

PHOMI

*Unfired Flexi Clay*

Flooring & Cladding

*Modified Ceramic*

# Changing the city

Unfred Flexi Clay is committed to the construction of a low carbon city



**MCM** (MCM TECH  
Modified Clay Materials)



**C**are for earth & planet  
**L**iving in harmony and nature  
**A** classic traditional material  
**Y**our well being, our concern





# Modified Clay Materials

Modified clay material is a technological innovation, that the base materials — clay being constituted without high temperature heating process. Modified clay product is versatile that it can be as like soft plastic or reasonably hard. The colour tones are naturally derived from virgin clay without any use of colour pigments. Modified clay material can be shaped either in roll, piece, board and panel forms by using unfired manufacturing system and process. Yet, the natural characteristics of the virgin clay remains, giving benefits of fire retardant, breathability, non-toxin, durability and recyclability.

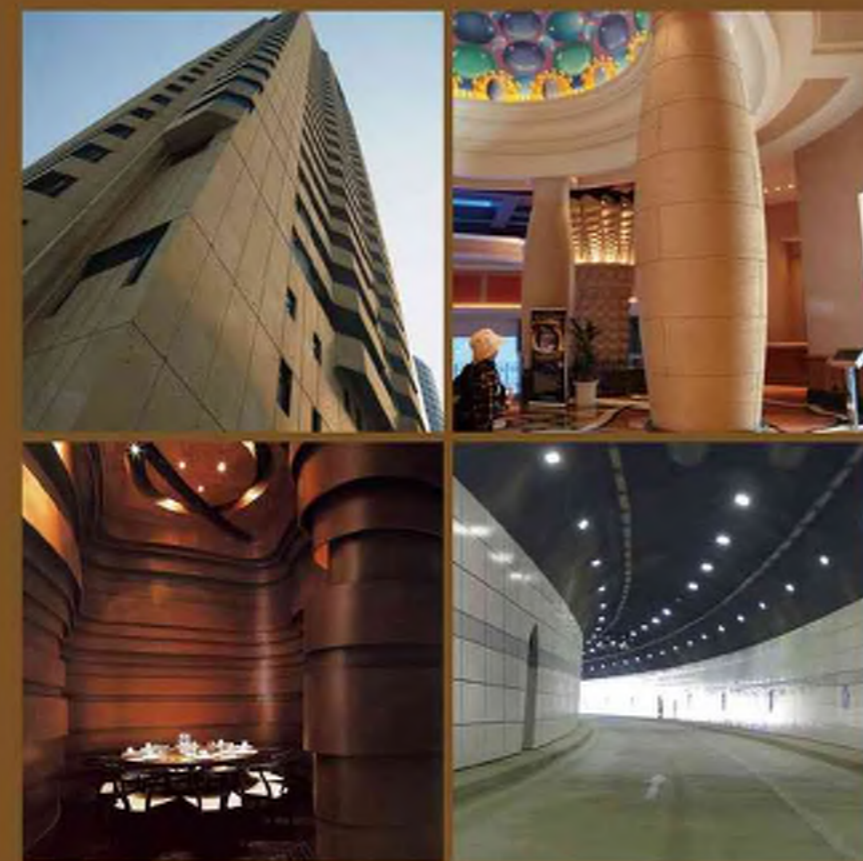
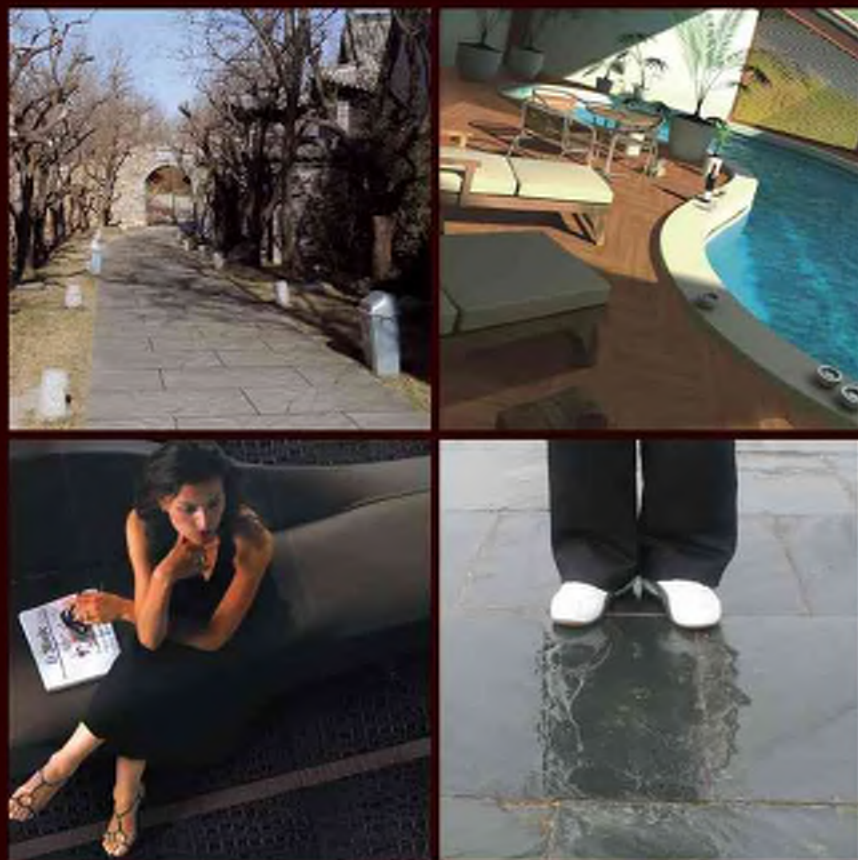
Modified clay materials, launched since 2008, has various unfired clay products for interior and exterior decoration including both flooring and cladding applications as well as furniture laminates. However, there is no limit in exploiting the diversity of creation made with modified clay.

Indeed, modified clay material is a substitution of traditional road pavement using stone aggregates, asphalt or concrete, or even in track field or gym flooring. Hence, the products are diversified in shape as boards, sectional materials, engraving form and leather texture, which widely used in furniture, construction and automobile industries. The market opportunities are immense and rewarding being a uniquely green product that we all preach and embrace as a new market trend nowadays.



# Unfired Clay Flooring

Abrasion proof, antiskid and comfortable



# Unfired Clay Cladding

Safe, durable and breathable,  
suitable for high-rises, irregular space and old building renovation

~2.5mm

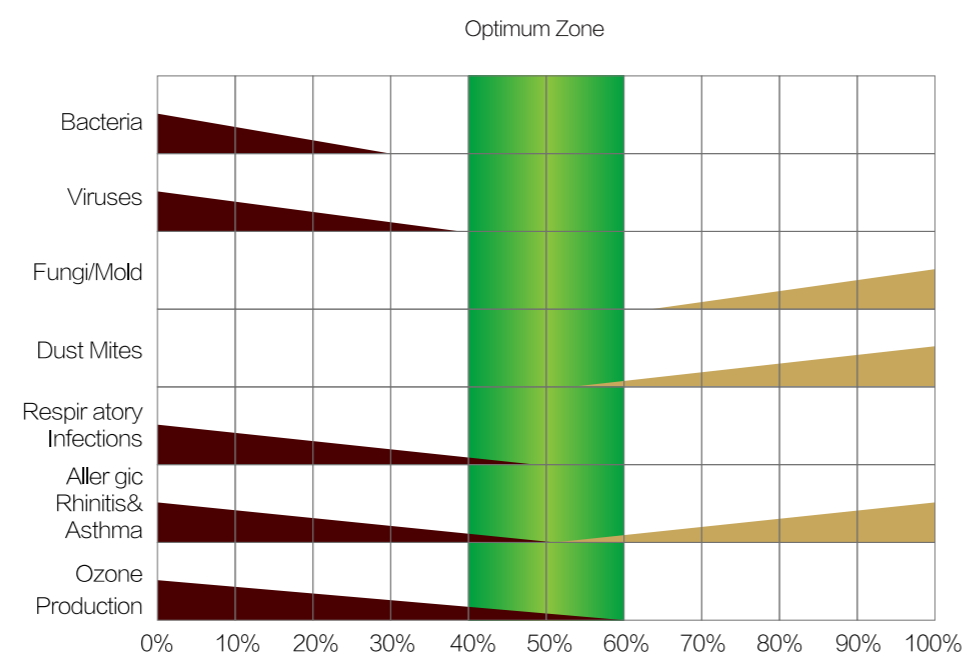
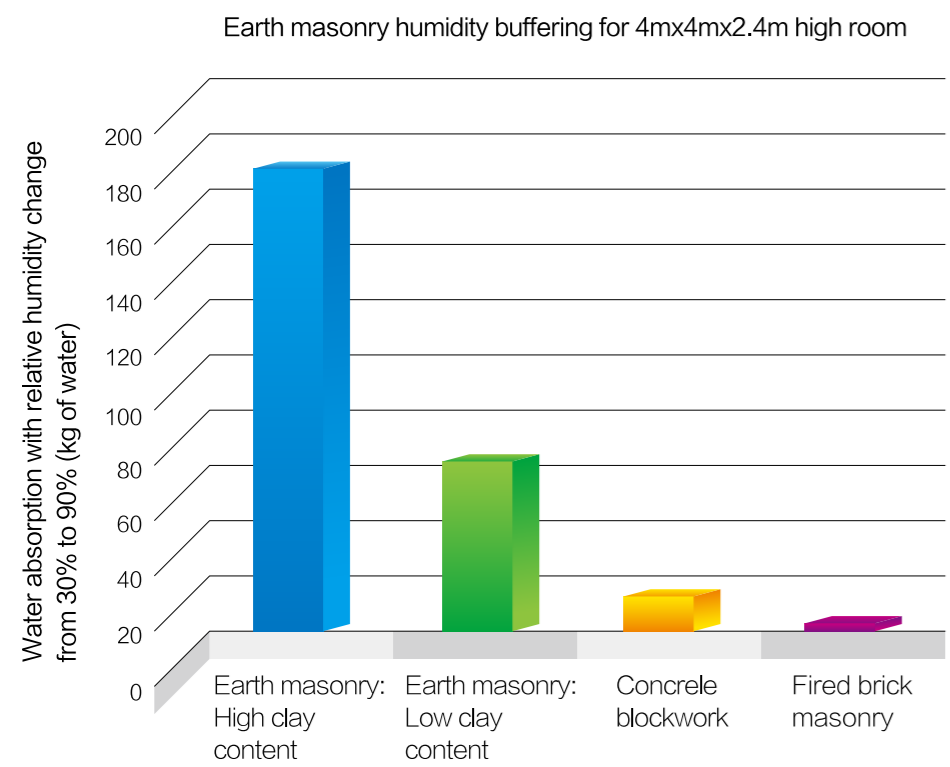
Can be thin as wall paper,  
or thick as pier.

