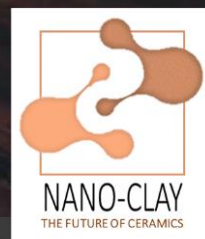


MODERN MATERIALS



2020
PRODUCT
CATALOGUE



PHOMI



UPHO

Product Catalogue 2020

Not just another pretty surface

Design

Innovation

Versatility

Durability

Eco Friendly

Human Centric

Sustainable

When vision equals performance.



PHOMI GROUP

Modified Clay Material MCM – Nanoclay Technology
Their Vision, Our Vision, Your Vision



Environmental Wellbeing and Human Wellbeing

As the Green Movement drives us to make our outside world a healthier environment. The wellness movement is driving us to make our indoor environments healthier. The Human Centric movement is focused on making our indoor environments healthier mentally, physically and emotionally. Our manufacturer PHOMI Group has made it their mission to manufacture products through responsible, sustainable, energy efficient, low carbon and nearly zero waste processes. Clay is an abundant material that requires no destructive mining and because its non-fired uses low energy and releases no harmful carbon emissions.

But that is only part of the story as PHOMI is making it possible for the walls, floors and ceilings that shape and decorative the environments we spend the most time in can also help make those environments healthier. PHOMI Groups patented Modified Clay Material (MCM) products will help make your home, workplace, public and social spaces healthier, more efficient and safer without sacrificing beauty, innovation or design. MCM is also installation friendly as it is thinner, lightweight, flexible and easier to work with than other stone or ceramic materials. PHOMI Group manufacturers in a country that is leading the world in renewable energy and quickly becoming a world leader in sustainability according to an articles in Forbes by Erik Kobayashi-Solomon, Aug 21, 2019

Its time to expect more from our surface materials.



WHY MODIFIED CLAY?

NON-FIRED NANO CLAY

PHOMI GROUP is committed to sustainable, environmentally responsible manufacturing; none-fired production consumes 70% less energy than traditional fired products, lightweight = less freight.

Since ancient times, using clay for construction has proven to help regulate building's temperature and humidity. The product is made of 95% inorganic clay material and 5% other minerals, polymers and only natural thru-body pigments that are environmentally safe, UV- stable, recyclable and fireproof.



The impossible just keeps getting more possible...

Our products are thin, lightweight, flexible, extremely durable, and highly functional! They can be installed almost anywhere and are perfect for time-saving renovations by permanently covering old surfaces without the need for expensive demolition. MCM is innovative, versatile, design adaptative and allows you to create with almost no limitations.

Transform your spaces quickly, confidently, and economically!

Product Benefits



THIN & LIGHT



WATERPROOF



INSULATIVE



DURABLE



FIREPROOF



UV STABLE



FLEXIBLE



IMPACT RESISTANT



NO-DEMOLITION



Ecological material function

Clay has the great ability to absorb and release moisture from the indoor air thus stabilizing humidity inside rooms to prevent mold and providing a healthy living environment.

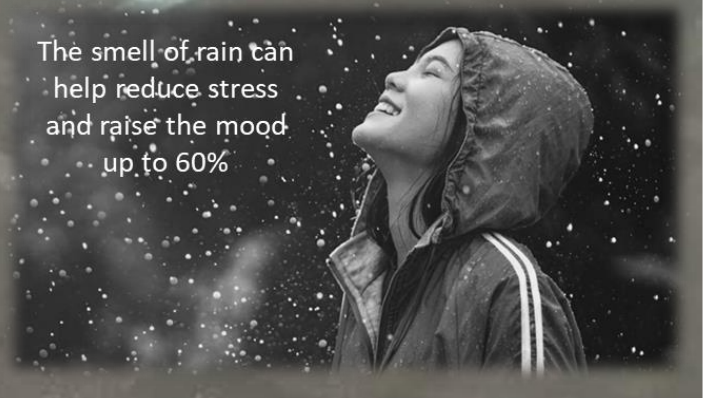
Clay are completely breathable and have the ability to absorb toxins and odours from indoor air.

MCM Human Centric Surface, "Feel the difference."

Ever wonder why the air smells and feels so clean after a rain shower?

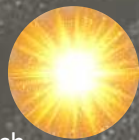
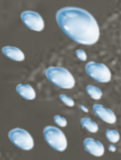
Negative ions are abundant in nature, especially around waterfalls, the ocean surf, at the beach and after a storm. They are widespread in mountains and forests. Negative ions are present in the air we breathe in and they are also present in our bodies. They help neutralize the positive ions we are continually exposed to by electronics, pollution, toxins and many other sources.

The smell of rain can help reduce stress and raise the mood up to 60%



How Modified Clay use NANOCLAY technology to help create a healthier environment.

