FashionQube™
econiclay
coverings

2024 Product Catalog

FashionQube™
LIVING WITH STYLE

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About US

We are FashionQube™, forerunner of eco-environmental material science！ Phomi econiclay founded in 2008，focusing on the research, development and production of econiclay based materials, we are committed to providing carbon-neutral material solutions to the world. With start-up mentality we develop up-to-date, sustainable material solutions for new challenges of living on our planet.

We use modern technologies of the digital age, combine them with the knowledge of traditional Handicraftsman-ship to create sustainable, eco-friendly and inspiring materials for the humans in the centerpiece of our minds.

As an technical enabler, we give our material solutions and knowledge to partners to spread it worldwide. How to benefit the entire world with increasing application possibilities of econiclay products, is the responsibility we assume for society and human future.

Our Vision: With our advantages in material science and technology, we aspire to shape a sustainable world together with more partners. We believe that it is human nature to shape the world in the best way possible. From the first hut in ancient times to a blue planet worth living on for everyone in the future. Therefore, we are going to develop and deliver the best materials, from econiclay for building to semiconductor electronics for informations …

econiclay Covering (eCovering)characteristic at Different Development Stages

Generation	1.0 2008 - 2012	2.0 2013 - 2021	3.0 2022 - 2023	4.0 2023 -	5.0 2024 -
Industry description	**Soft Ceramic Tiles** In 2008, the world's first soft ceramic tile was introduced at the China Ceramic Expo. In 2011, the first provincial standard for soft ceramic tiles, titled《Technical Regulations for Soft Ceramic Tile Building Decoration Materials and Application in Guangdong Province》was published. The following year, standards for soft ceramic tiles were successively released in 16 provinces and cities across China, primarily authore in collaboration with provincial construction institutes.	**Soft Porcelain / MCM** In 2014, the first national standard,《Modified Inorganic Powder Composite Building Decorative Coverings》and its application technical regulations were published. The following year, related standards for soft porcelain (MCM) were successively released in several countries, including Malaysia, India, and Indonesia, primarily authored by Phomi Company in collaboration with the respective national Ministries of Construction.	**eCovering** In line with the global trend towards carbon neutrality, Phomi has outdone iteself again with its newest invention, the world's first near zero-carbon surface material, certified for its carbon footprint by the international recognized organization Bureau Veritas.		**One-Stop Solution for Zero-Carbon Building Materials** In 2024, the pioneering eBIPV series and eDisplay series debuted at major global events: China Hi-Tech Fair Middle East World Future Energy Summit Europe Smart Energy Exhibition--Intersolar North American building material show Coverings Theses innovations empower smart building and lower carbon emissions. FashionQube's supply chain now covers all categories, offering a one-stop material solution that reduces overall costs by over 20% compared to traditional materials.
Quality	**Plain Textures** Performance： 1. Fireproof Class B1, flammable, with strong glue odor. 2. Features a soft single-layer fabric net on the back, but its limited breathability may lead to bubbling after installation.	**Plain & Fambe Texture** **Back facing** Performance 1. Fireproof Class A2, with slight glue odor. 2. Patented technology CN 205000582 U, integrating multiple layers of fabric net to reduce requirements for surface flatness. 3. Enhanced breathability minimizes the risk of bubbling after installllation.	**Digital Printed Texture** **Back facing** Performance 1. Fireproof Class A2, odorless. 2. Integrated with multiple layers of fabric net. 3. Enhanced product precision. 4. Stain-resistant and self-cleaning.	**Digital Printed Texture** **Back facing** Performance 1. Fireproof Class A1, odorless. 2. Uniform thickness with a single-layer fabric net. 3. Standardized product and digital quality control. 4. Stain-resistant and self-cleaning.	**eBIPV** Customized eCoverings (stones, woods, bricks etc.) integrated Solar Cell econiclay adhesive coating Customized Hanging Panel Customized Power-generating eCoverings Customizable display area **eDisplay** **Provide one-stop material solution**
Specification	240x60 (mm) 600x300 (mm) 1200x600 (mm) Thickness:Flat facing 1-2mm	240x60，600x300， 1200x600，2400x1200 (mm) Thickness:Flat facing 2-3mm Concavoconvex facing 2-7mm	1200X600，2400X1200，2700X1200，360X120 (mm) Thickness:Flat facing 2-3mm Concavoconvex facing 2-7mm	More specification to match with difference scene. Thickness:Flat facing 3-5mm Concavoconvex facing 2-6mm	Exterior: 1200x600 Interior:2700x1200 Standardized+Customized
Application Technique	Wet installation: 1. Gaps must be left and filled due to uneven thickness. 2. Due to the thinness and flexibility of the product, a high degree of surface flatness is required.	Wet installation: 1. Gaps must be left and filled due to uneven thicknesses. 2. The product surface is prone to contamination during the filling process.	Wet installation & Dry Hanging Systems: 1. Wet installation allows for a close fit. 2. Dry hanging products provide a curtain wall effect. Dry hanging products include: composite insulation panels, aluminum panels, honeycomb panels, galvanized panels, or fiber cement boards.		Following *Dry-Hanging Curtain Wall Engineering Design and Installation Guide* can reduce overall project costs by over 20%, empower smart buildings, and significantly reduce carbon emissions.