# Breathable, Moisture Regulating Building Material

Unfired Clay is made from a blend of unfired clay and sands. The most attractive are their functional properties, principally, that of breathability and known abilities to regulate relative humidity (RH). Next to air tightness and embodied energy, breathability is possibly the most critical consideration in building design.

Unfired Clay can absorb and desorb indoor humidity faster than any other building material (Minke, G. 2006).

Phomi Flexi Clay regulate relative interior humidity between 40% and 70%. (Arundel, A. V. 1986) By keeping RH between 40% and 70% research has shown that the likelihood for airborne infectious bacteria and virus to survive is the lowest.



Working buildings can only be brought about by designing with a full understanding of breathability. (May, Neil April 2005).





### Temperature Control

Clay evens out temperature fluctuation by time-delayed releasing of absorbed solar energy thus providing a stable and comfortable internal temperature



### Moisture Control

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



### Detoxifying Effect

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



### Fire Retardant

Clay is non-combustible providing a lower fire risk factor for the building



### Energy-saving

With same unit area, modified clay materials can save up to 90% of energy consumption during transportation, installation and maintaining, including oil consumption, machine wear and tools wear.



### Safe

Reliable adhesion strength with light weight, especially suitable for high-rises



### Reduce waste

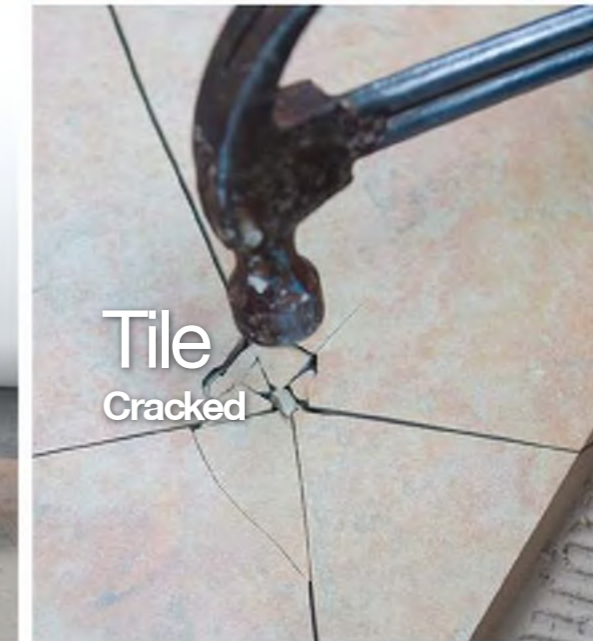
Elastic thickness of modified clay materials can be applied directly onto the former layers while no affecting base level. Unlike traditional building materials, this renovation cuts off waste source.



Flexible



Antiskid



Tile Cracked



Unfired Clay Wall & Floor Remains Intact

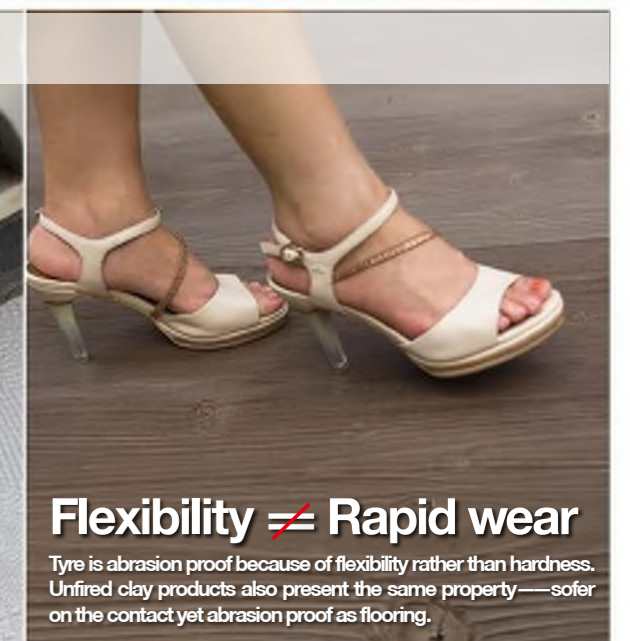
Thin ≠ Non-durable



Waterproof



Unfired Clay Flooring



Flexibility ≠ Rapid wear

Tyre is abrasion proof because of flexibility rather than hardness. Unfired clay products also present the same property—softer on the contact yet abrasion proof as flooring.



*Unfired Flexi Clay*

# MCM STONE

MCM Stone presents the original surface of natural stone, without destroying natural stone mine.