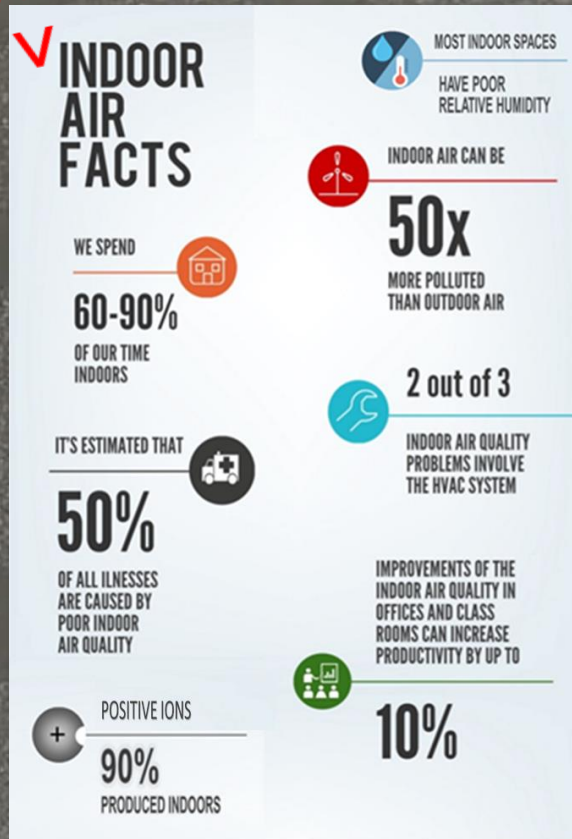
Clay naturally absorbs and de-absorbs moisture, in doing so helps regulate Relative Humidity to optimal levels 35%-65%. At optimal RH level bacteria, viruses, mold, mildew, allergens and other pollutants cannot survive.



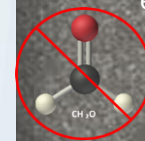
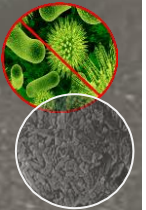
During the proprietary manufacturing process Tourmaline is added which degrades slowly over time releasing negative ions. This enhances MCM's natural ability to release negative ions and neutralize harmful ions in the air. This helps to eliminate dust and other airborne germs and particles. Negative ions have a positive effect on Humans.



BAD



Clay is a natural water and air filter. Clay contains nanoscale (<200 nm), illite-smectite and reduced iron phases resulting in a natural antibacterial. It has been used for years to help heal infections.



MCM contains a nano photocatalyst Titanium Dioxide. This substance is known for its capacity eliminate formaldehyde, other toxins, bacteria, viruses, odors and provides a self-cleaning function for both indoors and out. It has 10X the effective of the equal amount of a natural forest to cleanse air of pollutants.

Many of the Human Centric benefits of Modified Clay are compounded (work together) to improve the air quality, comfort and our physical, mental and emotional wellbeing where we live, work and socialize. In addition to their current patent, PHOMI Group has a number of patents pending for these features. Modified Clay offers an opportunity to help improve the quality of those environments. Modified Clay takes surfaces to an all new level and will raise your expectations in the future when it comes to selecting surface product. Now you can feel even better about your design choices that now make you feel even better.

Travertino Venato

Like petrified wood or the sea walls as the waves slowly leave their imprint, the surface crevice-mottled and layered with age vividly shows traces of history. Travertino Veneto quietly tells the story of time without the need for words.

Product Information

*Single Panel

Dimension / Area / Weight 110" X 48" / 36.6' / 44LBS

*Minimum Packaging QTY

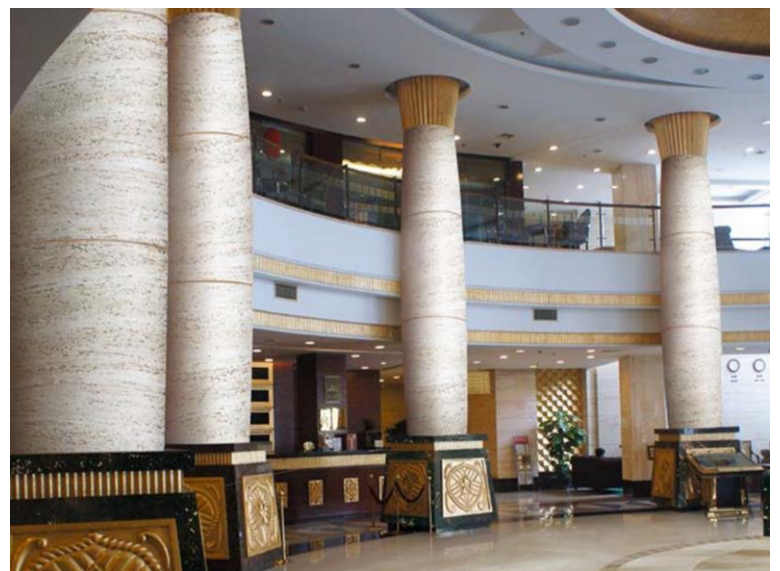
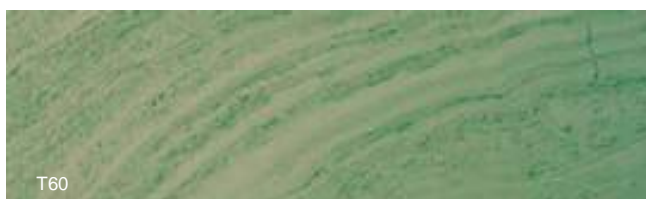
Count / Dimension / Area / Weight 5 / 112.25" X 50" X 3.75" / 183' / 220.5LBS

*Actual colors and texture will not be an exact match; control samples can be ordered. Special order colors may require minimum quantities, check with dealer for delivery times.