Special Notes

Knockoff products status:

1. Knockoffs are limited to Phomi 1.0 and 2.0 products, prone to dirt accumulation.
2. Knockoffs use coating formulas for curing and molding, resulting in aging and fading within 3-5 years.
3. Knockoffs of FashionQube 3.0 products show a noticeable plastic-like texture, blurred patterns, and lack of details.
4. No knockoffs of FashionQube 4.0 products have been identified yet.

Characteristics of Knockoffs:

· Strong smell of glue
· Rapid flame spread upon ignition
· Emits thick smoke and a pungent odor when burning
· Lack of safety and sustainability

FashionQube™ eCovering series
econiclay products comply with "cradle to cradle" advanced material certification standards

material health

D E S I G N P H A S E

clean air & climate protection

product circularity

M A N U F A C T U R I N G P H A S E

CERTIFIED
cradle to cradle
PRODUCTS PROGRAM

water & soil stewardship

social fairness

1.Material Health

econiclay uses natural materials such as soil, stone waste, and non-metallic tailings as its raw materials. A meticulous process of collection, sorting, and screening ensures the quality of these materials. After being transformed into micro-level powders, specialized surfactants are applied to create a protective, multi-layered network structure, effectively preventing the release of harmful substances. This commitment to material quality guarantees that econiclay products are free from any harmful residues or emissions.

2.Product Circularity

The econiclay products are easy to recycle for reuse after they're no longer preferred. They don't break down into harmful substances, making recycling practical. Mixing econiclay with other materials can create durable and flexible products, reducing the need for plastic and extending product lifespans. This conserves resources and supports recycling.

3.Clean Air & Climate Protection

Our plant uses self-generated green electricity/steam as energy source and produce at low temperatures, reducing reliance on fossil fuels and helping decrease greenhouse gas emissions. The entire production process is environmentally friendly with no smoke, harmful gases, or wastewater released. econiclay's inorganic properties ensures that it doesn't emit harmful gases during use or recycling, contributing to cleaner air.

4.Water & Soil Stewardship

The econiclay production process conserves water resources by utilizing steam, which is efficiently transformed into production water during the condensation process. Simultaneously, the production process generates zero wastewater, making a positive contribution to the conservation of water resources. Importantly, econiclay products, being non-vitrified inorganic materials, have no detrimental impact on the soil after their lifecycle concludes, ensuring the long-term health of the land.

5.Social Fairness

The production process of econiclay products is designed to minimize waste, noise, and the release of harmful substances, ensuring that both workers and neighboring communities are not negatively impacted by hazardous materials or poor environmental conditions. Utilizing low-temperature manufacturing and self-generated green electricity/steam as an energy source also helps reduce environmental pollution, fostering social equity. Implementation of carbon-neutral measures further supports social sustainability.
The econiclay products boast a Class A fire rating, enhancing fire safety in application areas and thereby increasing community safety, ultimately contributing to social equity.

The full life cycle of eCovering

Zero carbon footprint for raw materials

The basic raw materials are based on inorganic solid waste such as urban construction waste, soil/stone/ceramic scraps, and non-metallic tailings.

Transportation

eCovering 4kg/㎡ versus natural stone 70kg/㎡ , Reducing 94% of the energy consumption during transportation.

CERTIFIED
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PRODUCTS PROGRAM

Production process

100℃ molding process with green electricity and heat cogeneration

Endless recycling

When dismantled, ecoveing will spontaneously develop into small pieces and return to mother nature without detrimentally affect the soil. Plant roots can easily enter the debris and grow, because the material has a self-respiratory function and maintains a specific water absorption rate.

FashionQube™ Phomi econiclay 2024 Products Series

STONE SERIES			WOOD SERIES	BRICK SERIES	WEAVING SERIES

FashionQube™ eCovering Core Value

High value and durability

eCovering showcases the texture and color of natural materials. Based on the inorganic-organic hybrid structure, it has excellent UV-resistant qualities. The service life of eCovering is several times longer than that of PVC wallcovering and flooring, reducing the frequency of replacement and the waste of resources.

A1 fire rating

Based on inorganic properties, it has a fire resistance rating of A1, providing a better safeguard compared to flammable plastic and wood surface materials.

Replacement of energy-intensive materials

The unique active valence bonds and low-temperature molding can create more functional products to meet the needs of different settings, becoming an ideal substitute for traditional materials such as tiles, stones, cement, wood, leather, plastics, etc.