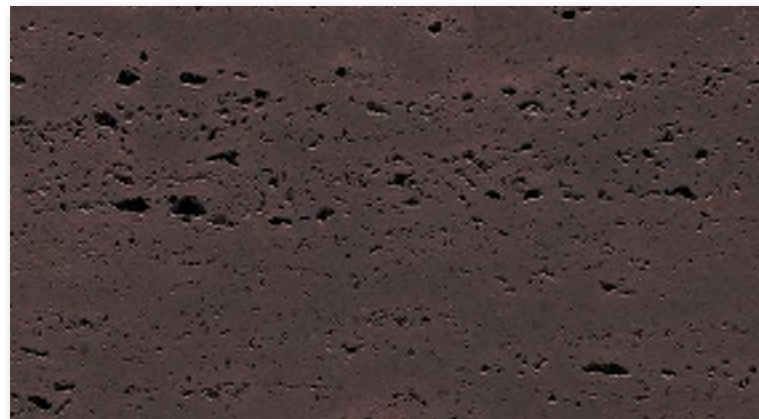
Not limited to the following colors



056CN



052CN



315CN



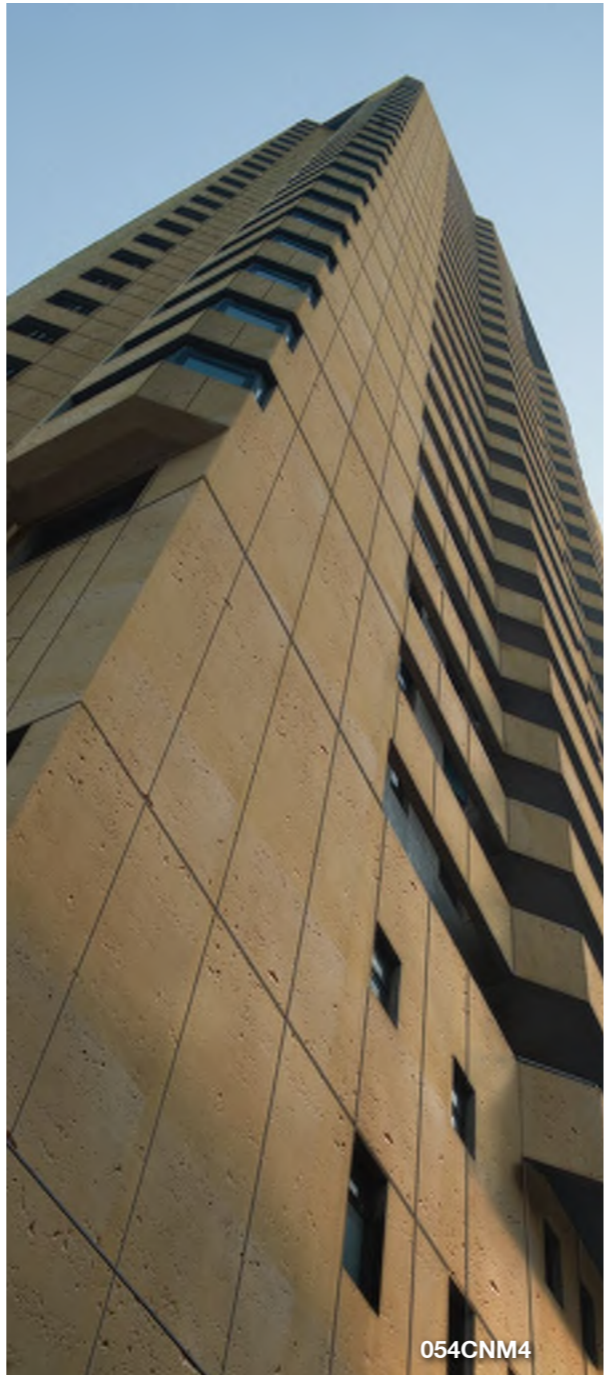
221CN



**MCM TRAVERTINE**

Size: 600X300mm / 1200X600mm, custom

056CN



054CNM4



**MCM SANDSTONE**

Size: 600X300mm / 1200X600mm, custom

Z1-052CN



367CN

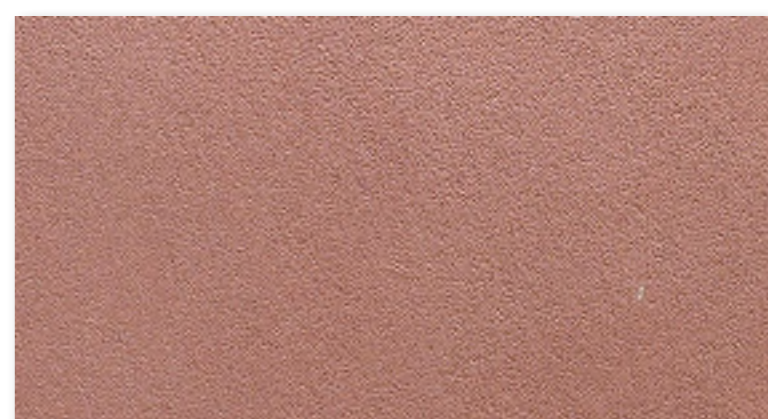
Not limited to the following colors



Z2-056C



Z1-052C



367CN



056CN

Maximum size: 2440x1220mm

1200x600	1200x300	
	1200x150	
600x600	600x200	600x150
	600x300	
	300x300	

Maximum size: 1200x600mm

600x600	600x300		600x400	400x300		400x150	
	300x300					400x150	



Not limited to the following colors



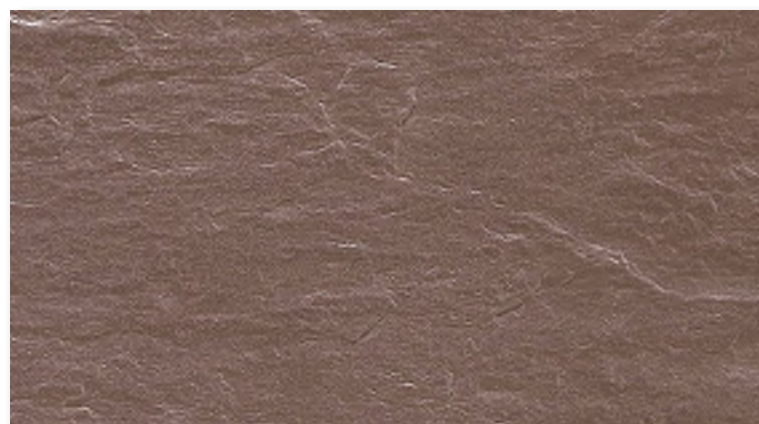
054CN



030CN



221CN



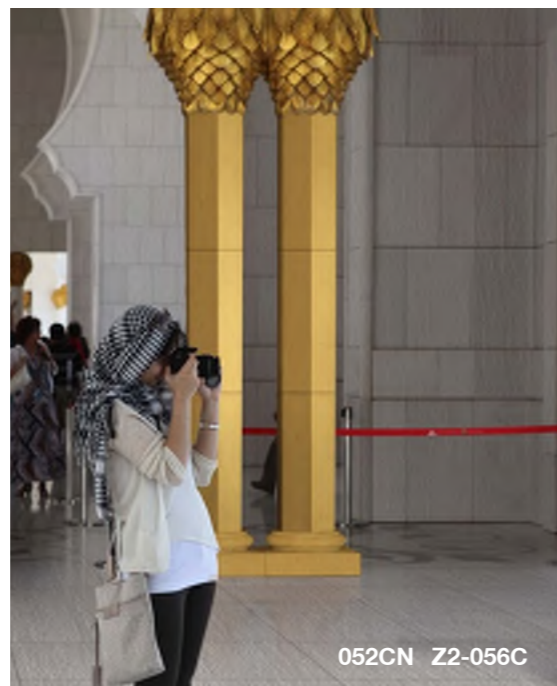
315CN



054CN



221CN



052CN Z2-056C



054CN 315CN

Maximum size: 1800x600mm

600x600	600x300	600x300		900x600	900x300	
		300x300	300x150		450x300	300x200

Not limited to the following colors



221CN



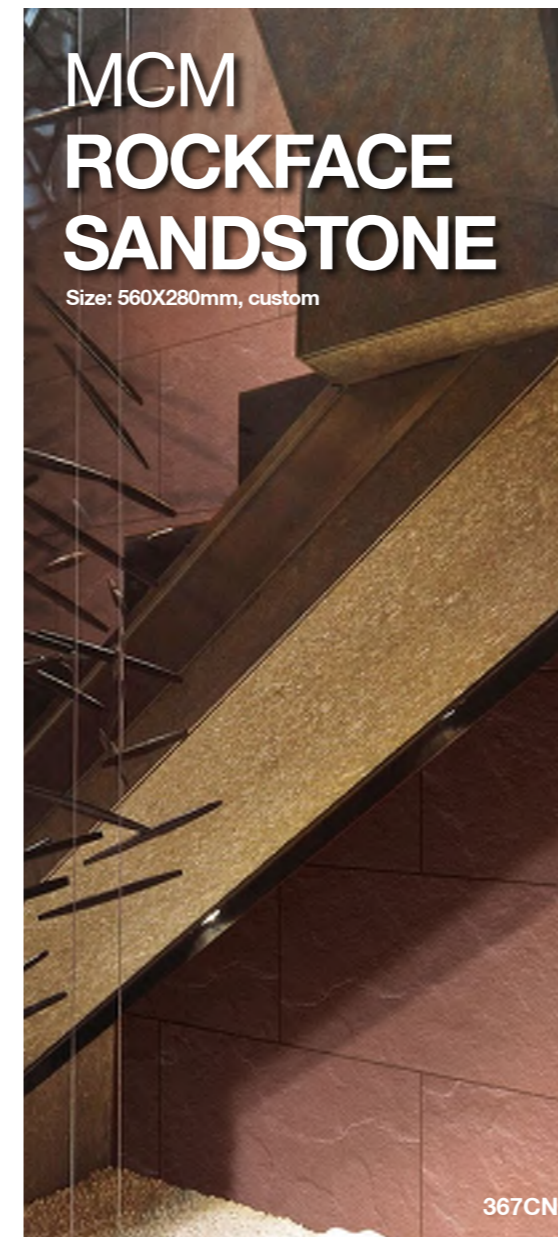
206CN



367CN



031CN



367CN



305CN-310CN-328CN



038CN

Not limited to the following colors



203CN



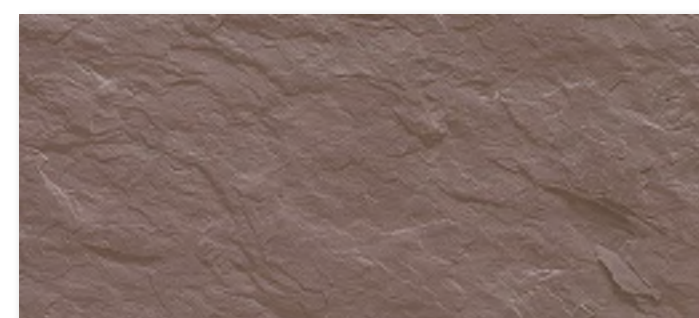
209CN



052CN



221CN



315CN



031CN



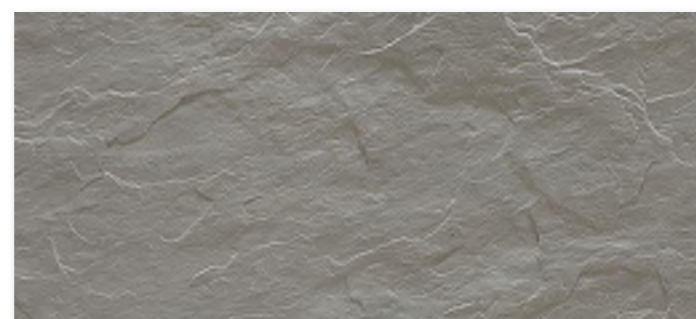
221CN



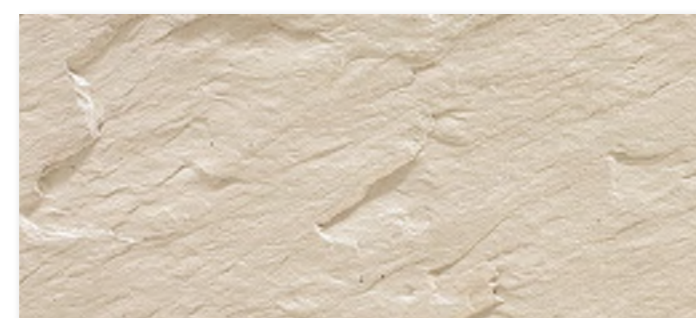
203CN



031CN



031CN

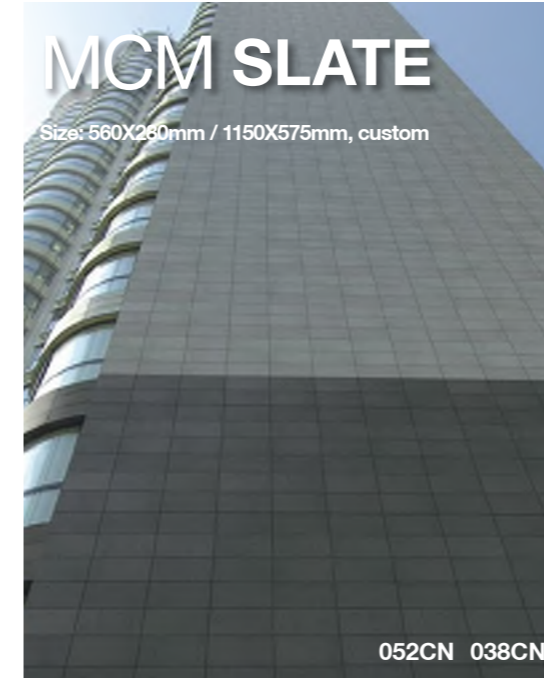


Z1-052C (Pearl white)