STOCK COLORS



*SPECIAL ORDER COLORS



Broken Linear

Inspired by the winter Alps, this classic stone pattern offers amazing detail, beauty, character and all the benefits of MCM .

Product Information

*Single Panel

Dimension / Area / Weight 110" X 48" / 36.6' / 44LBS

*Minimum Packaging QTY

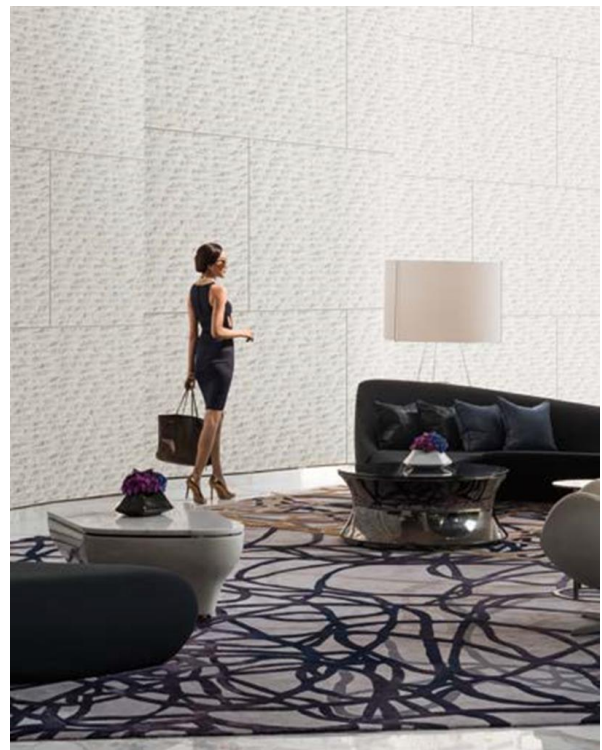
Count / Dimension / Area / Weight 5 / 112.26" X 50" X 3.75" / 183' / 220.LBS

*Actual colors and texture will not be an exact match; control samples can be ordered. Special order colors may require minimum quantities, check with dealer for delivery times

STOCK COLORS



*SPECIAL ORDER COLORS



Limestone Watercolor Series

The watercolor design is the ebb and flow that breathes life into marble patterns. It provides exquisite shape to the surface through delicate hand-painting techniques similar to a watercolor painting, it shows the grace of water, splendid and vivid.

Product Information

*Single Panel

Dimension / Area / Weight 98.5" X 48" / 32.8' / 33LBS

*Minimum Packaging QTY

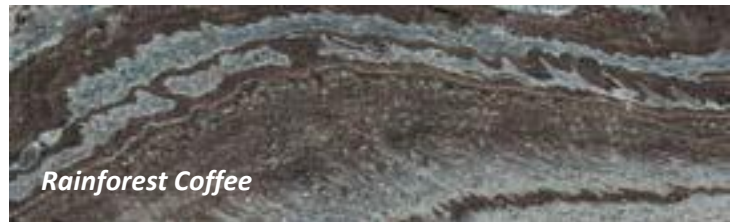
Count / Dimension / Area / Weight 6 / 10.5" X 50" X 3.75" / 196.8' / 198LBS

*Actual colors and texture will not be an exact match; control samples can be ordered. Special order colors may require minimum quantities, check with dealer for delivery times

STOCK COLORS



*SPECIAL ORDER COLORS



3D PAPEL

A single color, a single of piece of paper delicately folded carefully, creatively and brought to life as a three-dimensional expression of art. 3D Papel brings that same art and dimension to your space bringing it to life.