Environmental Protection and Sustainability

1. Not relying on specific mineral resources diminishes the adverse impact of resource extraction on the environment.
2. Low temperature molding process decreses energy consumption and the low temperature molding process decreses energy consumption and eliminates waste gas emissions and wastewater disposal.
3. Inorganic solid waste can be reused and recycled, greatly limits the negative impact on the environment.

FashionQube™ Phomi econiclay passed
the international authoritative organization BUREAU VERITAS Product Carbon Footprint Verification Certification

The carbon emission of $1m^2$ of **FashionQube™** Phomi econiclay is **1.02kg CO_2e**.

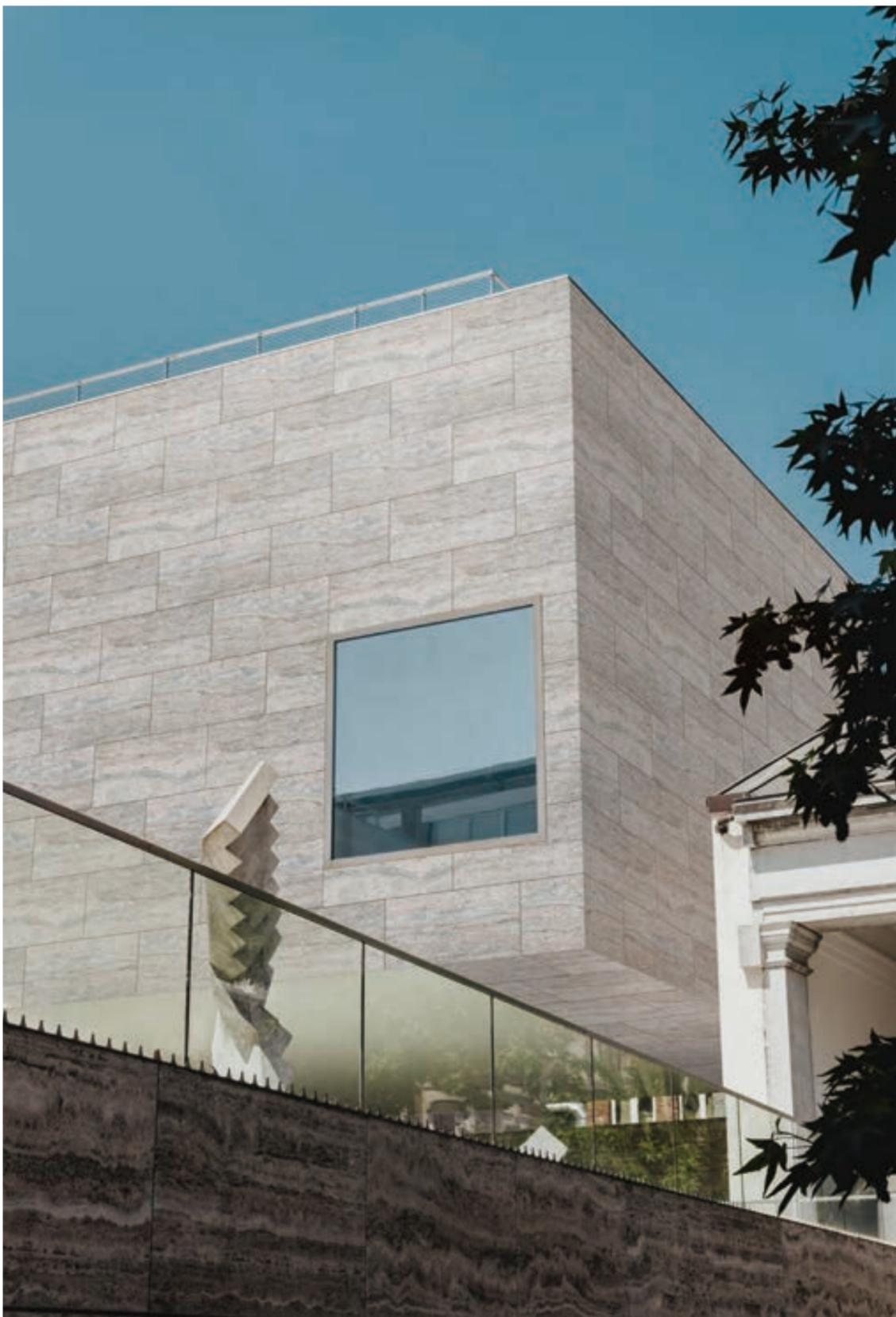eCoverings reduce compared to **tiles** **95.4%** CO_2e

eCoverings reduce compared to **stones** **98.63%** CO_2e

Material technology integrated with 3D-tech empowers traditional stone industry for transformation

Stone Series

Greece Travertine

Regular size(mm)	Thickness (mm)	Package size(mm)	pcs/carton	m²/carton
1200 x 600 (4.0)	3.2(±0.2)	1220 x 620 x 75	16	11.52