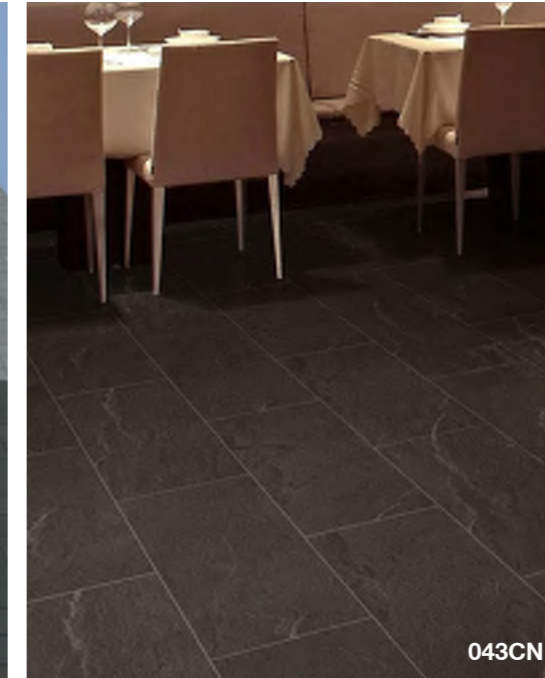
Maximum size:1200x590mm

600x590	600x295	
	600x98	

600x196	300x295	



052CN 038CN



043CN



038CN



052CN 031CN

Maximum size:1150x575mm

560x560	560x280	
	560x90	

560x190	280x280	

Not limited to the following colors



052CN



056CN



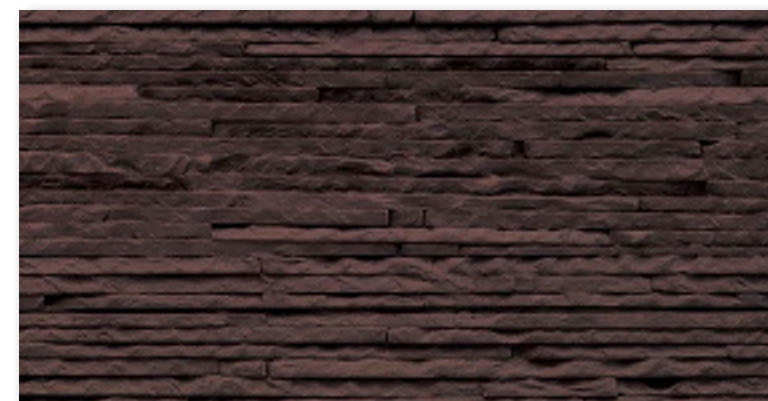
058CN



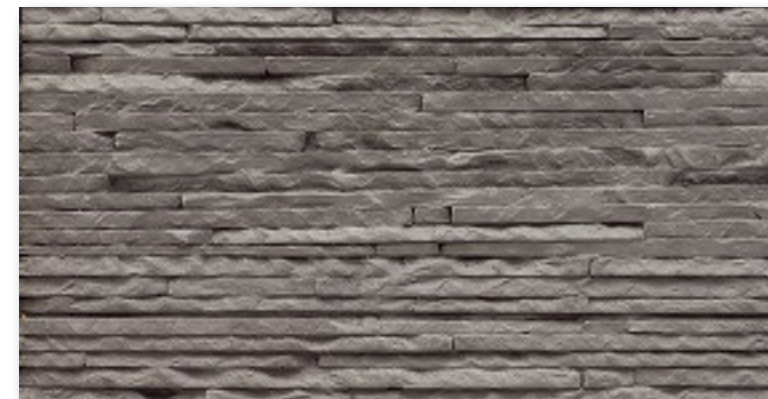
038CN



052CN



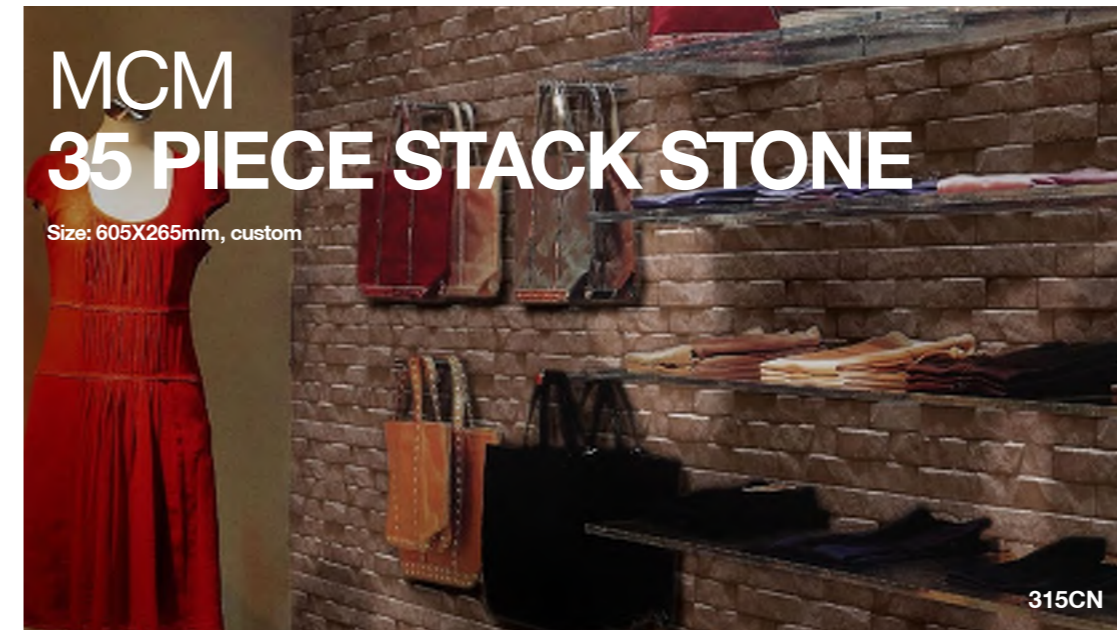
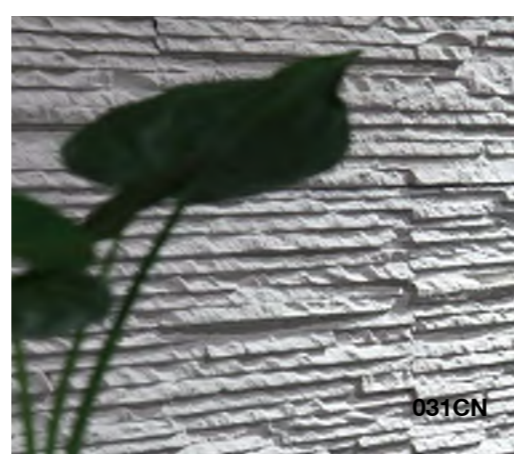
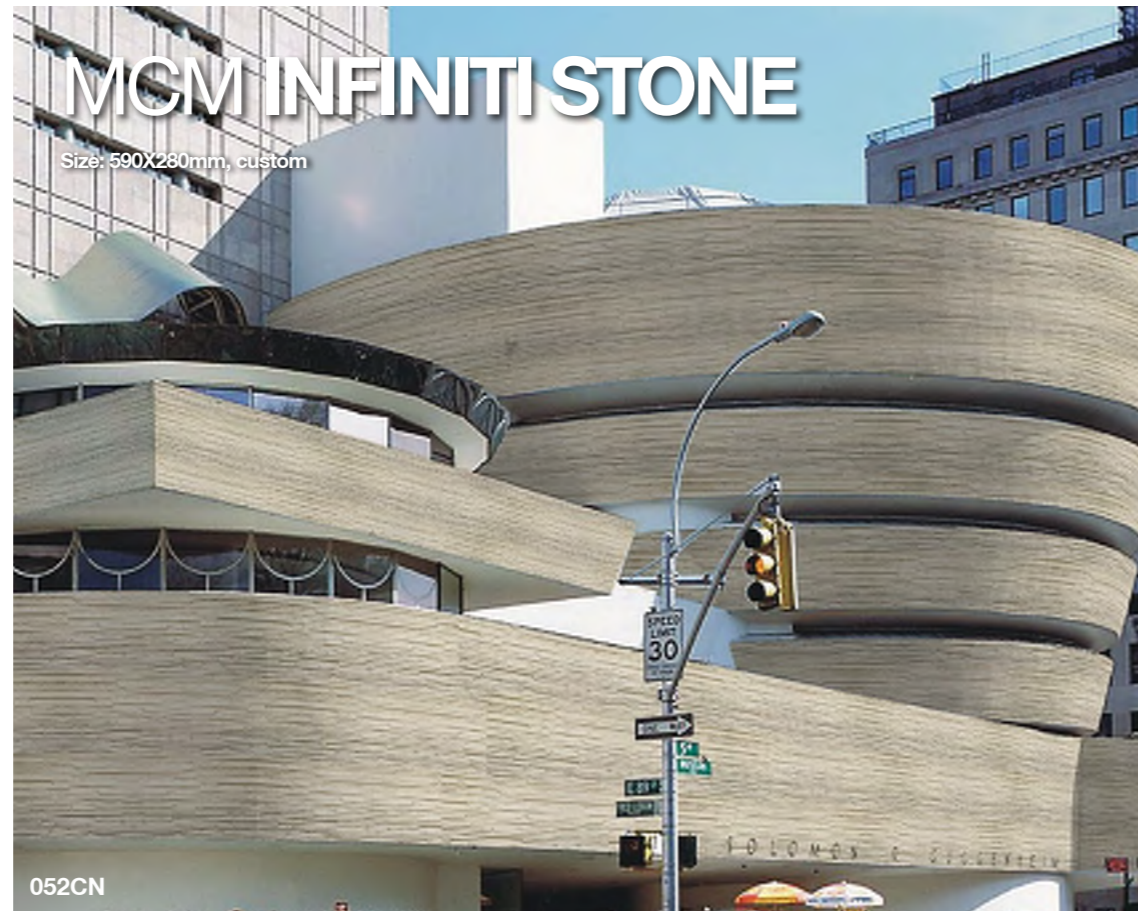
315CN



