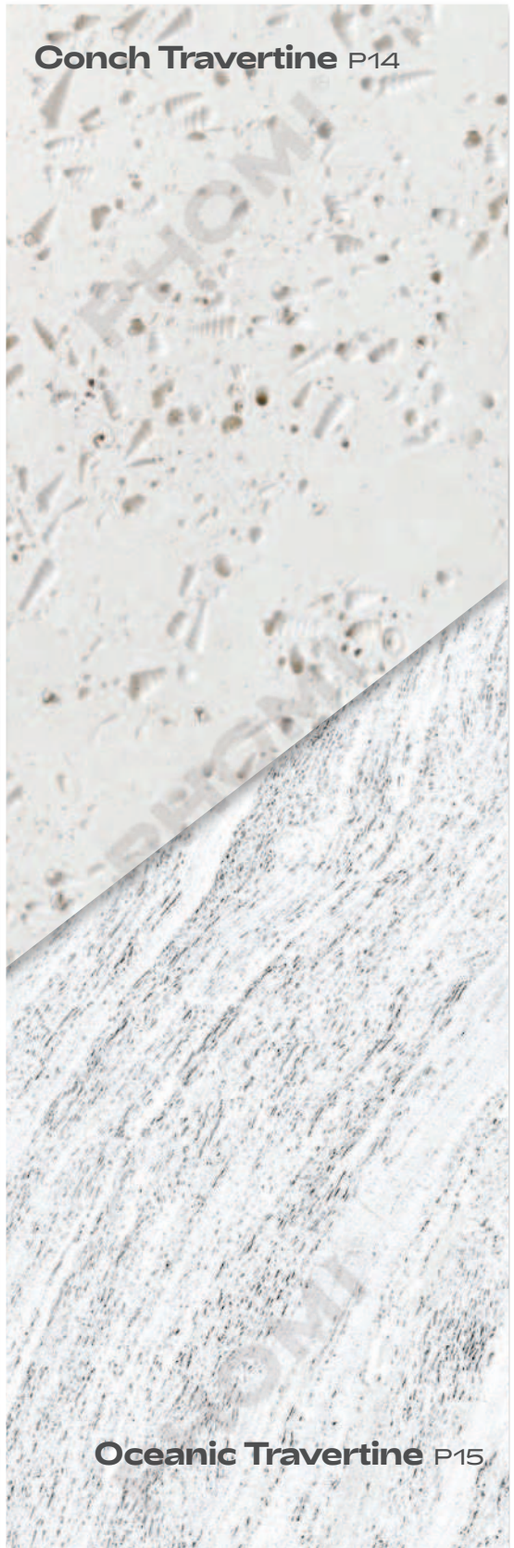
Travertine Texture

1000+ Colors to Mix & Match







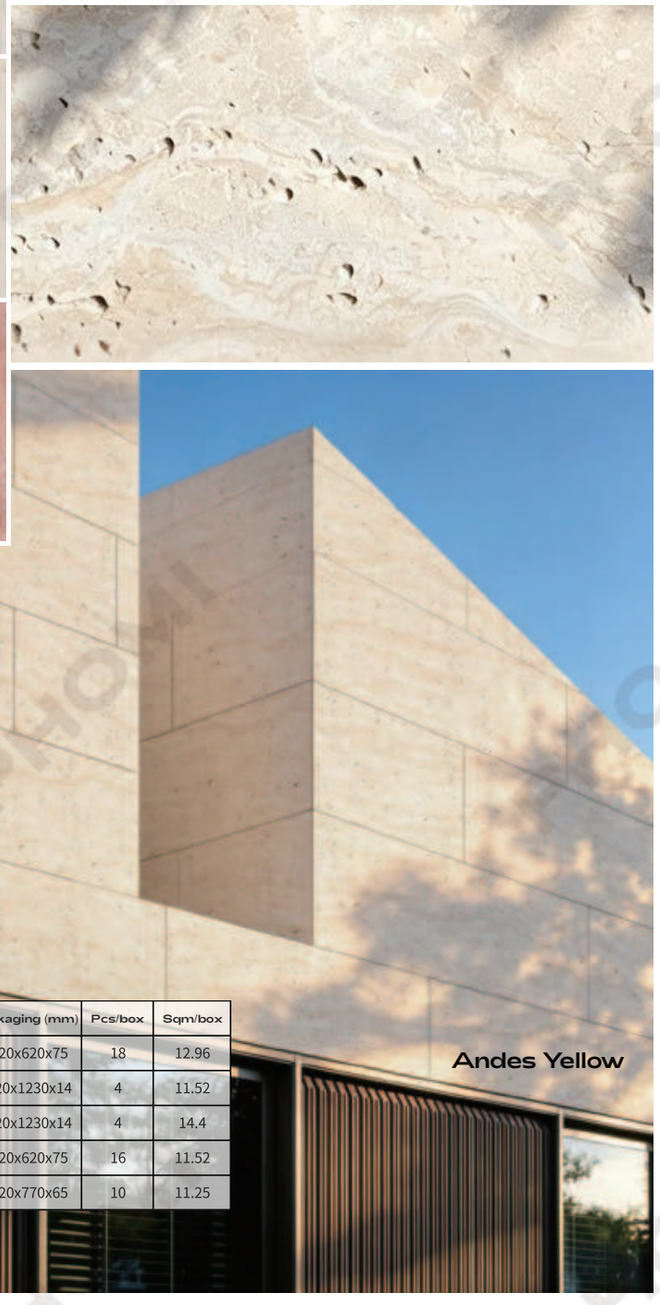




Rome Travertine

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:



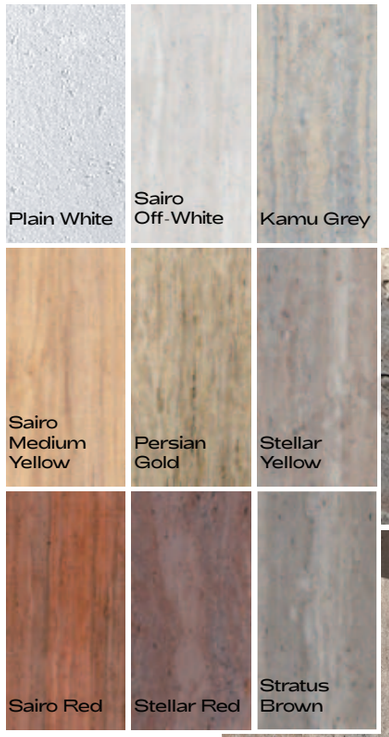


Featured Sizes:

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:



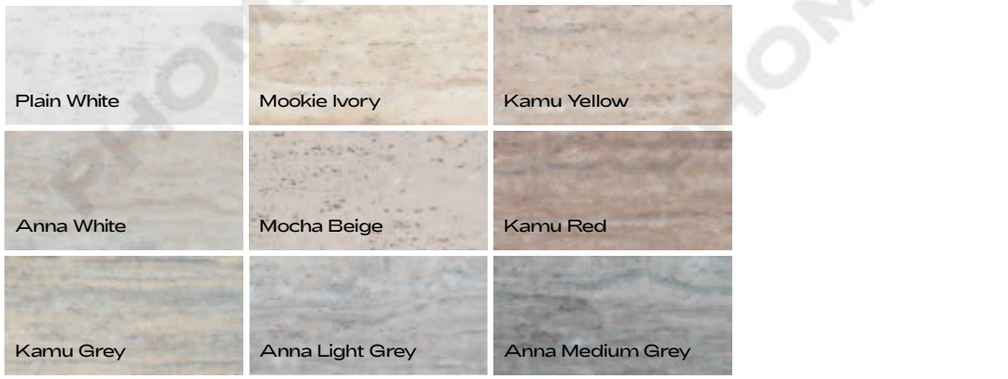


Featured Sizes:

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

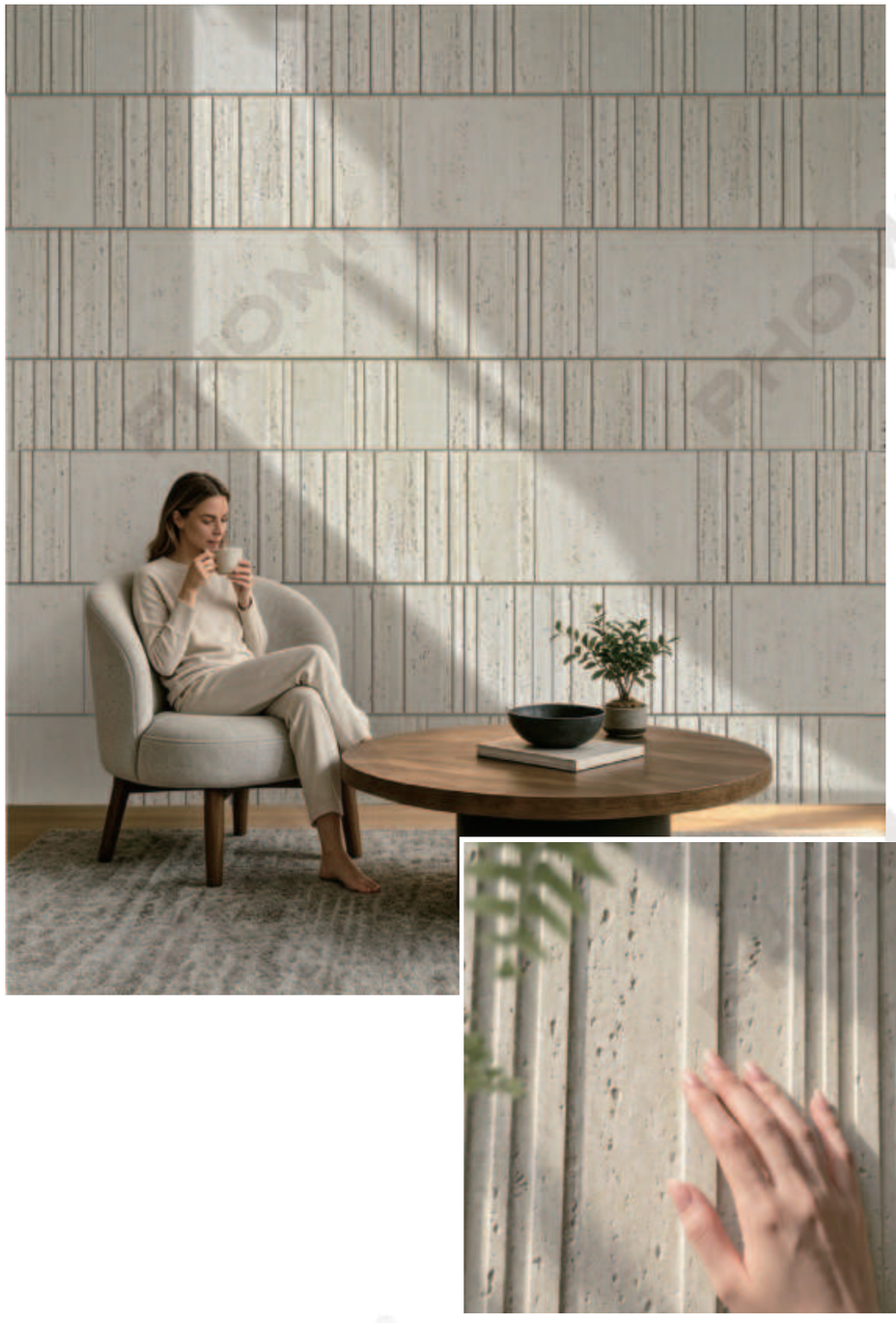


A: 330×600×10mm　**B**: 330×180×10mm　**C**: 330×450×10mm　**D**: 230×450×10mm　**E**: 400×330×8mm　**F**: 400×140×8mm



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

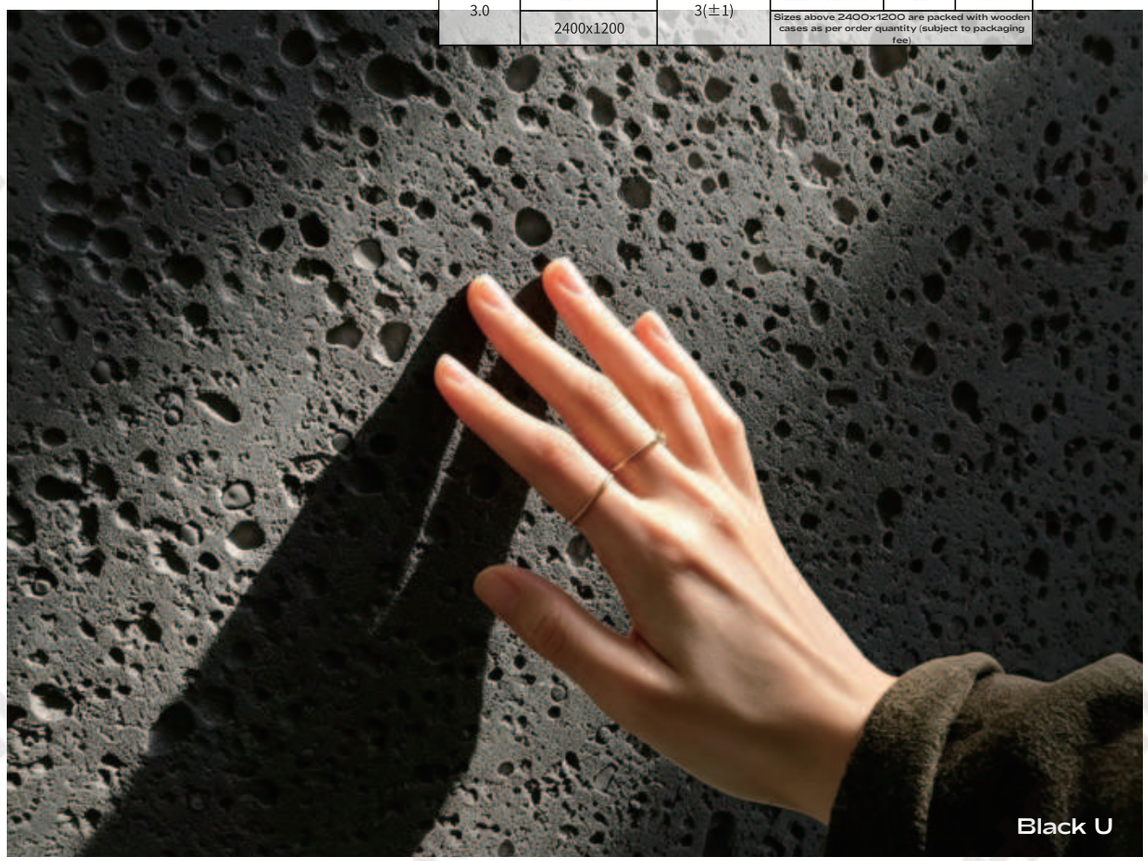
Lava Travertine

Featured Colors:



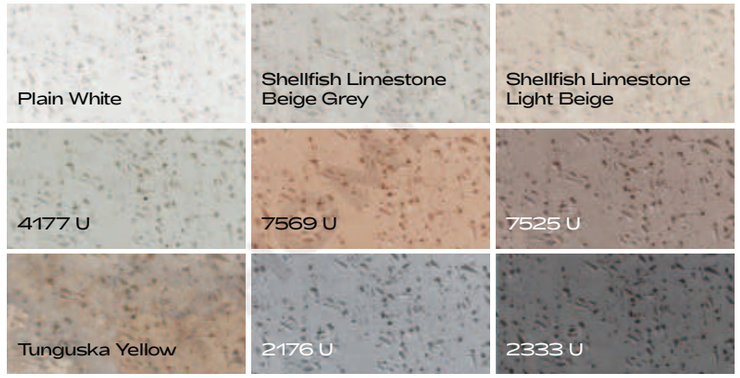
Featured Sizes:

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:

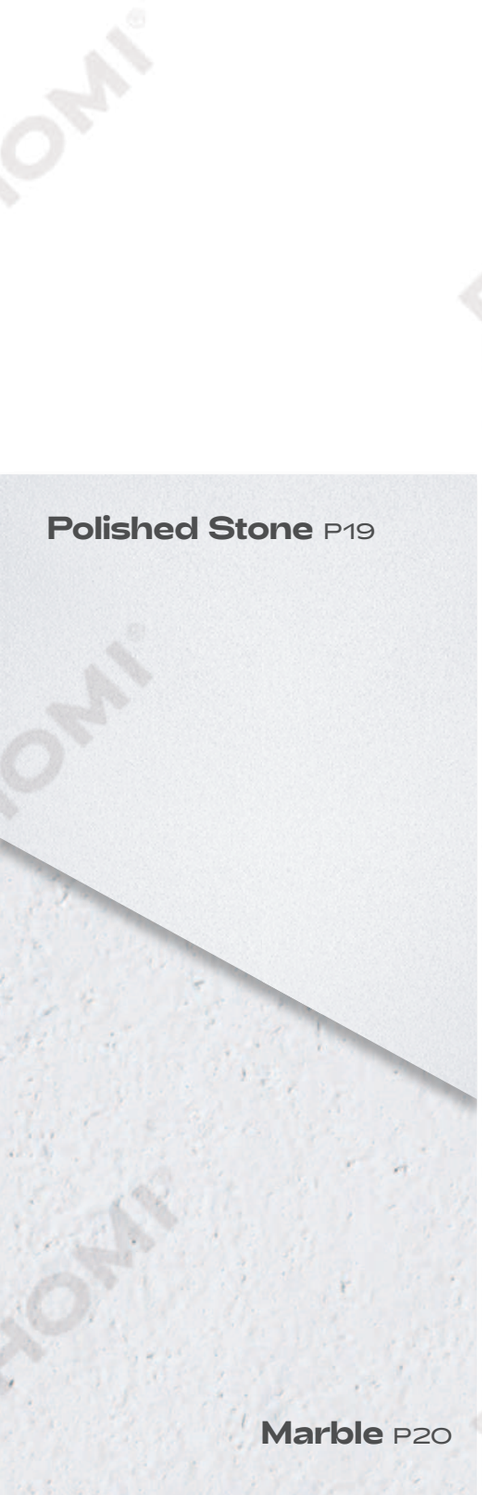
Generation	Standard Size (mm)	Thickness (mm)	Packaging (mm)	Pcs/box	Sqm/box
4.0	1200x600	3.5(±0.5)	1220x620x75	12	8.64





Natural Stone Texture

1000+ Colors to Mix & Match











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:



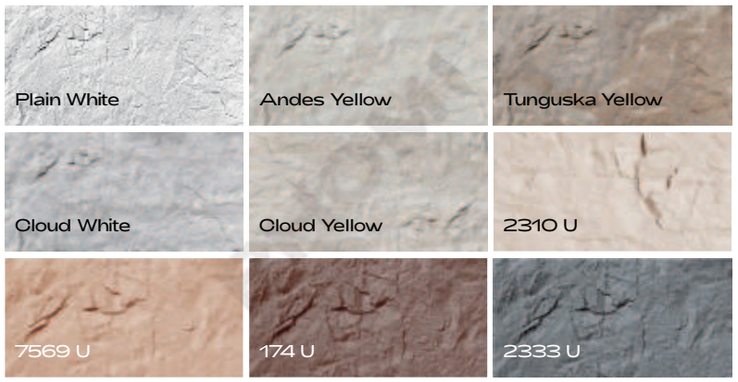


Featured Sizes:

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				

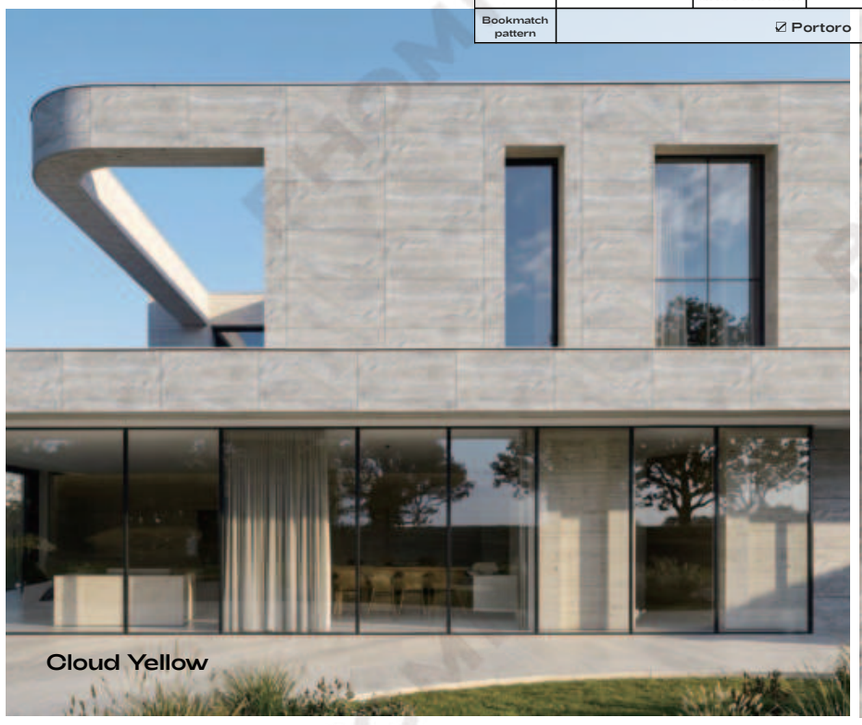
Stone Alpes

Featured Colors:



Featured Sizes:

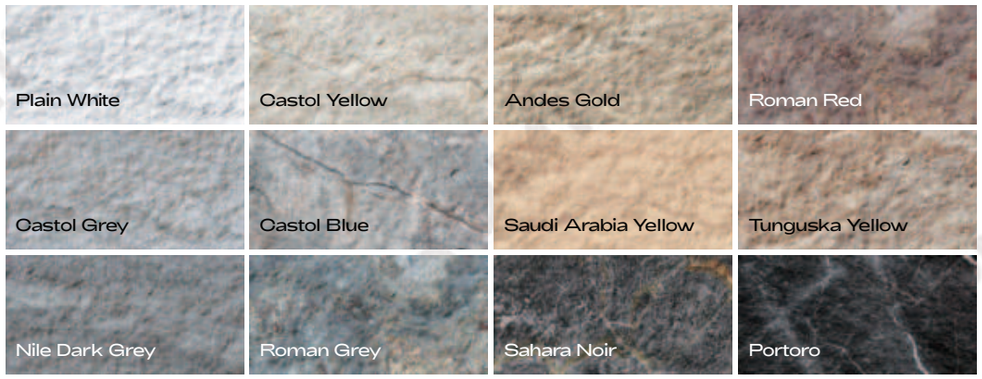
Generation	Standard Size (mm)	Thickness (mm)	Packaging (mm)	Pcs/box	Sqm/box
3.0	1200x600	1.5-14 natural unevenness	1220x620x75	5	3.6
	2400x1200		Sizes above 2400x1200 are packed with wooden cases as per order quantity (subject to packaging fee)		
Bookmatch pattern	☑ Portoro				





Rough Surface

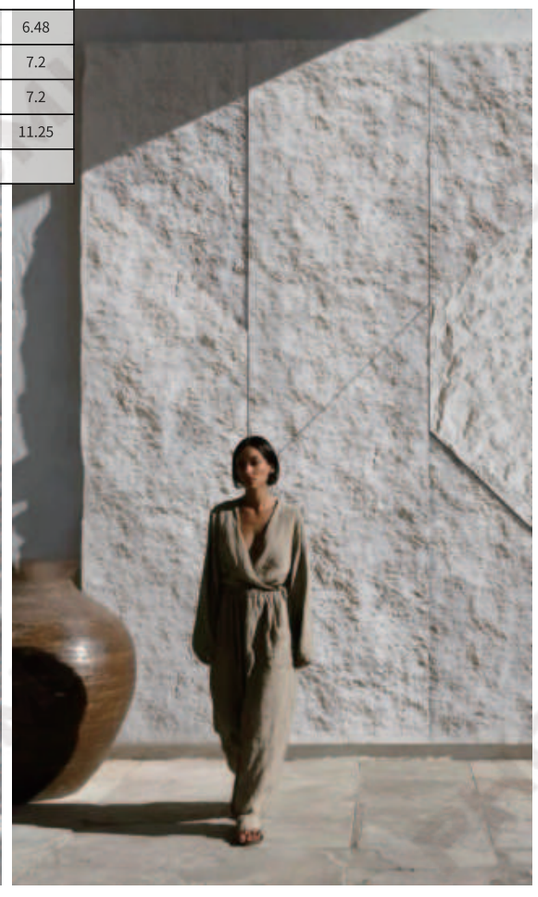
Featured Colors:

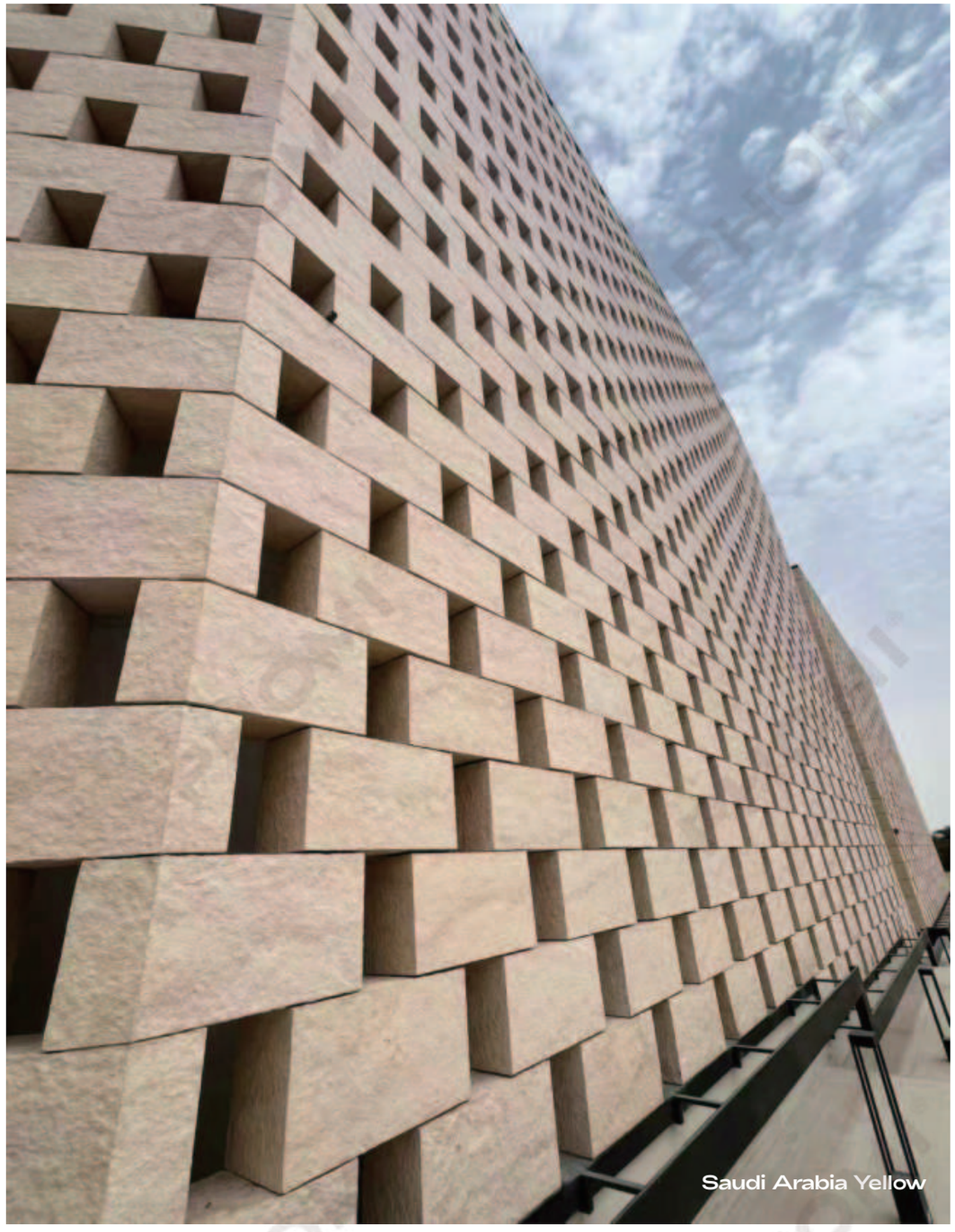


Featured Sizes:

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				


Castol Grey




Saudi Arabia Yellow

Mount Celestial

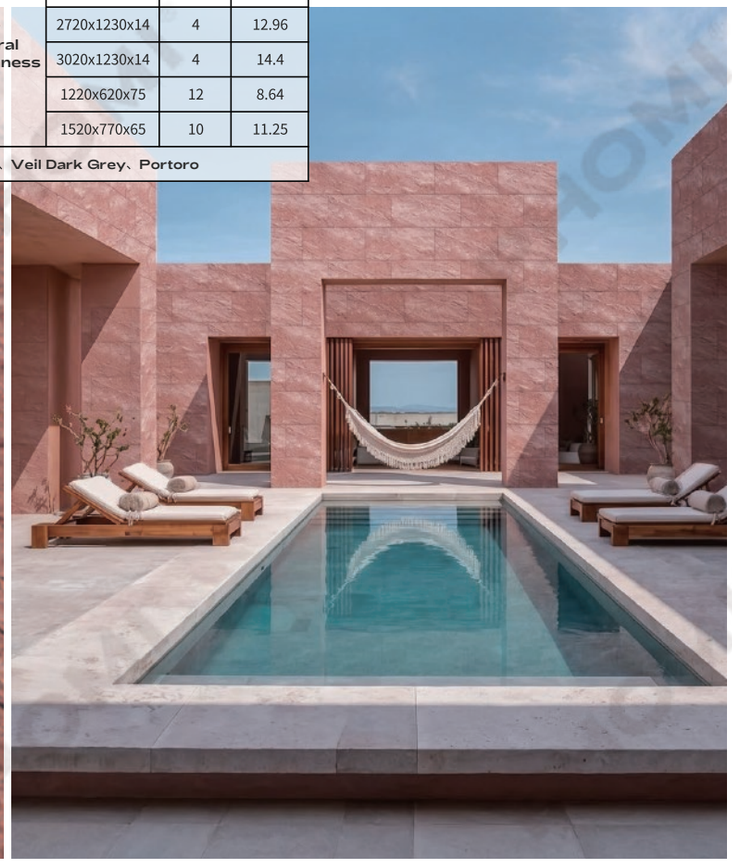
Featured Colors:



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				


Mount Lion Reddish Brown



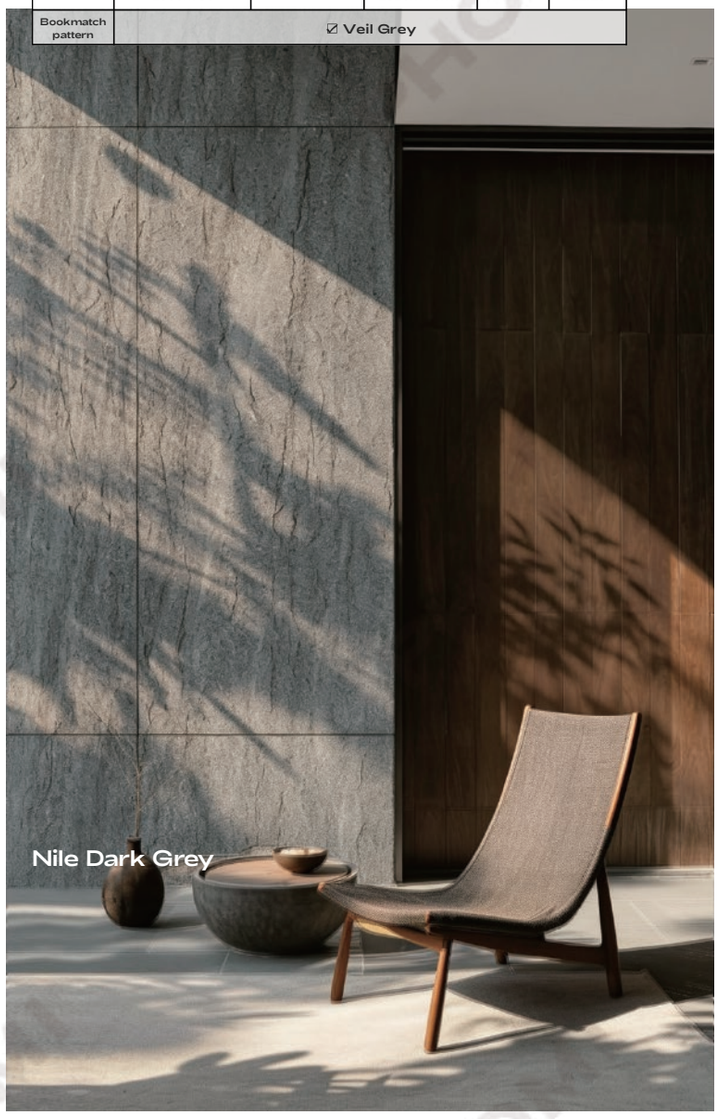


Veil Grey

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:



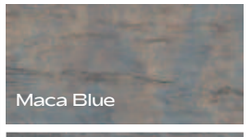














Snow Peak Rock

Featured Colors:





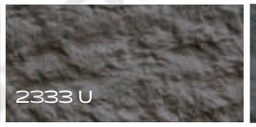


















Featured Sizes:

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











PHOMI®
econiclay

Artistic Stone Texture

1000+ Colors to Mix & Match



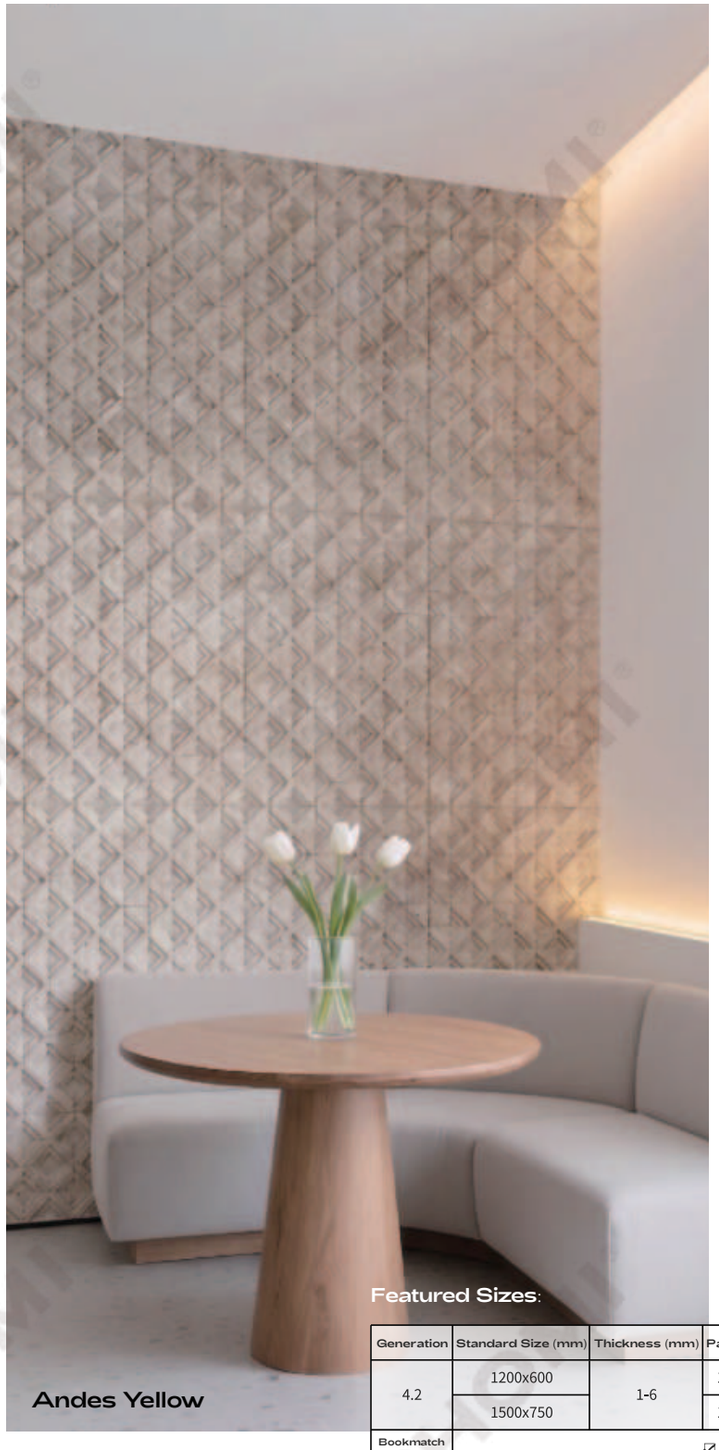








Stackle Square



Featured Colors:



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	☑				

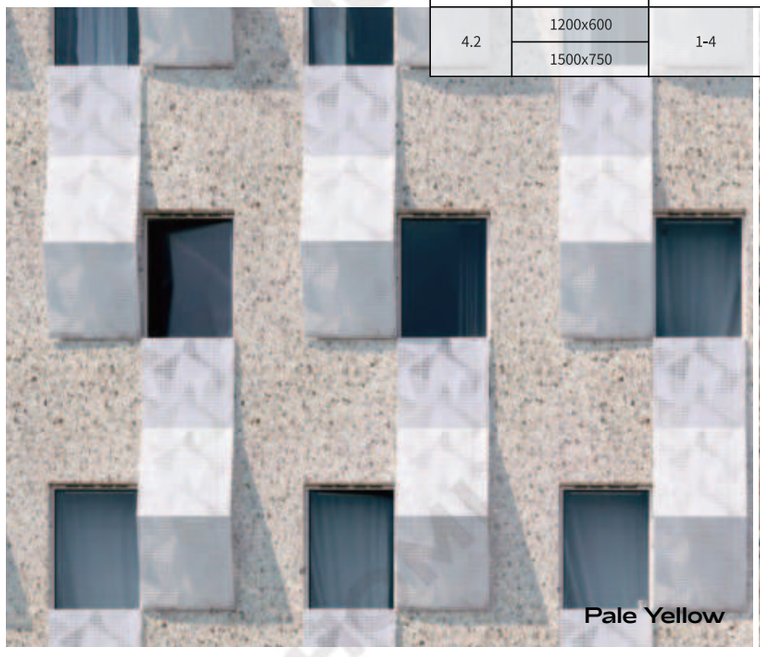
Bush Hammered

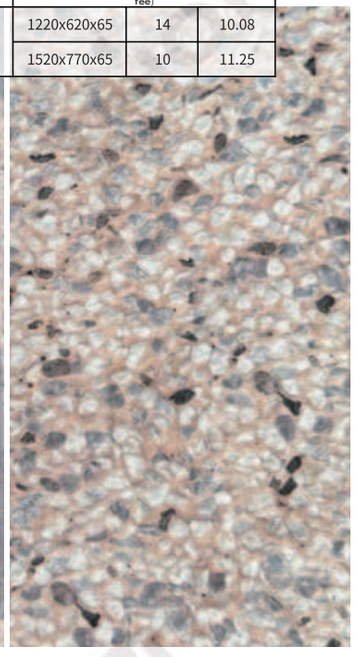
Featured Colors:



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	☑				



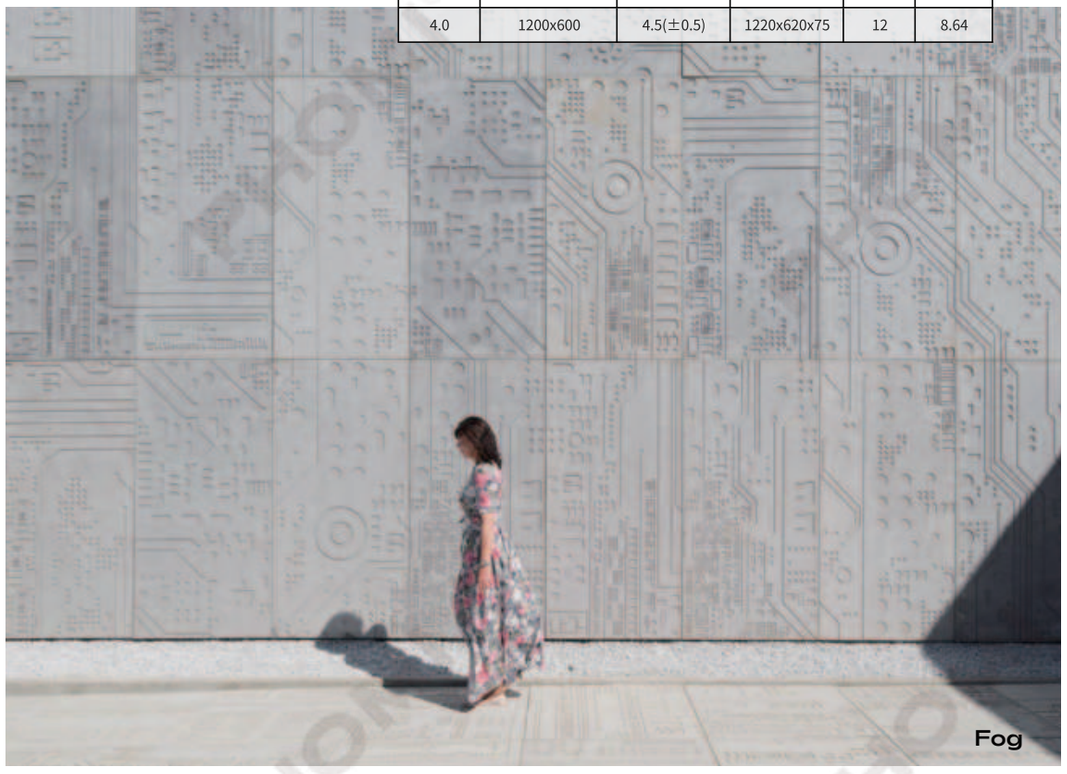
Circuit Stone

Featured Colors:



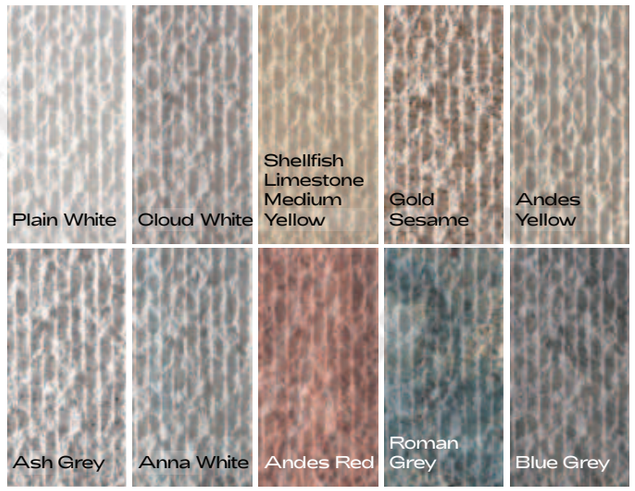
Featured Sizes:

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



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

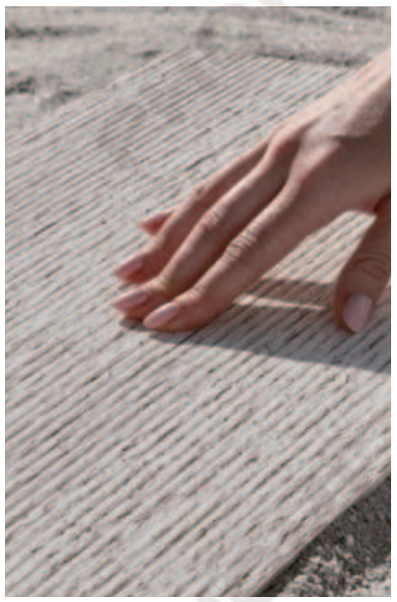
Featured Colors:



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

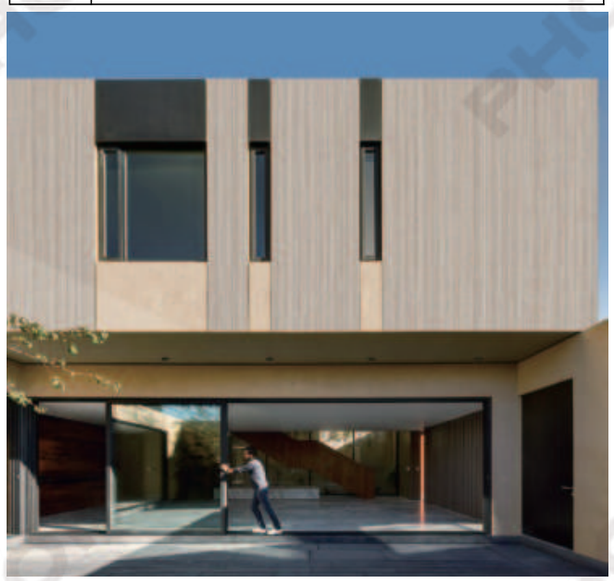
Featured Colors:





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:





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)		



Moss Canyon Grey

Cloud Silk

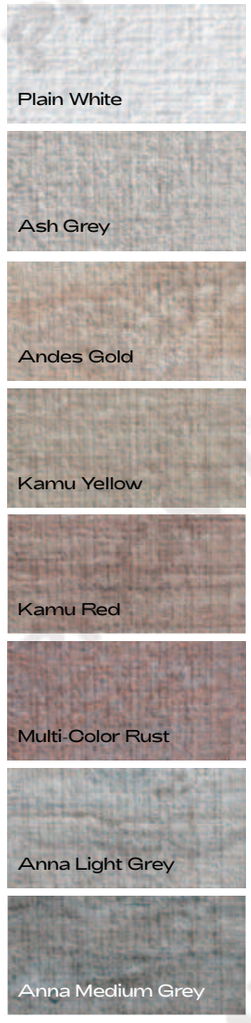


Featured Sizes:

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

Ash Grey

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



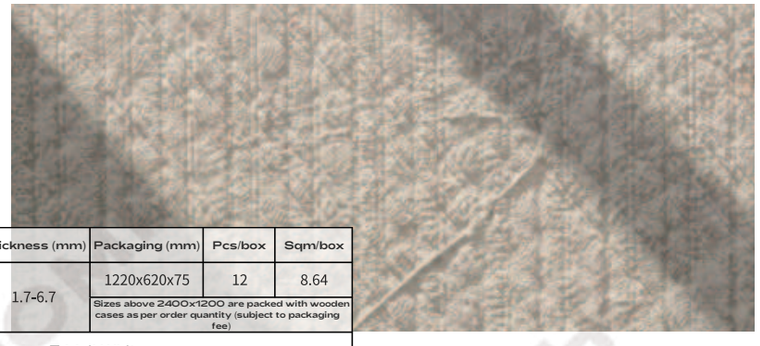


Weave Carve

Featured Colors:







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				

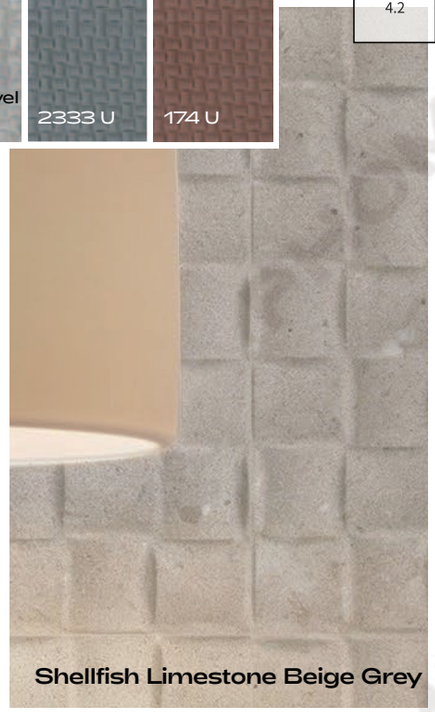
Square Carve

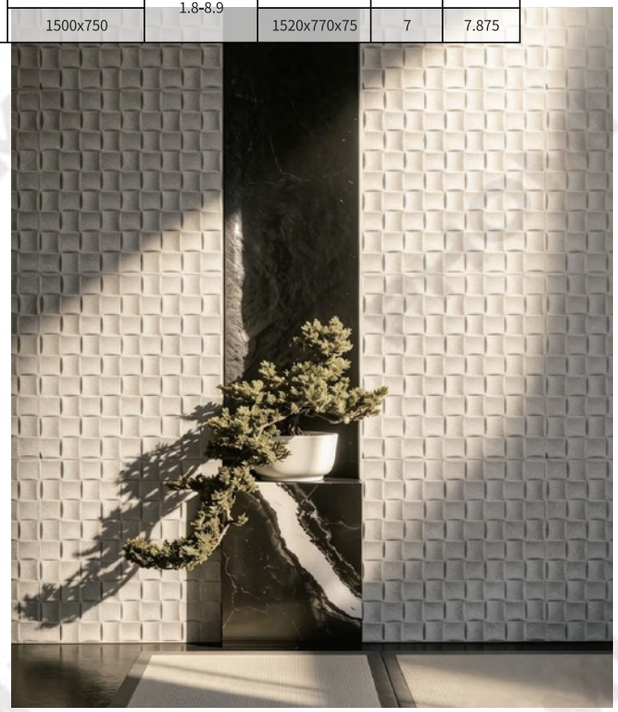
Featured Colors:



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

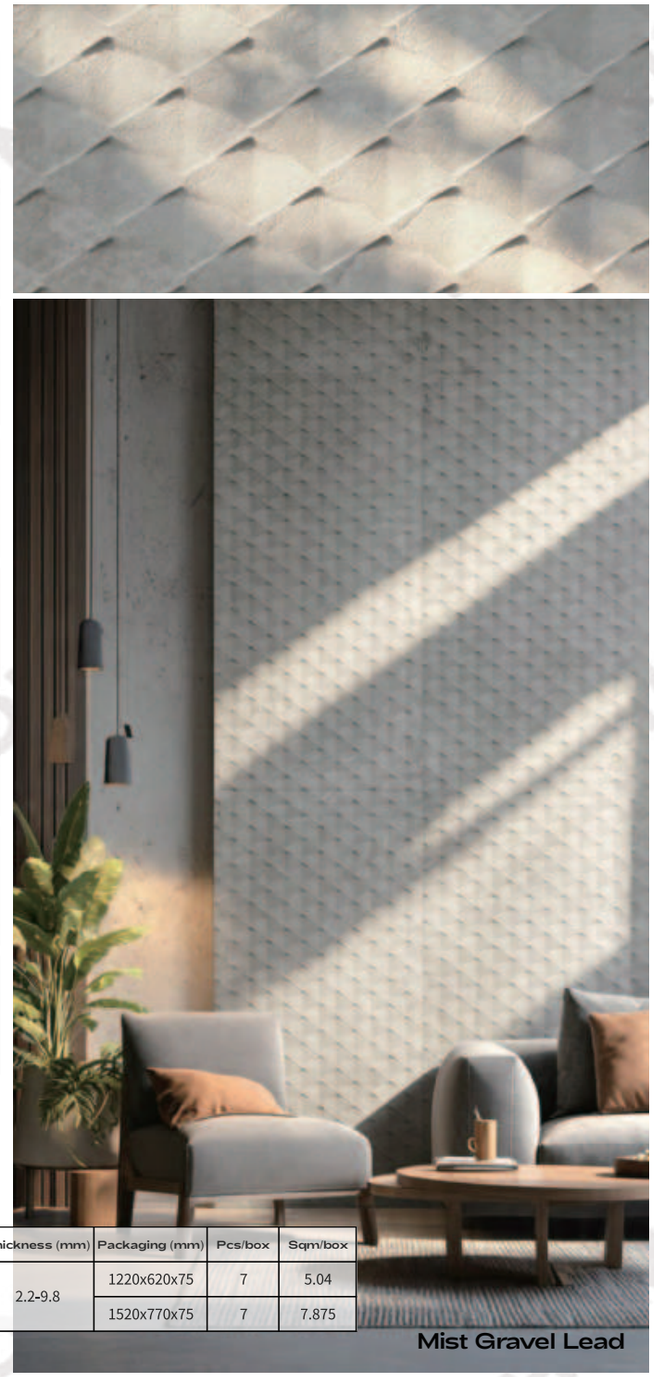

Shellfish Limestone Beige Grey



Rhombus Carve

Featured Colors:




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:





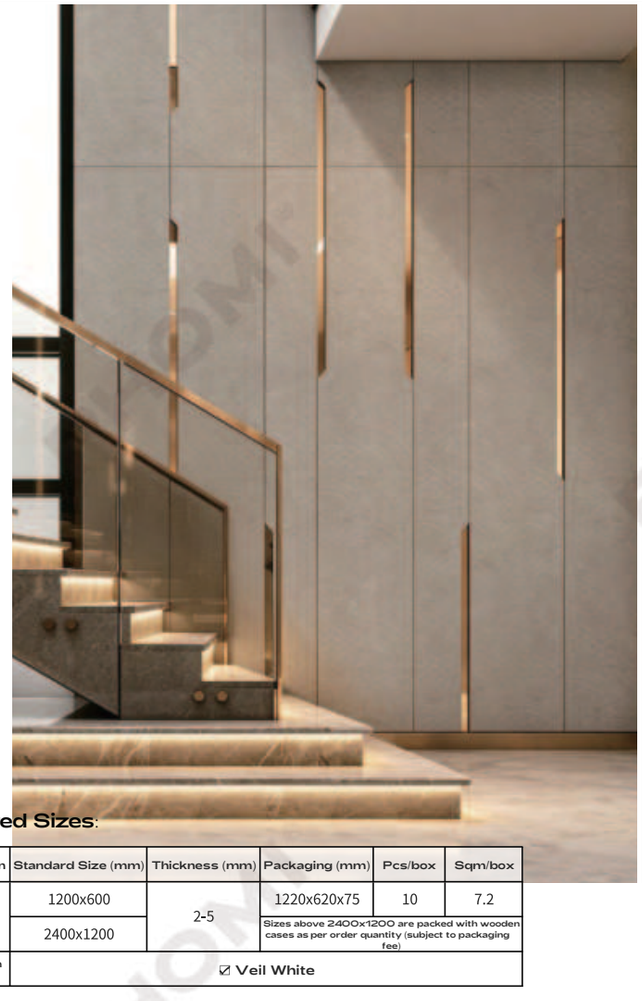
Featured Sizes:

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:







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 2400x1200 are packed with wooden cases as per order quantity (subject to packaging fee)		
Bookmatch pattern	☑ Veil White				

PHOMI®
econiclay

Cultural Stone Texture

1000+ Colors to Mix & Match











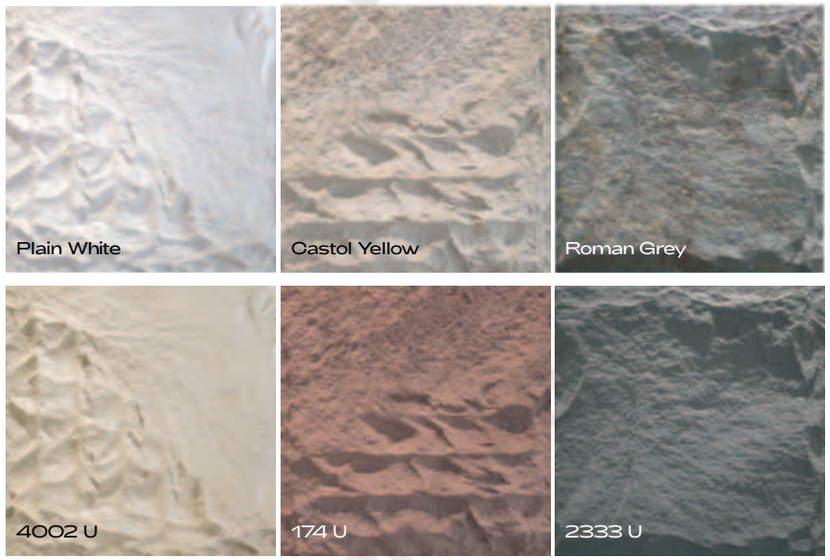
Split-face Stone

Featured Colors:

Interior: 300×300mm



Interior: 800×800mm



Exterior: 800×400mm







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:





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:

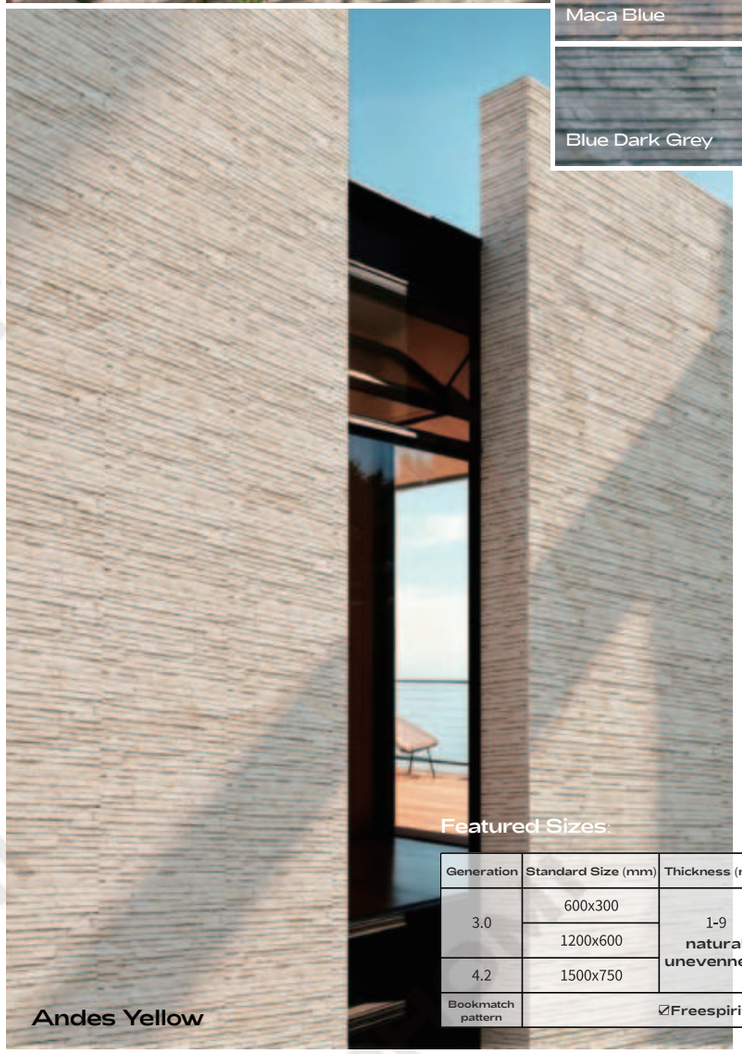
Generation	Standard Size (mm)	Thickness (mm)	Packaging (mm)	Pcs/box	Sqm/box
3.0	800x400	1-8 natural unevenness	Sizes are packed with wooden cases as per order quantity (subject to packaging fee)		
	1200x600				
	2400x1200				