Greece Travertine
Anna Light Grey

Greece Travertine
Anna White

Greece Travertine
Anna Light Grey

Greece Travertine
Anna Medium Grey

Greece Travertine
Kamu Grey

Greece Travertine
Kamu Yellow

Greece Travertine
Kamu Red

Star Product Delivery Period: 3-5 days

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Coral Travertine

Regular size(mm)	Thickness (mm)	Package size(mm)	pcs/carton	m²/carton
1200 x 600 (4.0)	3,2(±0.2)	1220 x 620 x 75	16	11.52

Coral Travertine
Stratus Light Grey
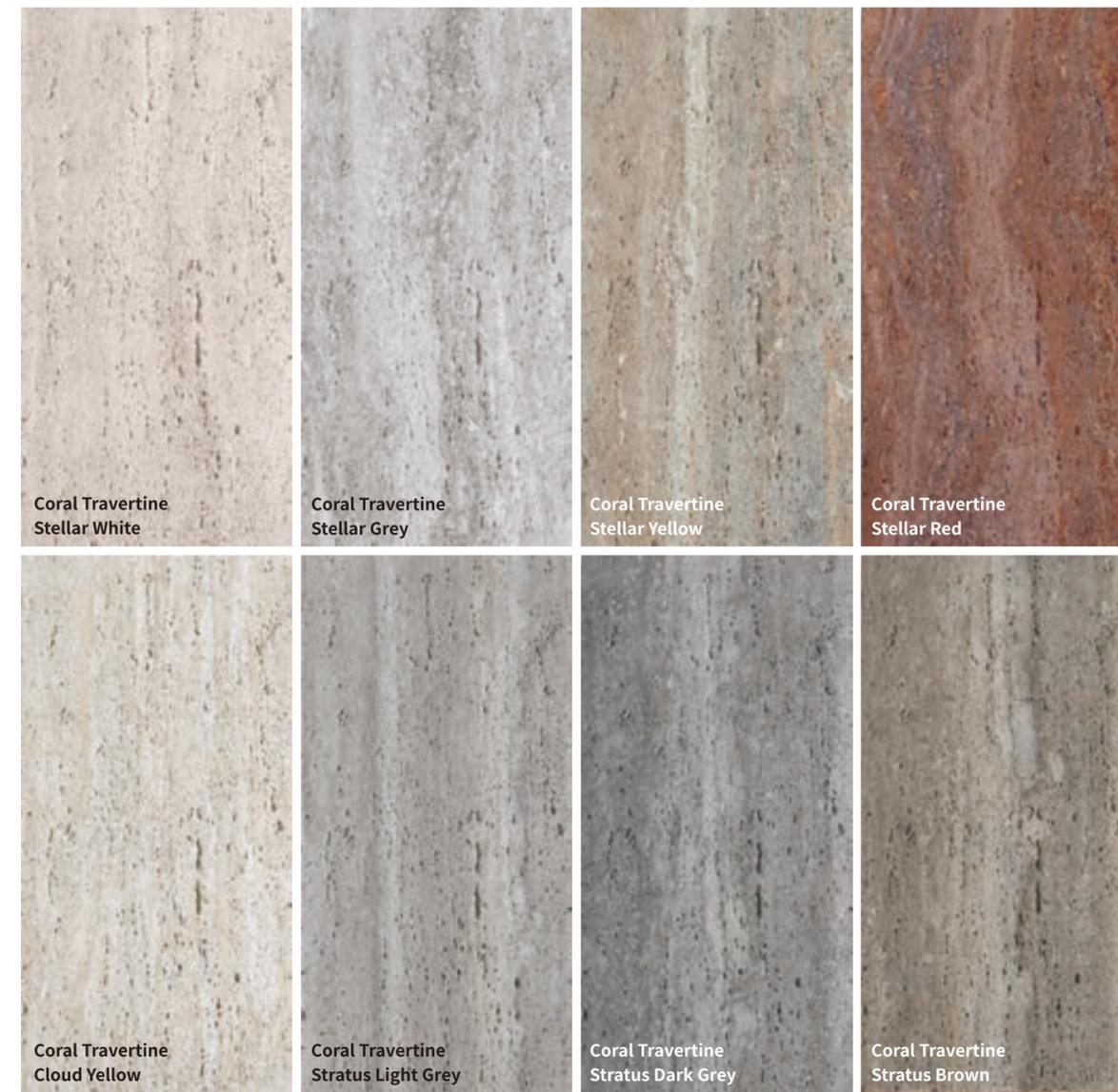
Coral Travertine
Stellar White