031CN



038CN



052CN



031CN



315CN



043CN

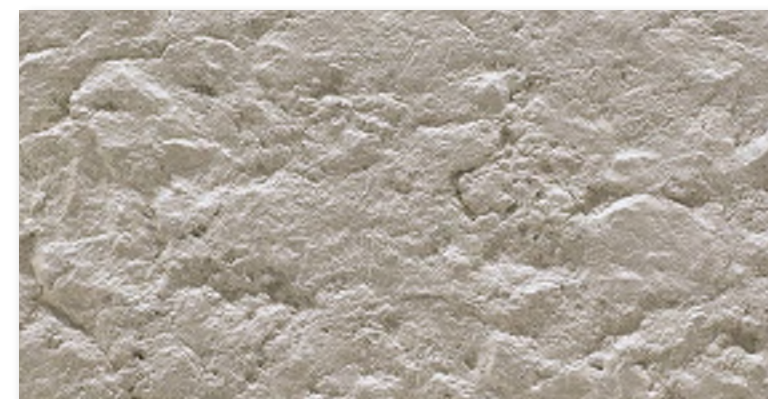
Not limited to the following colors



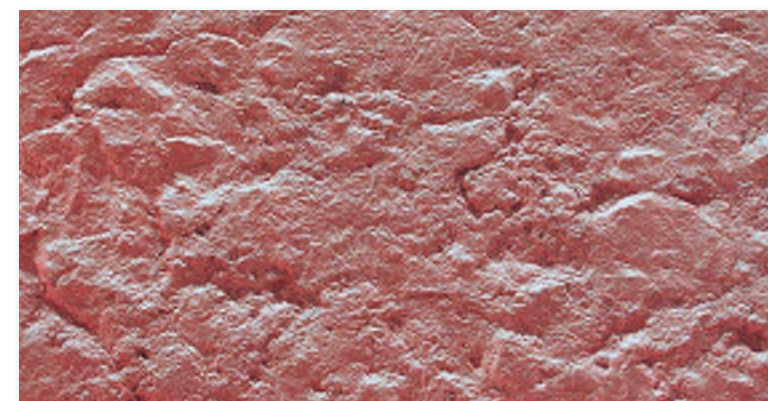
052CN



025CN



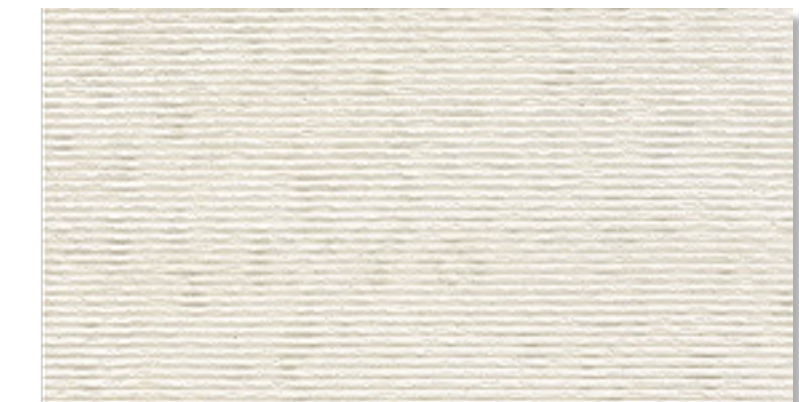
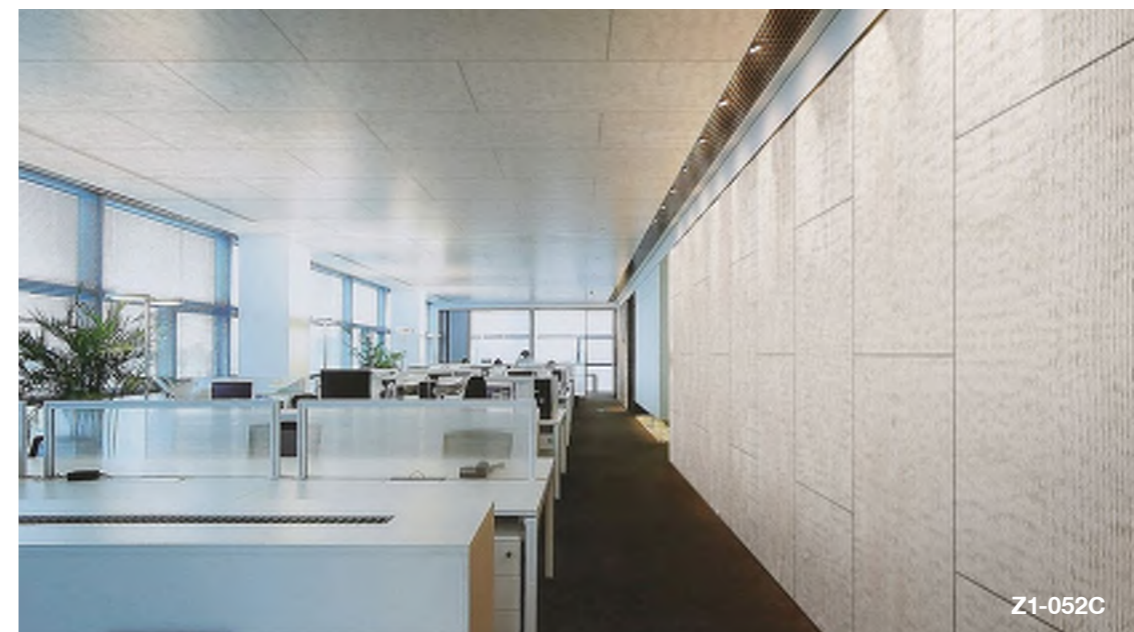
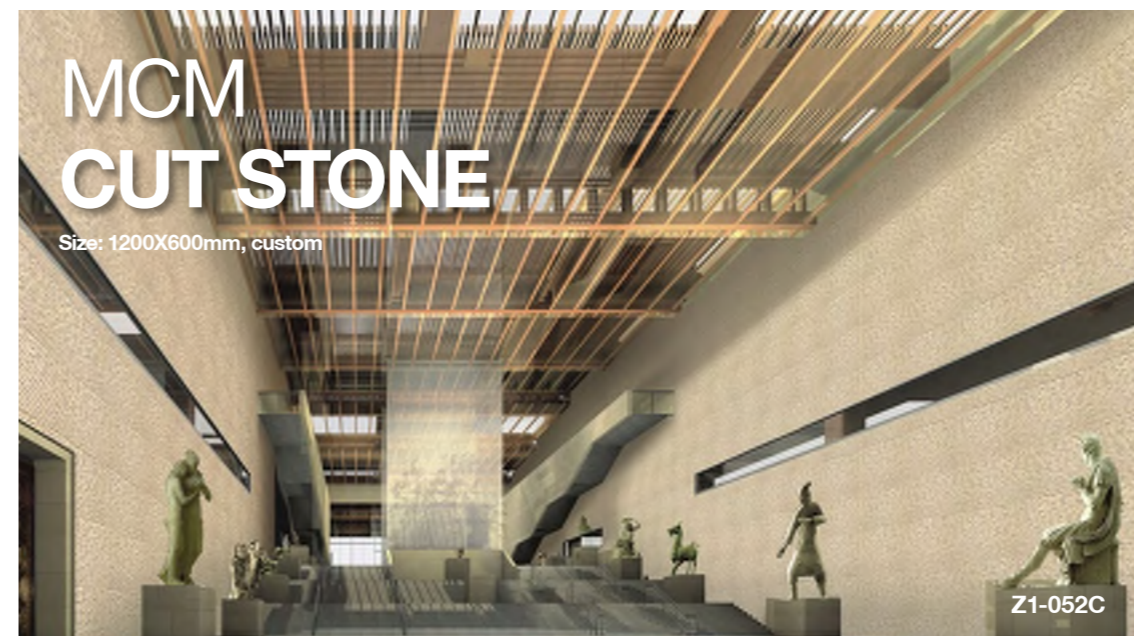
221CN



326CN



Not limited to the following colors



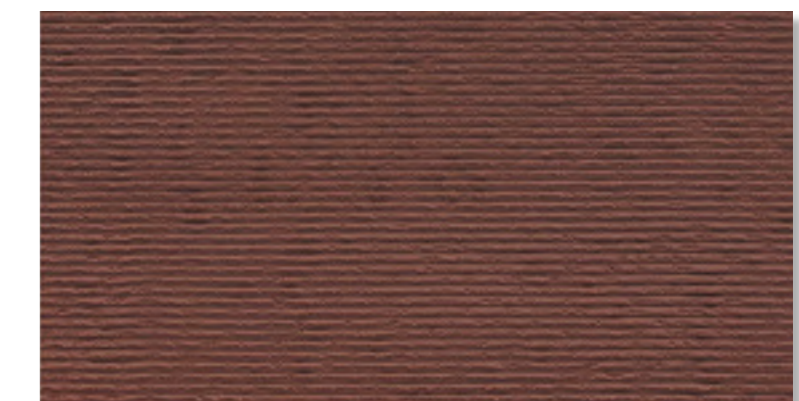
052CN



054CN



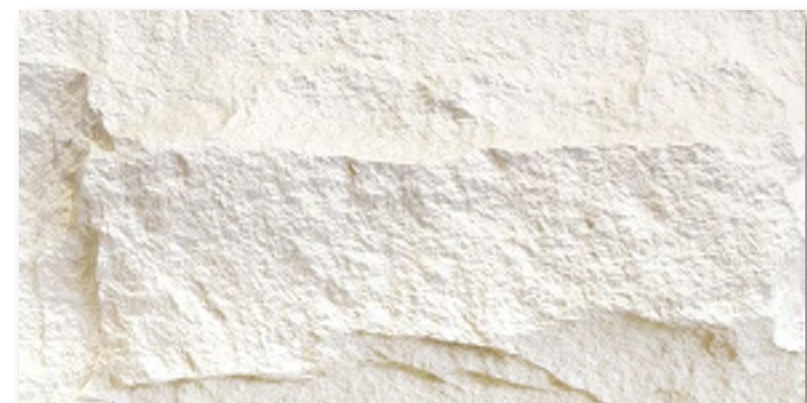
085CN



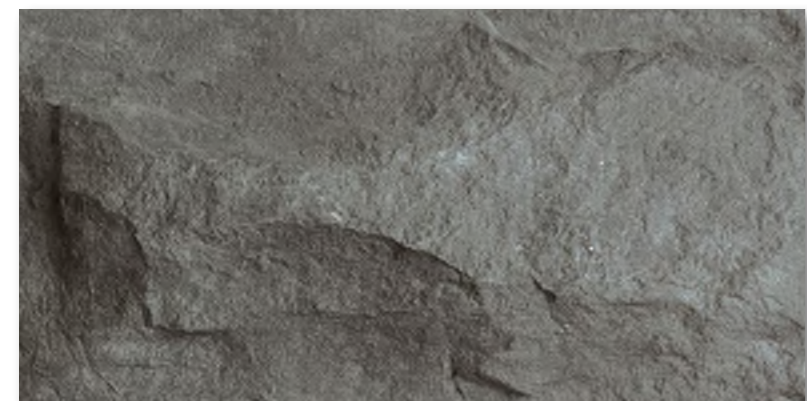
326CN

### MCM CROSSARD MUSHROOM STONE

Size: 600X300mm, custom Not limited to the following colors



052CN



031CN



328CN



315CN

### MCM DEVINE MUSHROOM STONE

Size: 800X400mm, custom Not limited to the following colors



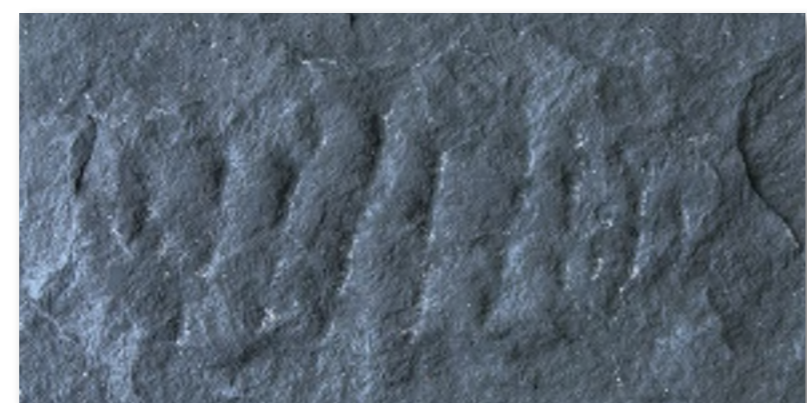
025CN



054CN



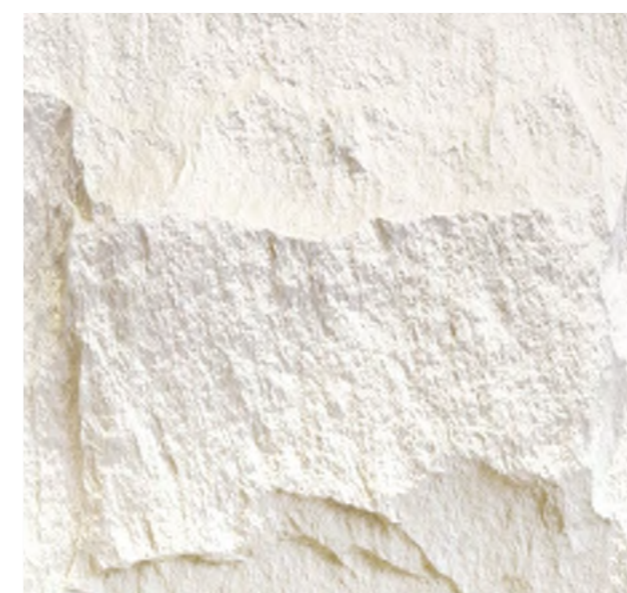
221CN



043CN



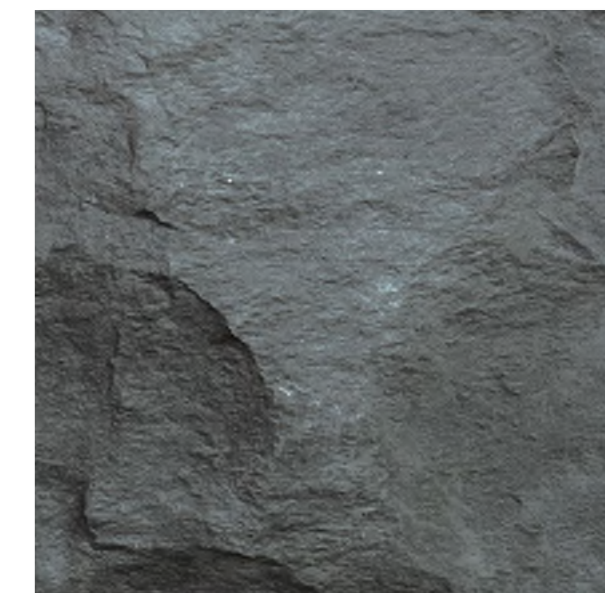
★ Size: 2000 × 1000mm, customizable large dimension  
Not limited to the following colors