Infiniti





Andes Yellow

Featured Colors:


Plain White


Andes Yellow


Former Time


Tunguska Yellow


Loki Mountain Light Grey


Copper Rust


Maca Blue


Freespirit Blue-grey

Blue Dark Grey


Portoro

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:


Plain White


Cloud Yellow


Tunguska Yellow


Anna White


Former Time


Multi-Color Rust

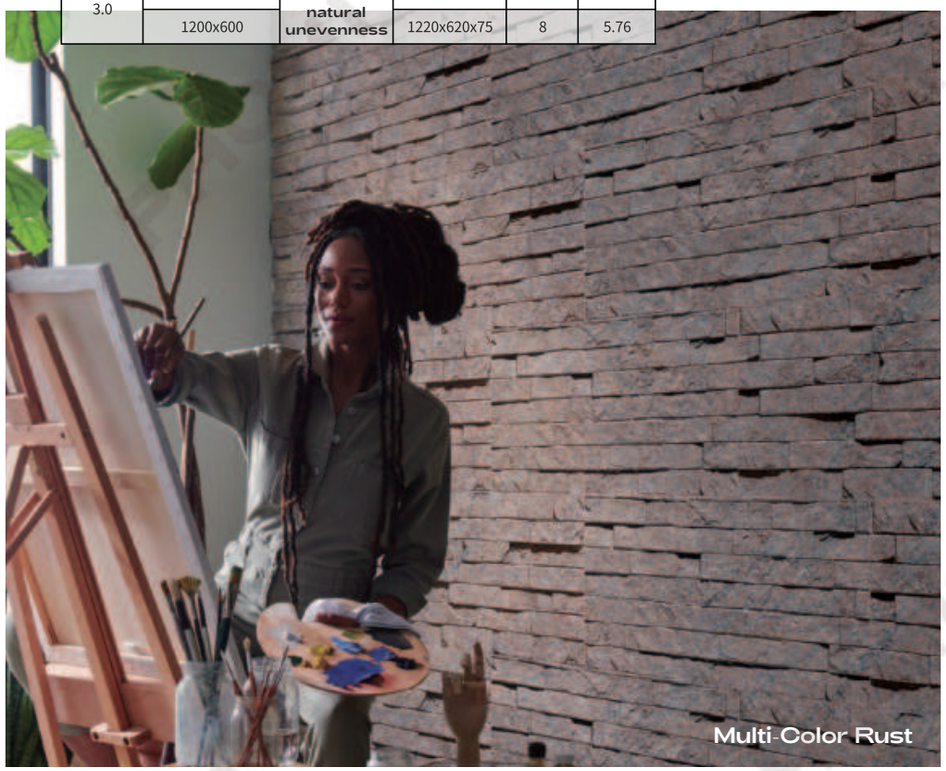

Loki Mountain Light Grey


Anna Light Grey


Maca Blue

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



Multi-Color Rust

Aegean Stone

Featured Colors:


Plain White


Andes Yellow


Mist Gravel Citrine

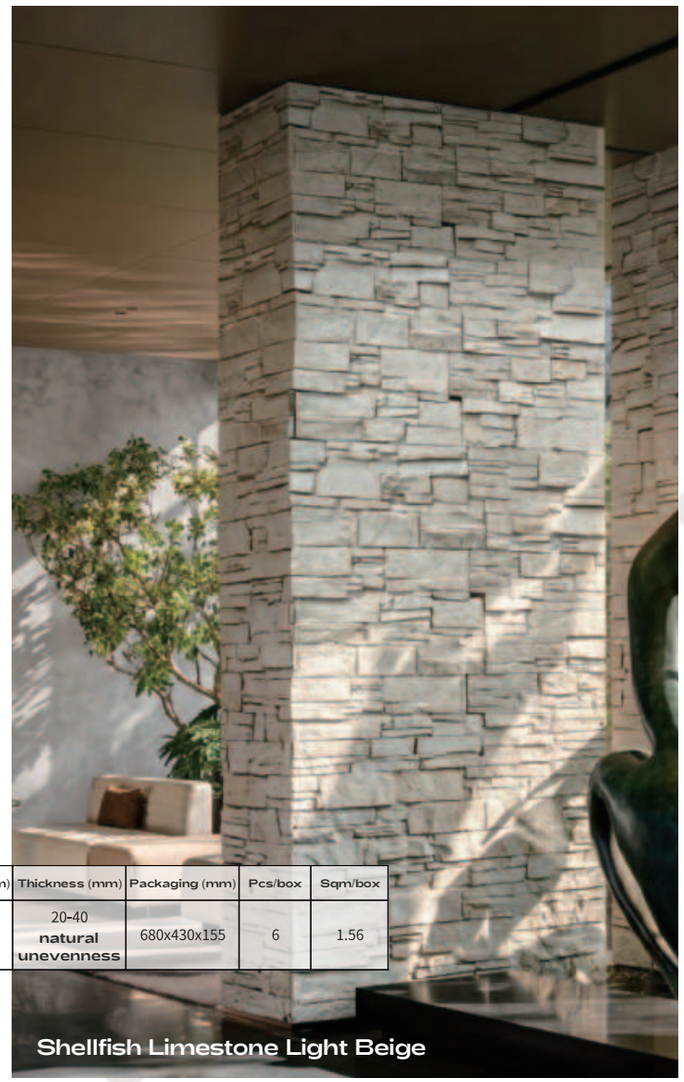

Tunguska Yellow


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:

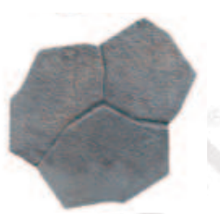

Plain White


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



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

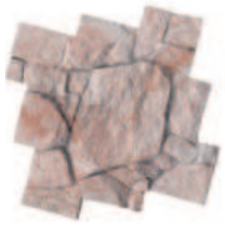
Featured Colors:


Plain White

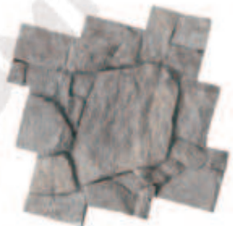

Mist Gravel Citrine


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

——Designed to pair flexibly with a wide range of textures

PHOMI®
econiclay

Sunis White
Veil White
Ash Grey
New White Sesame
Washed-out White
Stellar White
Kamu White
Moonlight
Spanish Beige
Shellfish Limestone Light Beige
Marfil Beige
Mocha Beige
Mist Gravel Cloud
Cloud Yellow
Greek Yellow
Mookie Ivory
Moss Canyon Yellow
Pale Yellow
Sand Yellow
Tunguska Yellow
Persian Gold
Copper Rust
Sairo Medium Yellow
Great Desert
Seasons Pink
Snow Flake Red
Mount Lion Reddish Brown
Roman Red
Multi-Color Rust
Nu é e Ardente
Former Time
Florence Gold
Black Sesame
Pearl Blue
Freespirit Blue-grey
Ice Age Blue

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

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

Wet Application



*Product Back



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

Dry Hanging (Mechanical Anchoring)



*Product Back