Coral Travertine
Stellar Grey

Coral Travertine
Stellar Yellow

Coral Travertine
Stellar Red

Coral Travertine
Cloud Yellow

Coral Travertine
Stratus Light Grey

Coral Travertine
Stratus Dark Grey

Coral Travertine
Stratus Brown

Star Product Delivery Period: 3-5 days

Rome Travertine

Regular size(mm)	Thickness (mm)	Package size(mm)	pcs/carton	m²/carton
1200 x 600 (4.0)	3.2(±0.2)	1220 x 620 x 75	16	11.52
1200 x 600 (3.0)	3(±0.6)	1220 x 620 x 75	18	12.96
2400 x 1200 (3.0)		Packed with wooden case as per order quantity (subject to packaging fee)		

Rome Travertine Andes Yellow

Rome Travertine Andes White

Rome Travertine Andes Yellow

Rome Travertine Andes Gold

Rome Travertine Light Brown

Rome Travertine Andes Grey

Rome Travertine Cloud White

Rome Travertine Cloud Grey

Rome Travertine Cloud Yellow

Rome Travertine Cloud Orange

Rome Travertine Andes Red

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Cloud Silk Travertine

Regular size(mm)	Thickness (mm)	Package size(mm)	pcs/carton	m²/carton
1200 x 600 (4.0)	1-3 natural unevenness			

Cloud Silk Travertine Ash Grey

Cloud Silk Travertine Ash Grey

Cloud Silk Travertine Black Sesame

Cloud Silk Travertine Kamu Yellow

Cloud Silk Travertine Kamu Red

Cloud Silk Travertine Pency

Cloud Silk Travertine Snow Flake Red

Cloud Silk Travertine Multi-Color Blue

Cloud Silk Travertine Multi-Color Rust

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Oceanic Travertine

Regular size(mm)	Thickness (mm)	Package size(mm)	pcs/carton	m²/carton
1200 x 600 (4.0)	3.2(±0.2)	Packed with wooden case as per order quantity (subject to packaging fee)		
1360 x 600 (3.0)				
2800 x 1200 (3.0)				

Oceanic Travertine
Greek Yellow

Oceanic Travertine
Moonlight White   1200 x 600mm

Oceanic Travertine
Greek Yellow   1200 x 600mm

Oceanic Travertine
Light Cloud Gray   1200 x 600mm

Oceanic Travertine
Ink Cloud Gray   1200 x 600mm

Oceanic Travertine
Moonlight White   2800 x 1200mm

Oceanic Travertine
Greek Yellow   2800 x 1200mm

Oceanic Travertine
Light Cloud Gray   2800 x 1200mm

Oceanic Travertine
Ink Cloud Gray   2800 x 1200mm

Star Product Delivery Period: 3-5 days
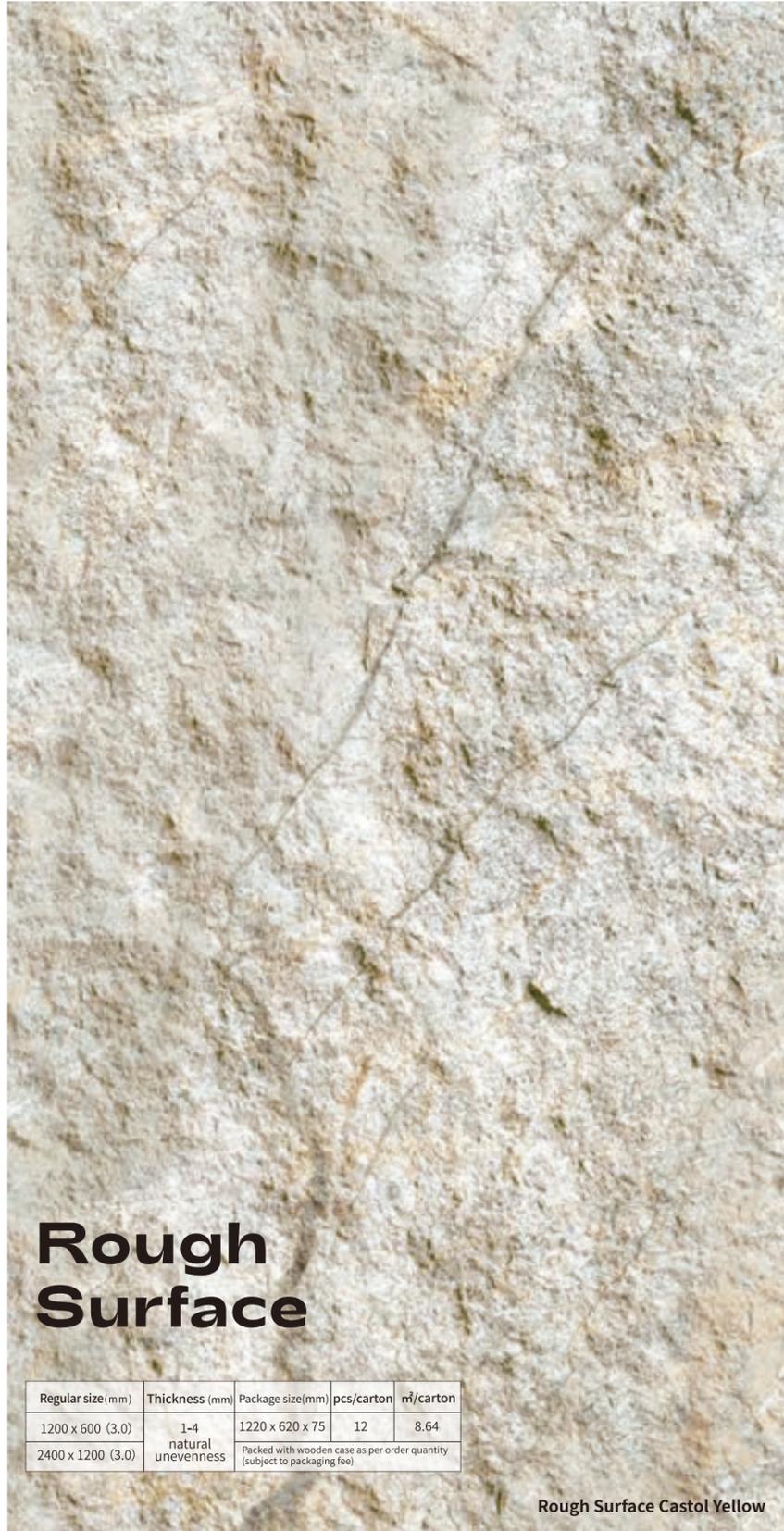
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Rough Surface