052CN



031CN



043CN

Not limited to the following colors



052CN



056CN



Z4-369C (Metallic pink)



Z2-056C



# MCM CUBE CUT

Size: 600X300mm, custom

Not limited to the following colors



# MCM STACKLE SQUARE

Size: 600X300mm, custom



053CN



Z1-052C (Pearl white)



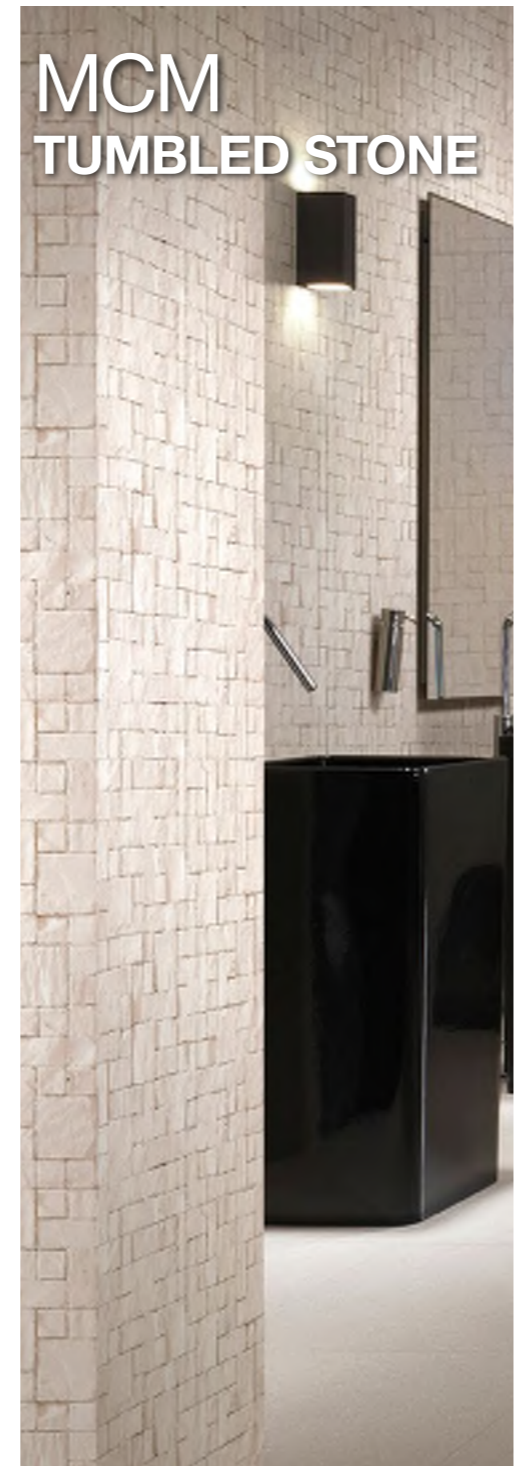
Z3-030C (Metallic gray)



Z1-052C



Z2-056C (Flash gold)



# MCM STRIPED STONE

Size:  
900x60mm  
280-300x90mm  
300-600x60mm  
560-600x30mm, custom

# MCM TUMBLED STONE

052CN

GREY /WHITE STRIPED STONE



GREY /BLACK STRIPED STONE



# MCM TUMBLED MOSAIC

Size: 590X590mm, custom



052CN

Not limited to the following colors



031CN



Z6-369C (Metallic pink)



Z3-030C (Metallic gray)

# MCM TUMBLED STONE

Size: 565X565mm, custom



050CN

Not limited to the following colors



203CN



209CN



038CN

# MCM 72-PIECE CUBE STONE

Size: 506X506mm, custom



Z1-052C (Pearl white)

Not limited to the following colors



Z6-369C (Metallic orange)



Z2-056C (Flash gold)



052CN



*Unfired Flexi Clay*  
**MCM LEATHER**



We do not kill for luxury.