Product Information

***Single Panel**

Dimension / Area / Weight 66" X 34" / 15.5' / 21LBS

***Minimum Packaging QTY**

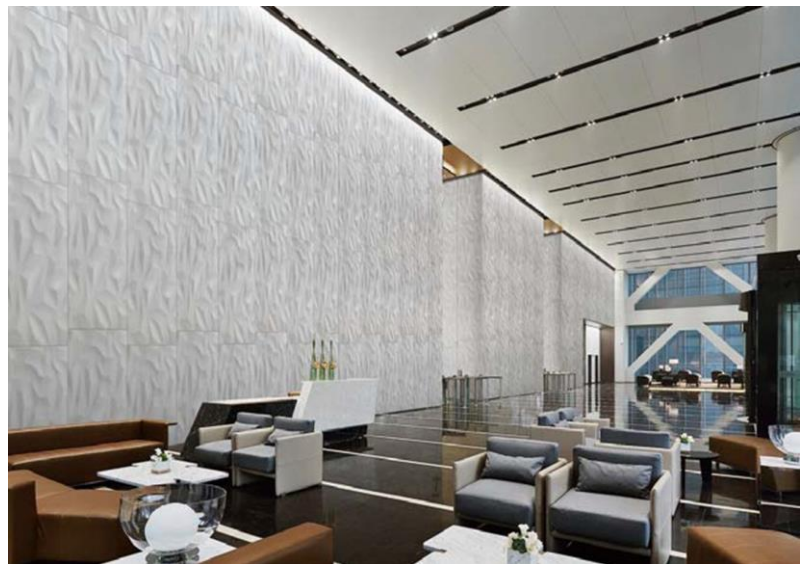
Count / Dimension / Area / Weight 12 / 69.5" X 39" X 5.5" / 186' / 252LBS

*Actual colors and texture will not be an exact match; control samples can be ordered. Special order colors may require minimum quantities, check with dealer for delivery times

STOCK COLORS



*SPECIAL ORDER COLORS



BRUSHED LIMESTONE

Presented in subtle yet elegant colors and with meticulous grains, born in the Mediterranean. The modern and simple Brushed Limestone, especially in the gray series appears like the concrete and is popular with designers because of its clean and modern look.

Product Information

***Single Panel**

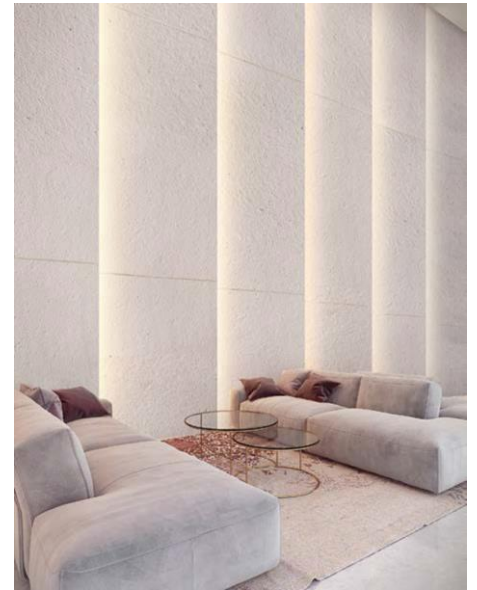
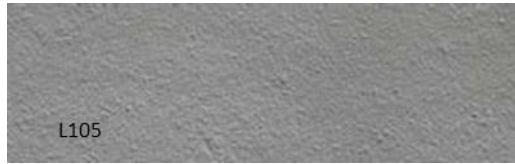
Dimension / Area / Weight 98" X 48" / 32.5' / 33LBS

***Minimum Packaging QTY**

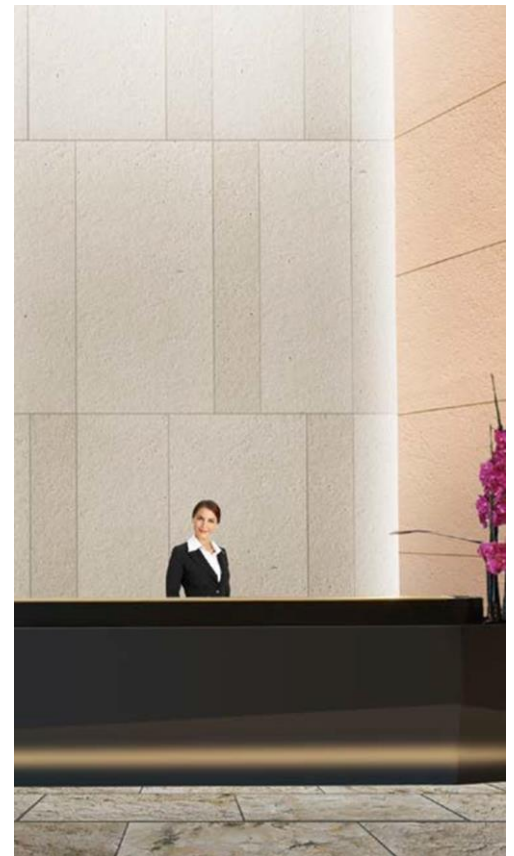
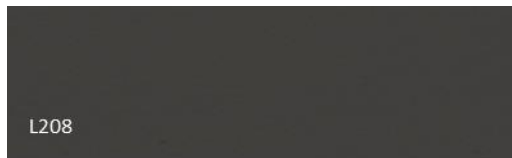
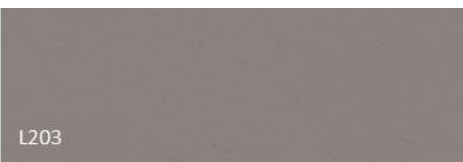
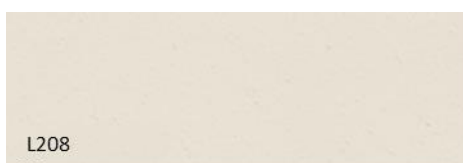
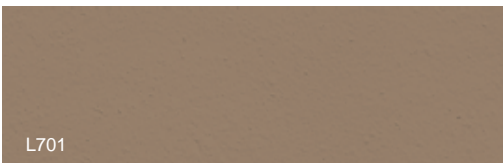
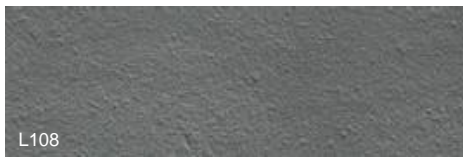
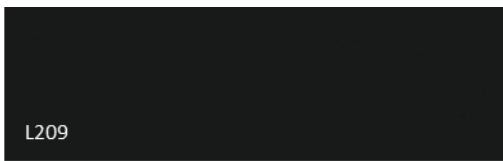
Count / Dimension / Area / Weight 6 / 101.75" X 51.25" X 3.75" / 195' / 198LBS