Regular size(mm)	Thickness (mm)	Package size(mm)	pcs/carton	m²/carton
1200 x 600 (3.0)	1-4 natural unevenness	1220 x 620 x 75	12	8.64
2400 x 1200 (3.0)		Packed with wooden case as per order quantity (subject to packaging fee)		

Rough Surface Castol Yellow

Rough Surface Ash Grey

Rough Surface White Sesame

Rough Surface Castol White

Rough Surface Castol Grey

Rough Surface Castol Yellow

Rough Surface Castol Blue

Rough Surface Andes Gold

Rough Surface Veil Grey

Rough Surface Gold Sesame

Rough Surface Greyish Brown

Rough Surface Multi-Color Red

Rough Surface Portoro

Star Product Delivery Period: 3-5 days
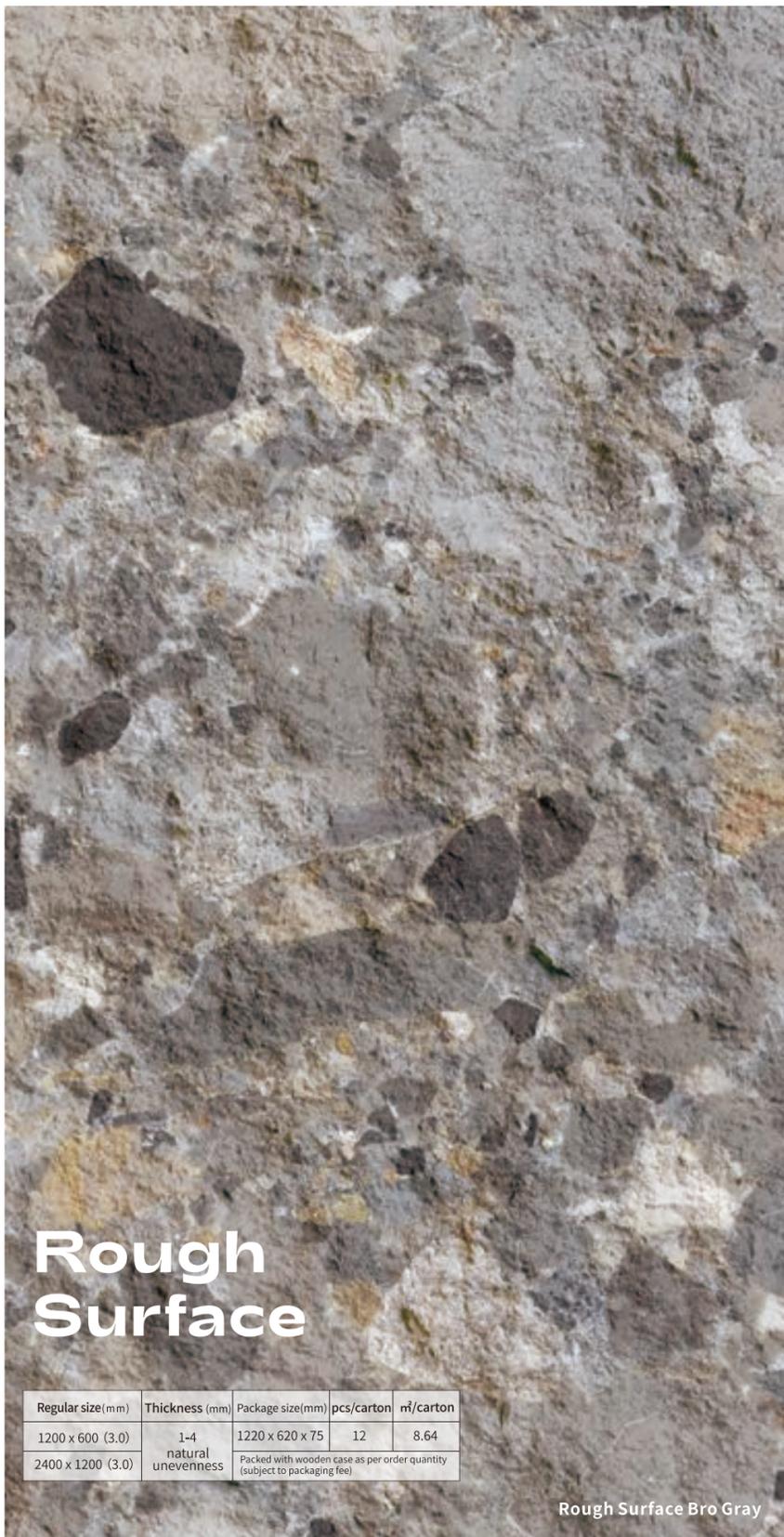
econiclay
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Rough Surface