**MCM FINE LEATHER**

Maximum size: 3000x1200mm



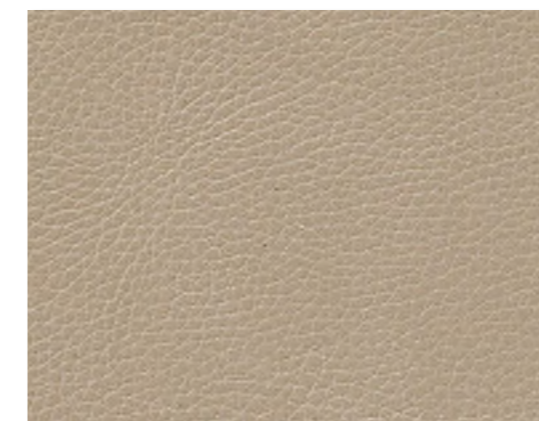
315CN



052CN



221CN



203CN

**MCM COARSE LEATHER**

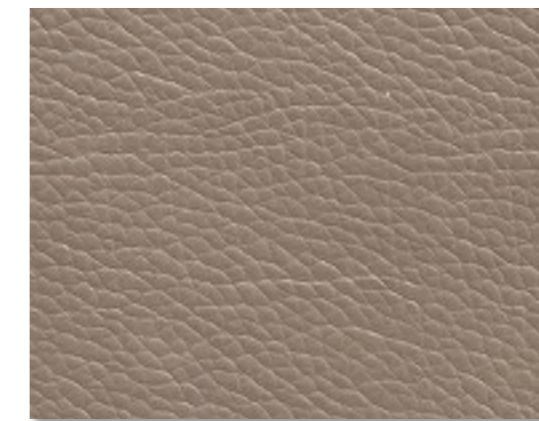
Maximum size: 3000x1200mm



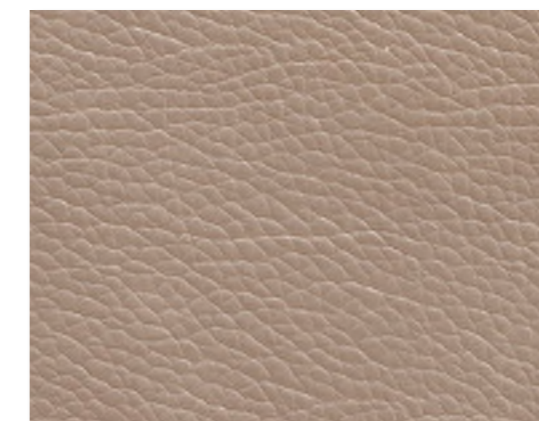
054CN



328CN

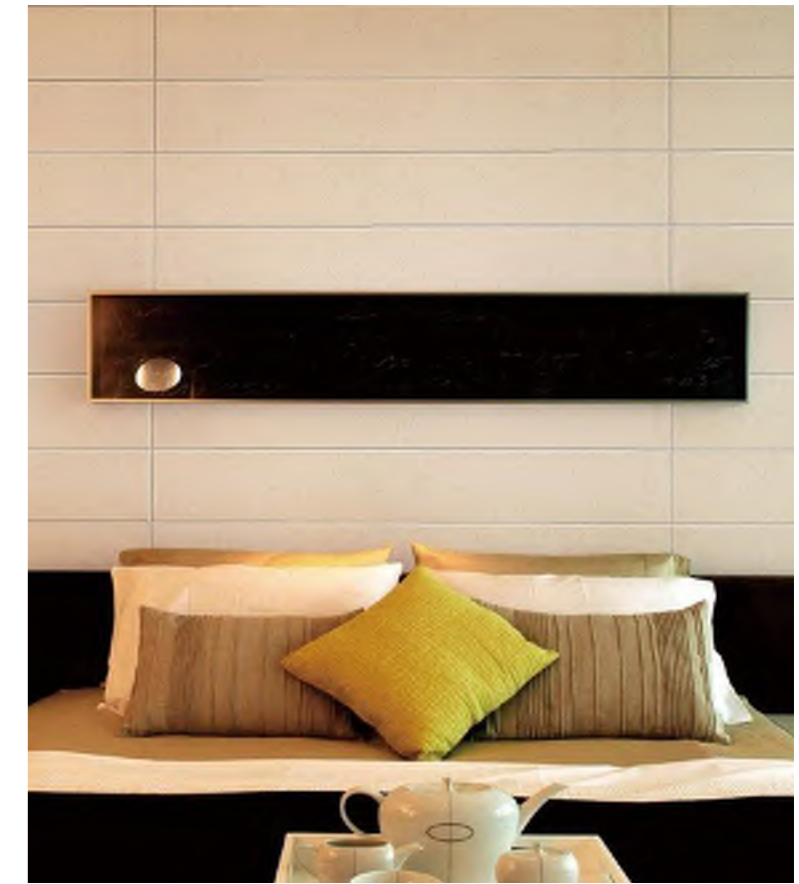


209CN



206CN

Not limited to the following colors



052CN



054CN/221CN/089CN



### MCM ELEPHAS

Size: 3000x1200mm, custom



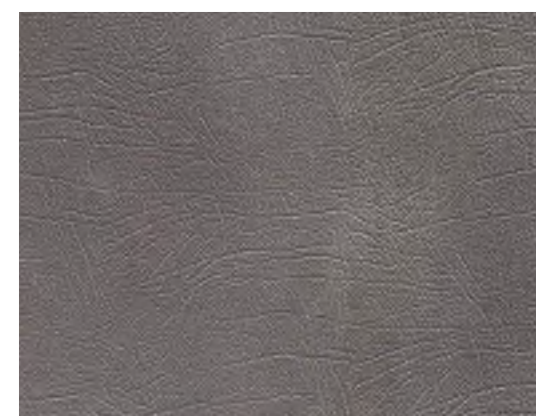
025CN



221CN



228CN



038CN

### MCM PELLE

Size: 3000x1200mm, custom



052CN



203CN



206CN



209CN

Not limited to the following colors



206CN



050CN 203CN



### MCM CROCO

Size: 3000x1200mm, custom

046CN 203CN

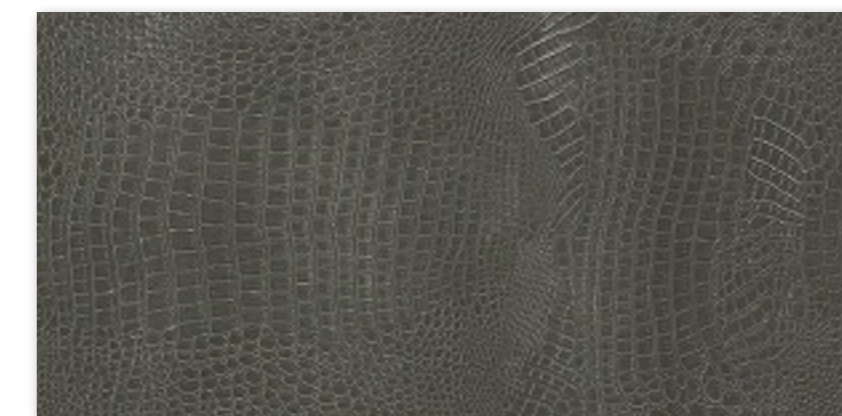


043CN

Not limited to the following colors



030CN



043CN



031CN



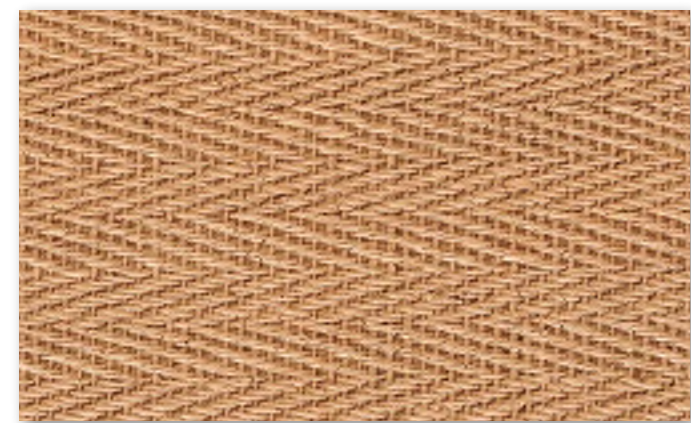
361CN

MCM W WEAVING

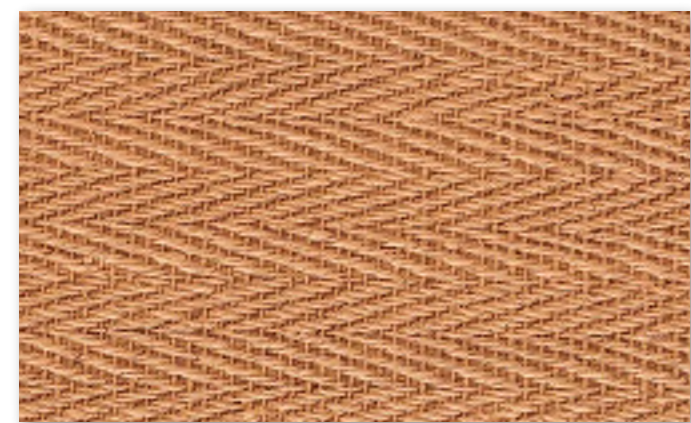
Maximum size: 3000x1200mm



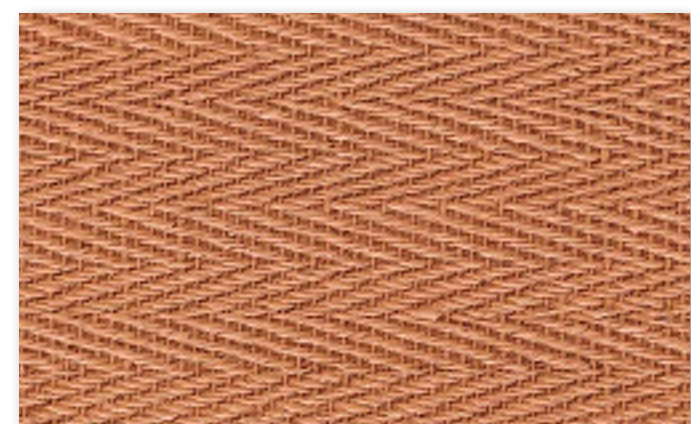
056CN



085CN



087CN



089CN

MCM 36 LINE LEATHER

Maximum size: 3000x1200mm



053CN



369CN



203CN



366CN

Not limited to the following colors



*Unfired Flexi Clay*  
**MCM WOOD**

We make wood from soil, not by hewing down trees.