*Actual colors and texture will not be an exact match; control samples can be ordered. Special order colors may require minimum quantities, check with dealer for delivery times

STOCK COLORS



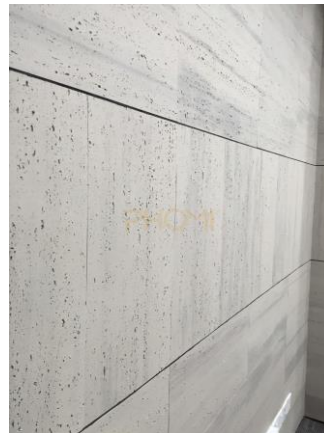
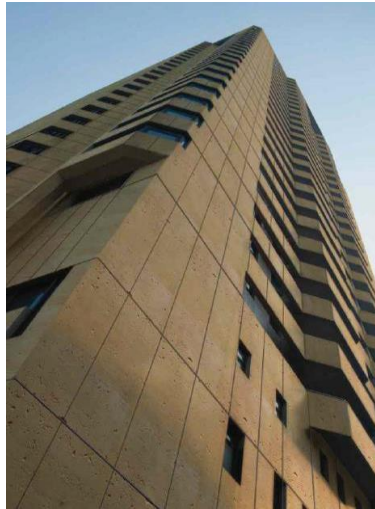
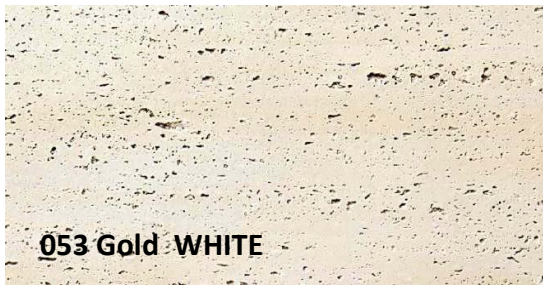
*SPECIAL ORDER COLORS



MCM TRAVERTINE

The timeless purity and beauty of Travertine is a luxurious natural stone element for contemporary interiors and yet it has a long history that can be traced to ancient Roman architecture including the world renowned Colosseum. An enduring classic, it is also used in modern and contemporary architectural design. This canonical design and aesthetic has inspired many innovative uses of travertine within modernist spaces. Architects and designers love this surface covering because of its natural beauty, diverse choices and classic look that suits almost any interior or design project, from kitchens to bathrooms, walls in focal rooms like living areas to architectural features such as staircases, travertine is an optimal luxurious choice.

STOCK COLORS



SPECIAL ORDER COLORS



* Flexible and easily cuts to form many different shapes and patterns, without the need finishing edges.

Product Specifications

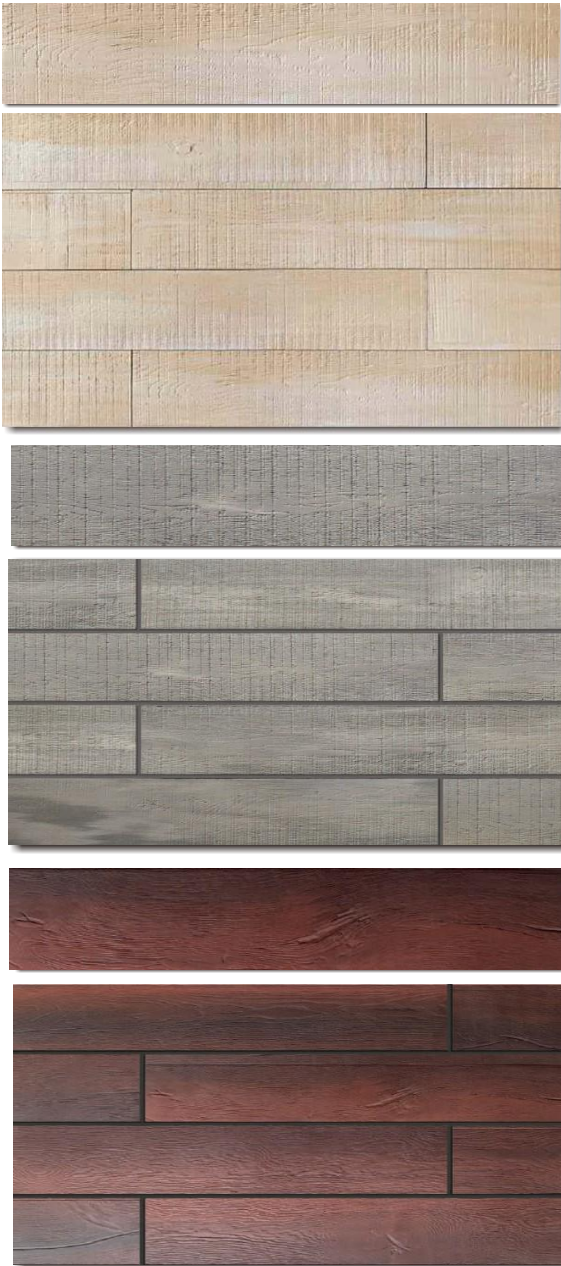
Product Size Inches	SQFT / PC	Case Dimensions	PC / Case	LBS/ Case	SQFT / BOX
**47.25 X 23.5	7.7	49 X 25 X 1	6	37.5 LBS	46.2
23.5 X 11.75	1.9	25 X 13 X 3.5	26	51	49.4