Regular size(mm)	Thickness (mm)	Package size(mm)	pcs/carton	m²/carton
1200 x 600 (3.0)	1-4 natural unevenness	1220 x 620 x 75	12	8.64
2400 x 1200 (3.0)		Packed with wooden case as per order quantity (subject to packaging fee)		

Rough Surface Bro Gray

Rough Surface Starry

Rough Surface Pearl Blue

Rough Surface Tunguska Yellow

Rough Surface Roman Grey

Rough Surface Roman Red

Rough Surface Loki Mountain Medium Gray

Rough Surface Rock Mottle Brown

Rough Surface Nile Dark Grey

Rough Surface Sahara Noir

Rough Surface Bro Gray

Star Product Delivery Period: 3-5 days

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Marble

Regular size(mm)	Thickness (mm)	Package size(mm)	pcs/carton	m²/carton
1200 x 600 (4.0)	3.2(±0.2)	1220 x 620 x 75	16	11.52
1200 x 600 (3.0)	2.5(±0.5)	Packed with wooden case as per order quantity (subject to packaging fee)		
2400 x 1200 (3.0)				

Marble Veil Grey

Marble Cloud White
Marble Cloud Grey
Marble Cloud Yellow
Marble Cloud Orange
Marble Andes White
Marble Andes Yellow
Marble Andes Light Brown
Marble Andes Gold
Marble Andes Grey
Marble Andes Red
Marble Sahara Light Gray
Marble Sahara Noir

Star Product Delivery Period: 3-5 days

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Marble

Regular size(mm)	Thickness (mm)	Package size(mm)	pcs/carton	m²/carton
1200 x 600 (4.0)	3.2(±0.2)	1220 x 620 x 75	16	11.52
1200 x 600 (3.0)	2.5(±0.5)	Packed with wooden case as per order quantity (subject to packaging fee)		
2400 x 1200 (3.0)				