Not limited to the following colors



315-328C



090-089C



085CN



056-054C



228-221C



206-203C



Not limited to the following colors



315-312C



209-206C



206CN



207CN

Not limited to the following colors



054-052C



058-059C



089-087CM1



086CNM



089-087CM3



206-203C



052-054C



210-025C



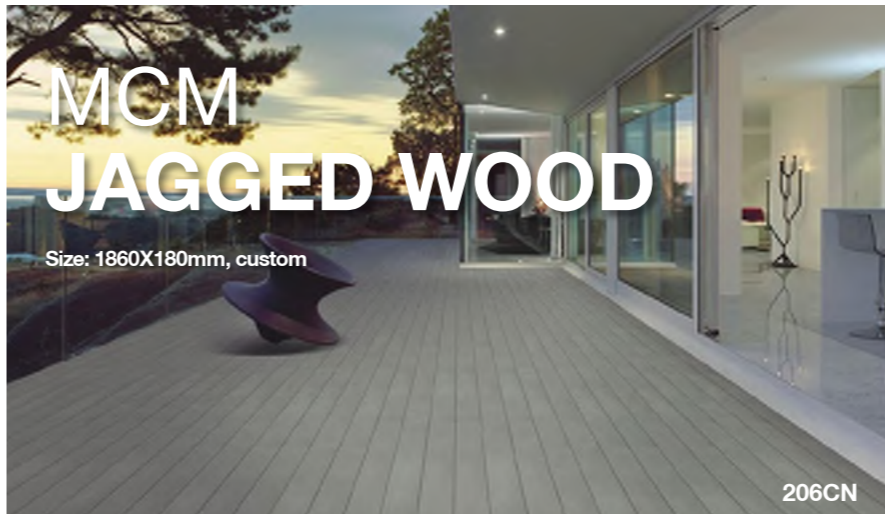
030-038C



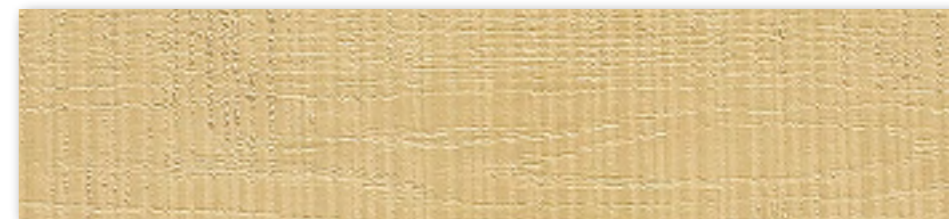
Maximum size: 2420x1220mm

2420x300	
1210x300	
2420x200	
1210x200	
800x200	

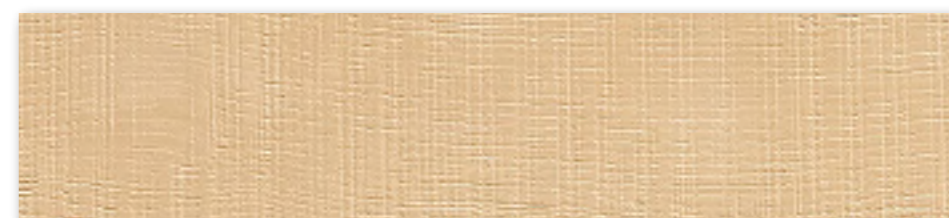
Not limited to the following colors



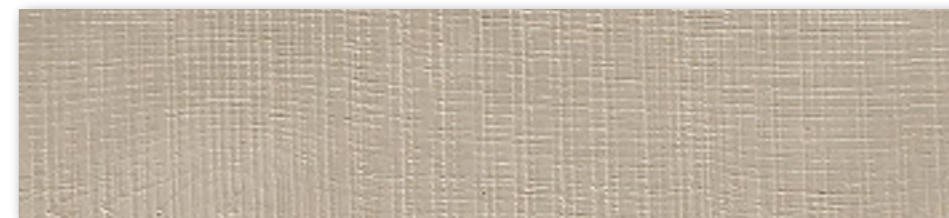
206CN



056CN



058CN



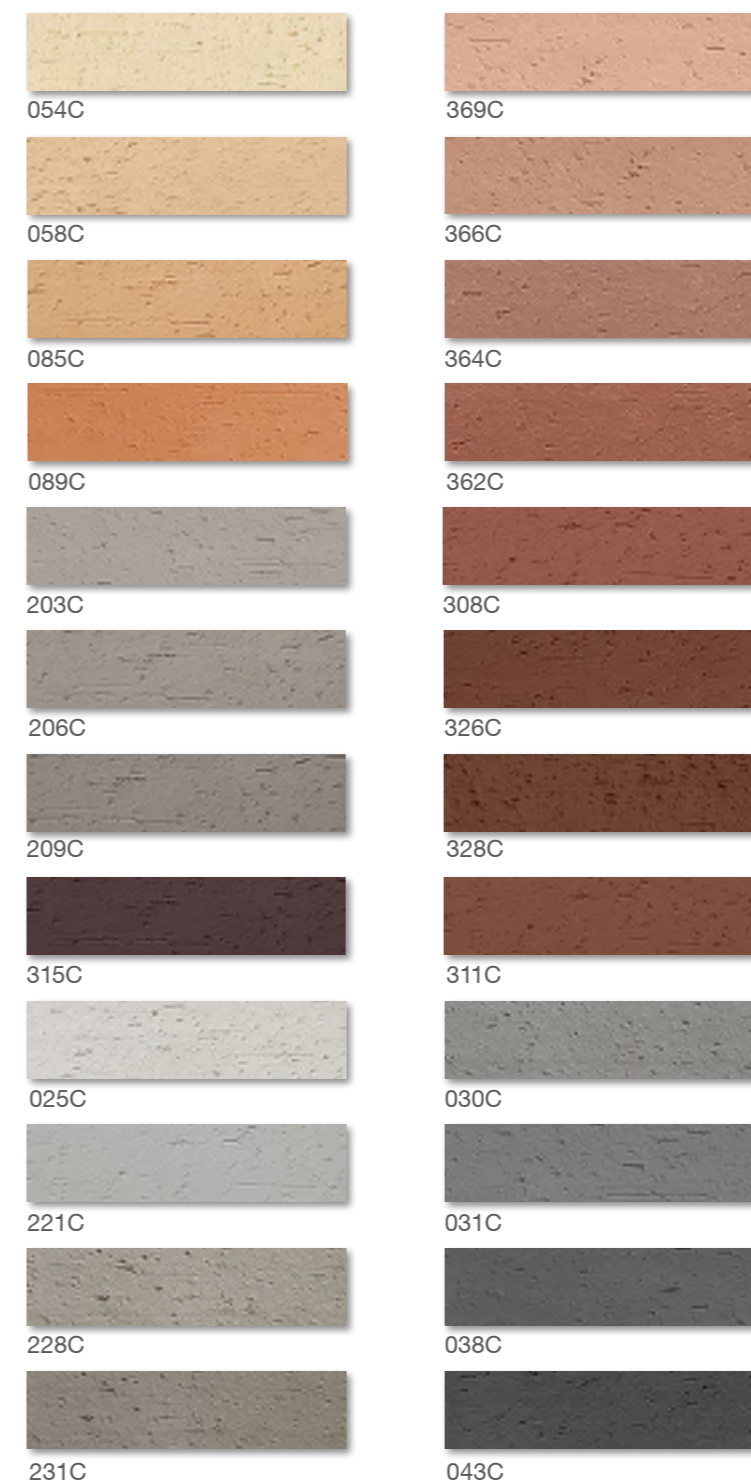
221CN

*Unfired Flexi Clay*  
**MCM PK BRICK**

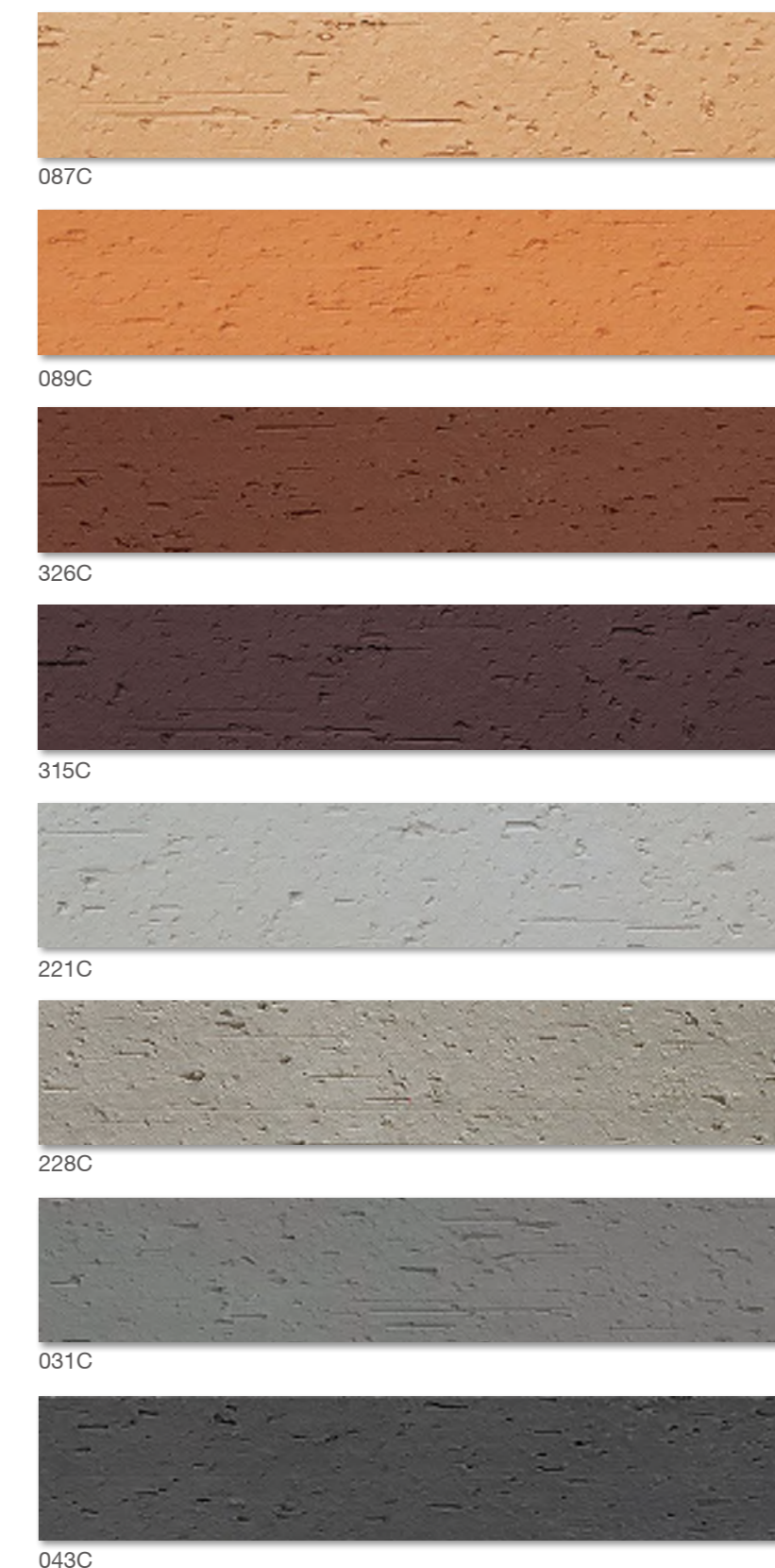
MCM Facing Brick has the same unique texture as kiln-fired brick, however, flexible and thin.

**A SERIES FACING BRICK**

Size: 240x60mm, custom  
 Applicable area : Interior and exterior wall  
 Not limited to the following colors

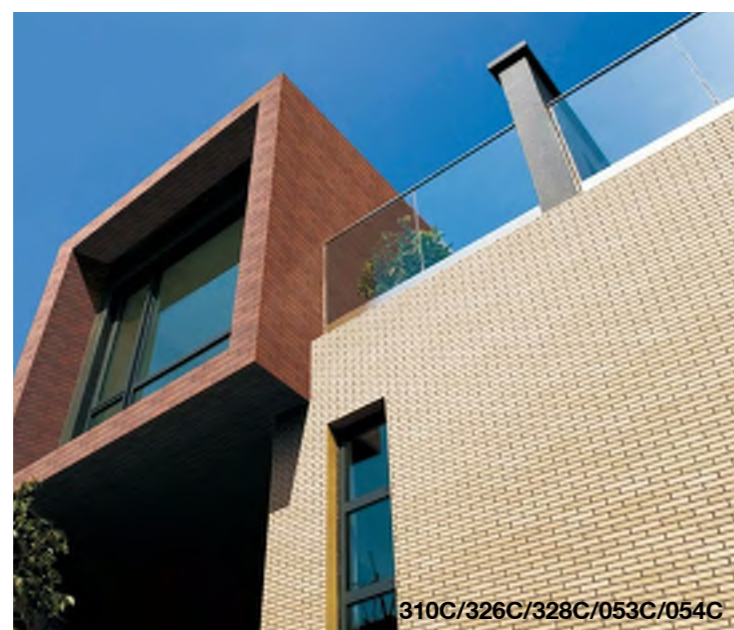
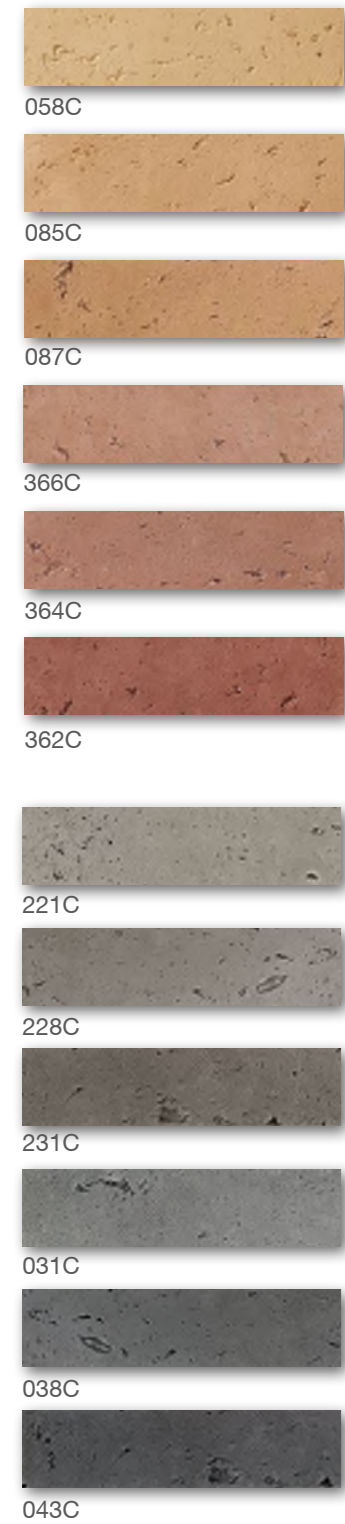


Size: 600x115mm, custom  
 Applicable area : Interior and exterior wall  
 Not limited to the following colors



## G SERIES FACING BRICK

Size: 230x58mm, custom  
 Applicable area : Interior and exterior wall  
 Not limited to the following colors



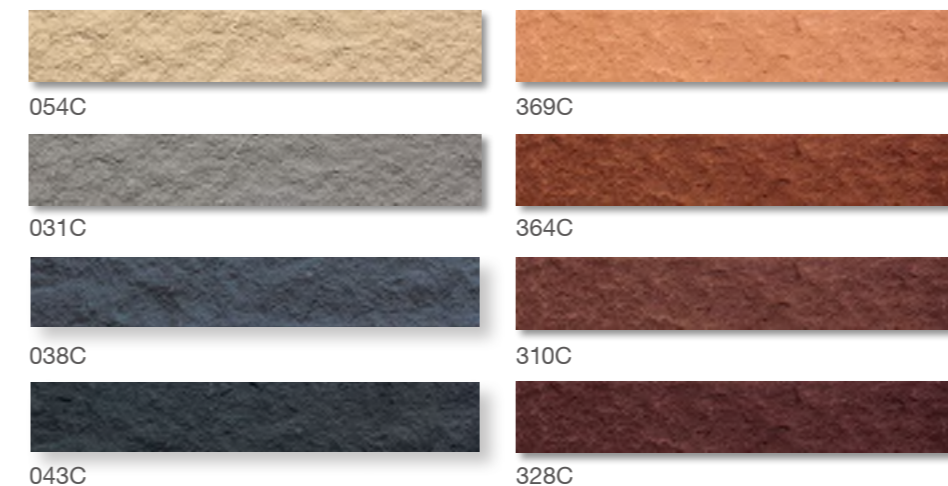
## K SERIES FACING BRICK

Size: 230x60mm, custom  
 Applicable area : Interior and exterior wall  
 Not limited to the following colors



## I SERIES FACING BRICK

Size: 253x40mm, custom  
 Applicable area : Interior and exterior wall  
 Not limited to the following colors



# R SERIES FACING BRICK

Size: 220x65mm, custom  
Applicable area : Interior and exterior wall  
Not limited to the following colors



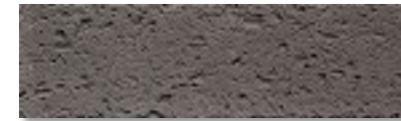
052C



025C



221C



231C



031C



369C



366C



362C



310C



328C



310C/326C/328C



228C



366C



221C/228C/231C

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