** Sock Size *Actual colors and texture may vary and are not expected to be an exact match. Control samples can be ordered. Special order colors may require minimum quantities, check with dealer for delivery times

MCM WOOD PLANK

Our wood planks have the look and feel of natural wood. When it comes to design, there are few materials that are as beloved as wood. Like natural wood our Modified Clay has a character, grain, and beauty that is unmatched and it's versatile enough to be used nearly anywhere. MCM offers the look of reclaimed, weathered or distressed wood and is a natural eco-friendly alternative to wood materials. When installed MCM wood planks bring instant depth and character to any space. With its the flexibility and durability it far exceeds what any natural wood or tile can do.

STOCK COLORS



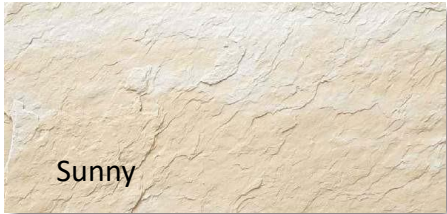
Product Specifications					
Product Size Inches	SQFT / PC	Case Dimensions	PC / Case	LBS/ Case	SQFT / BOX
35 X 7	1.7	36 X 22 X 3.25	78	132 LBS	132.5

*Actual colors and texture may vary and are not expected to be an exact match. Control samples can be ordered. Special order colors may require minimum quantities, check with dealer for delivery times

MCM SLATE

Slate is a warm and inviting choice for interior and exterior projects. Natural slate must be sealed, MCM Slate does not and it is resistant to fading, scratches and chemicals. The lighter tones blend well with the open and airy nature of any space and the texture and movement within the MCM slate creates an added visual interest. Designers love working with slate because of its strength and adaptability to adapt to any design and form our MCM is no different. And though its beauty is equal to natural slate its functionality surpasses the natural product. Furthermore, the range of natural colors, makes this MCM stone a feature for the most traditional and modern architectural design.

STOCK COLORS



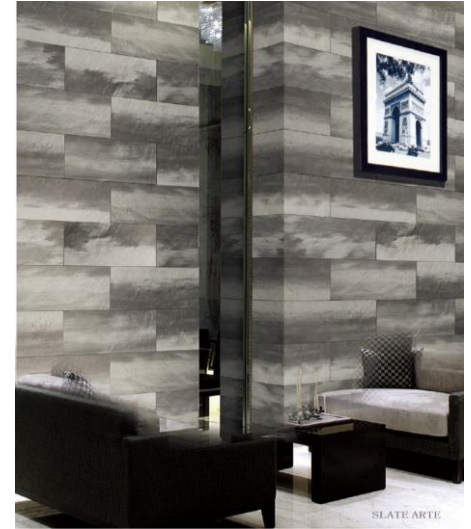
Sunny



Arte



phantom



SPECIAL ORDER COLORS



Silver



*flexible and easily cuts to form many different shapes and patterns, without the need finishing edges.

Product Specifications

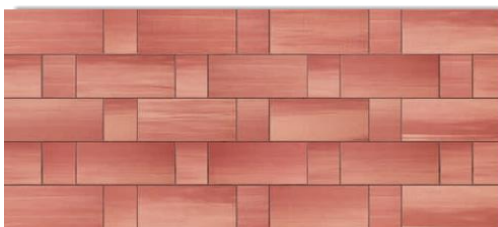
Product Size Inches	SQFT / PC	Case Dimensions	PC / Case	LBS/ Case	SQFT / BOX
23.5 X 11.75	1.9	25 X 13 X 3.5	26	51	49.4

*Actual colors and texture may vary and are not expected to be an exact match. Control samples can be ordered. Special order colors may require minimum quantities, check with dealer for delivery times

MCM SANDSTONE

The beauty of sandstone is created under bodies of water, rivers, lakes, oceans as they flow over time and like the hands of a sculptor forming sand into an extraordinary sedimentary rock. The grains in sandstone tell us a story about the past. Like our Modified Clay this natural stone is very tough and resistant to weathering. There are many types of sandstone like the famous red rocks of the Grand Canyon. Sandstone has been used since ancient times in architecture, the Petra carved from pink sandstone or White House clad in light gray sandstone. Today it is used in traditional designs or the clean look of modern designs. Our Modified Clay sandstone is responsibly made and effortless to install in comparison. Like its predecessor it will stand the test of time with the same beauty and elegance.

STOCK COLORS



*Flexible and easily cuts to form many different shapes and patterns, without the need finishing edges.

Product Specifications					
Product Size Inches	SQFT / PC	Case Dimensions	PC / Case	LBS/ Case	SQFT / BOX
47.25 X 23.5	7.7	49 X 25 X 2.75	20	141	154
23.5 X 11.75	1.9	25 X 13 X 3.5	30	44	57

*Actual colors and texture may vary and are not expected to be an exact match. Control samples can be ordered. Verify stocking size. Special order colors may require minimum quantities, check with dealer for delivery times

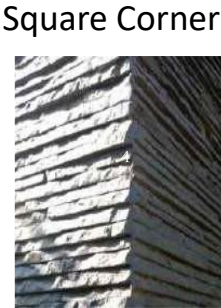
MCM INFINITE STONE

This coarse-cut linear stone pattern mimics the look of a natural quartz. It offers detail, dimension and character for any design. It lends itself perfect for a feature wall, fireplace, back splash , shower or any hardscape project. The dimension and texture is perfect for a water feature as the waters flows across like a babbling brook. The Modified clay is easily cut and installed. It adds an artistic effect to any blank canvas.

STOCK COLORS



SPECIAL ORDER COLORS



Square Corner

Mitered Corner



*Flexible and easily cuts to form many different shapes and patterns, without the need finishing edges.

Product Specifications					
Product Size Inches	SQFT / PC	Case Dimensions	PC / Case	LBS/ Case	SQFT / BOX
22.75 X 11.75	1.8	25 X 13 X 3.5	10	39.5	18

*Actual colors and texture may vary and are not expected to be an exact match. Control samples can be ordered. Special order colors may require minimum quantities, check with dealer for delivery times

MCM STACK

Similar to our Infinite stone our Stack Stone offers a larger cut and smoother finish. This is a more polished look, but the linear stone pattern still offers the similar look of a look of a natural quartz. It offers dimension and character for any design. It lends itself perfect for a feature wall, fireplace, back splash, shower or any hardscape project. The Modified Clay is easily cut and installed. It adds an artistic effect to any blank canvas. It is ideal for decorative columns or for a front elevation feature as wains coating.

STOCK COLORS



SPECIAL ORDER COLORS



*Flexible and easily cuts to form many different shapes and patterns, without the need finishing edges.

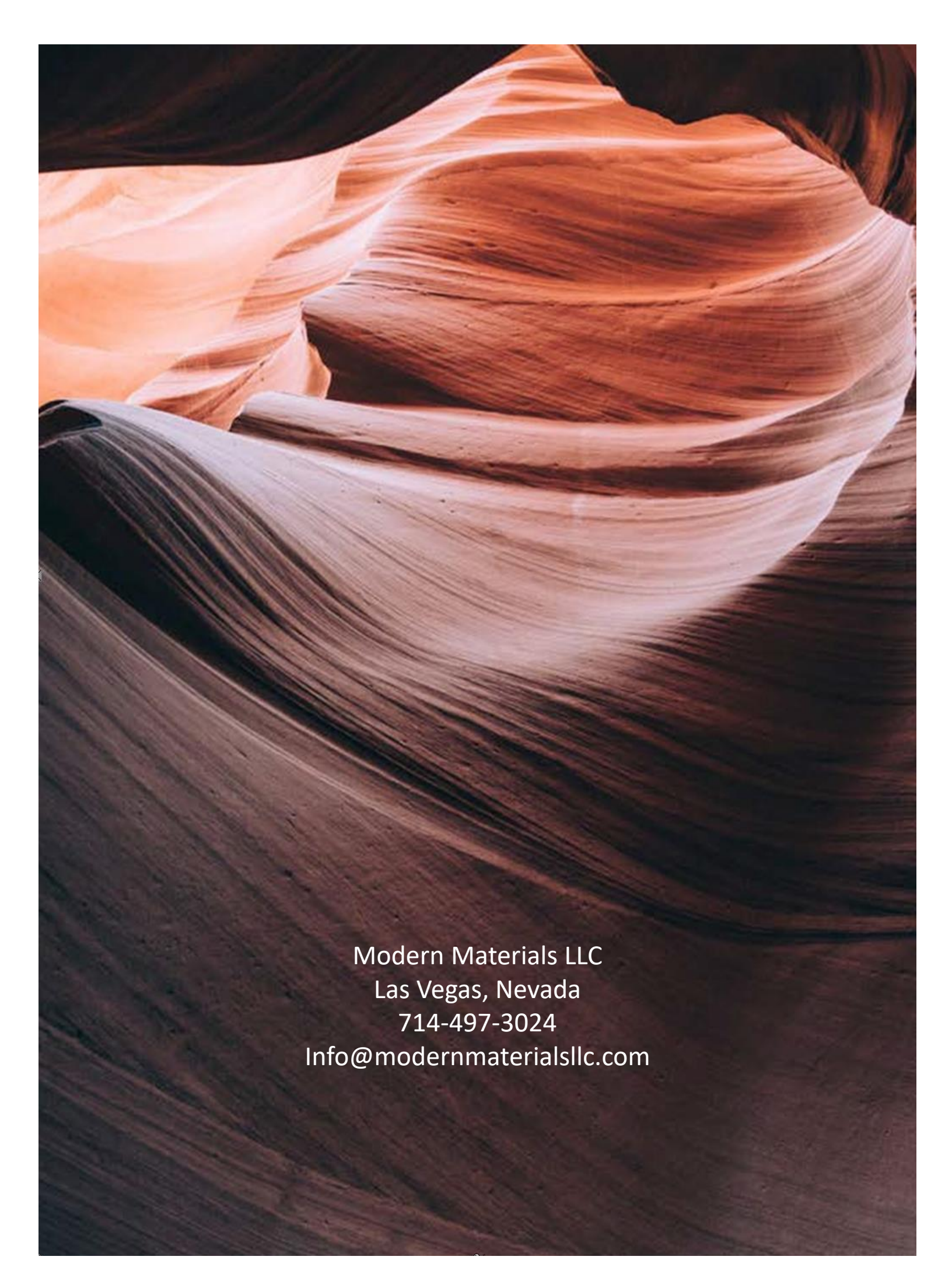
Product Specifications

Product Size Inches	SQFT / PC	Case Dimensions	PC / Case	LBS/ Case	SQFT / BOX
23.25 X 11	1.8	25 X 13 X 3.5	10	26.5	18

*Actual colors and texture may vary and are not expected to be an exact match. Control samples can be ordered. Special order colors may require minimum quantities, check with dealer for delivery times

Modified Clay Material Specifications

Product Specifications		
Material Composition	Modified Clay Material	
Installation	Acrylic Adhesive or Equal	
Patent	United States patent No. 8505840 / European patent No. 2157139	
Test Data		
CE Certificate	EN 15102:2007+A2:2011	Compliant
Fire Rating	ASTM E84-15/EN 13501-1+A1:2010	Class A
Freeze-Thaw Cycling	ASTM C1026-13	Weight Loss - 0.42% Appearance – No visible change
Water Absorption	ASTM C97/C97M-15	12.4%
Bulk Specific Gravity		1.83
Stain Resistance	ANSI Z124.6-2007 Clause 5.2	Total Rating: 7.6 Max Stain Depth: 0.101 mm
Chemical Resistance	ANSI Z124.6-2007 Clause 5.5	No visible change
Abrasion Resistance	ASTM C241/C241M-15	Total Score: 8
Static Coefficient of Friction	ASTM C1028-07	Dry Condition: 1.11 Wet Condition: 0.70
UV – Light aging Exposure	ASTM G154-12a Cycle1 ASTM D2244-154 ASTM 2616-12	Gray Scale 4.0
		ΔE^*_{ab} 2.6
Chemical Composition		
PVC Free		None Detected
Phthalate Free	EN 14372:2004	None Detected
Respirable Crystalline Silica Compliant	OSHA Silica Rule	Clay not part of substances of note in OSHA standard
SVHC - Substances of Very High Concern (151 substances)		None detected – REACH Compliant
VOC – Volatile Organic Compounds		None Detected – Class A
Safety Data Sheet - SDS	Prepared in accordance with US Regulation 29 CFR 1910.1200	
Additional Test Data and Certifications		
Vinyl Chloride Monomer	EN 12149:1997 Test B	PASS
Heavy Metals and Specific Elements	EN 12149:1997 Test A	PASS
Thermal Resistance	EN 12667 (2001)	/ ½" = ½" Styrofoam Insulation
Thermal Conductivity		/ Very Low
<ul style="list-style-type: none"> • UNI EN ISO9001 International Standard for Quality Management Systems 		
<ul style="list-style-type: none"> • UNI EN ISO 14021 Products Containing at least 30% of post-industrial recycled material in bulk (LEED 30) 		
<ul style="list-style-type: none"> • UNI EN ISO 14021 Products Containing at least 30% of post-industrial recycled material in bulk (LEED 30) 		
<ul style="list-style-type: none"> • UL GREENGUARD GOLD Certified 155948-420 2.5-10mm Modified Inorganic powder composite building material 		
<ul style="list-style-type: none"> • Member World Green Building Council 		



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