Marble Nile Warm Grey

Marble Veil White

Marble Veil Yellow

Marble Castol White

Marble Veil Grey

Marble Castol Grey

Marble Loki Mountain Light Gray

Marble Castol Blue

Marble Starry

Marble Nile Warm Grey

Marble Salento Yellow

Marble Nile Dark Grey

Marble Nile Red

Star Product Delivery Period: 3-5 days

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Material science that shapes the future.
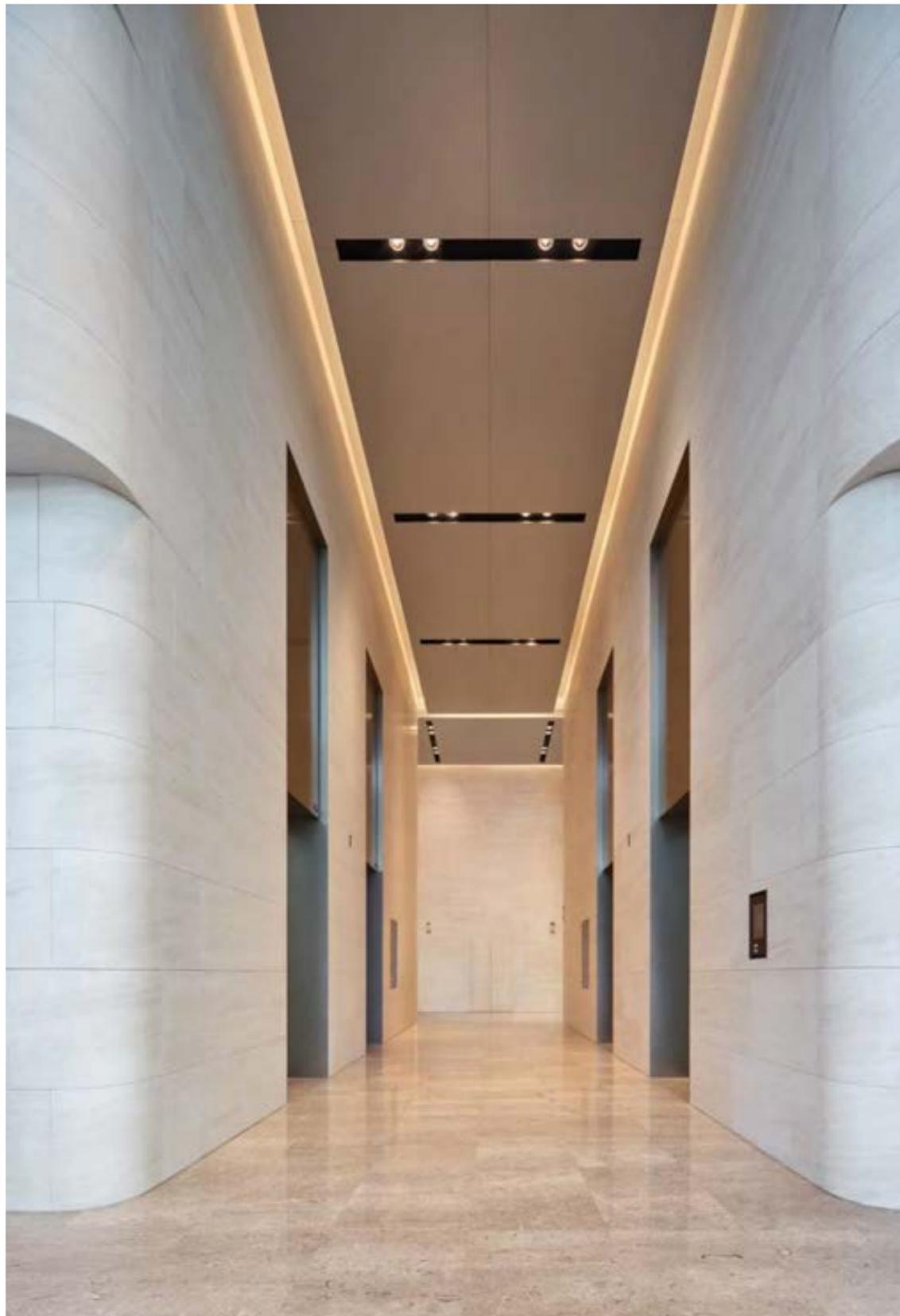
Polished Stone

Regular size (mm)	Thickness (mm)	Package size(mm)	pcs/carton	m²/carton
1200 x 600 (4.0)	3.2(±0.2)	1220 x 620 x 75	16	11.52

Polished Stone Castol White

Polished Stone Sunis White

Polished Stone Castol White

Polished Stone Spainish Beige

Polished Stone Veil White

Polished Stone Andes White

Polished Stone Veil Grey

Polished Stone Andes Yellow

Polished Stone Hennessy Light Grey

Polished Stone Salento Yellow

Polished Stone Hennessy Dark Grey

Star Product Delivery Period: 3-5 days

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Polish Concrete Wall

Regular size(mm)	Thickness (mm)	Package size(mm)	pcs/carton	m²/carton
1200 x 600 (4.0)	2.5(±0.5)	1220 x 620 x 75	20	14.4
1200 x 600 (3.0)		Packed with wooden case as per order quantity (subject to packaging fee)		
2400 x 1200 (3.0)				

Polish Concrete Wall Fog

Polish Concrete Wall Cloud

Polish Concrete Wall Great Desert

Polish Concrete Wall Greyish Desert

Polish Concrete Wall Fog

Polish Concrete Wall Medium Grey

Polish Concrete Wall Dark Brown

Polish Concrete Wall Dark Grey

Polish Concrete Wall Ink-dyed

Star Product Delivery Period: 3-5 days

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Rusty Slab

Regular size(mm)	Thickness (mm)	Package size(mm)	pcs/carton	m²/carton
1200 x 600 (4.0)	3.2(±0.2)	1220 x 620 x 75	16	11.52
1200 x 600 (3.0)	2.5(±0.5)	Packed with wooden case as per order quantity (subject to packaging fee)		
2400 x 1200 (3.0)				

Rusty Slab Nuée Ardente

Rusty Slab Copper

Rusty Slab Gilt

Rusty Slab Fantasy Red

Rusty Slab Nuée Ardente

Rusty Slab Maca Blue

Rusty Slab Fawn Gray

Star Product Delivery Period: 3-5 days

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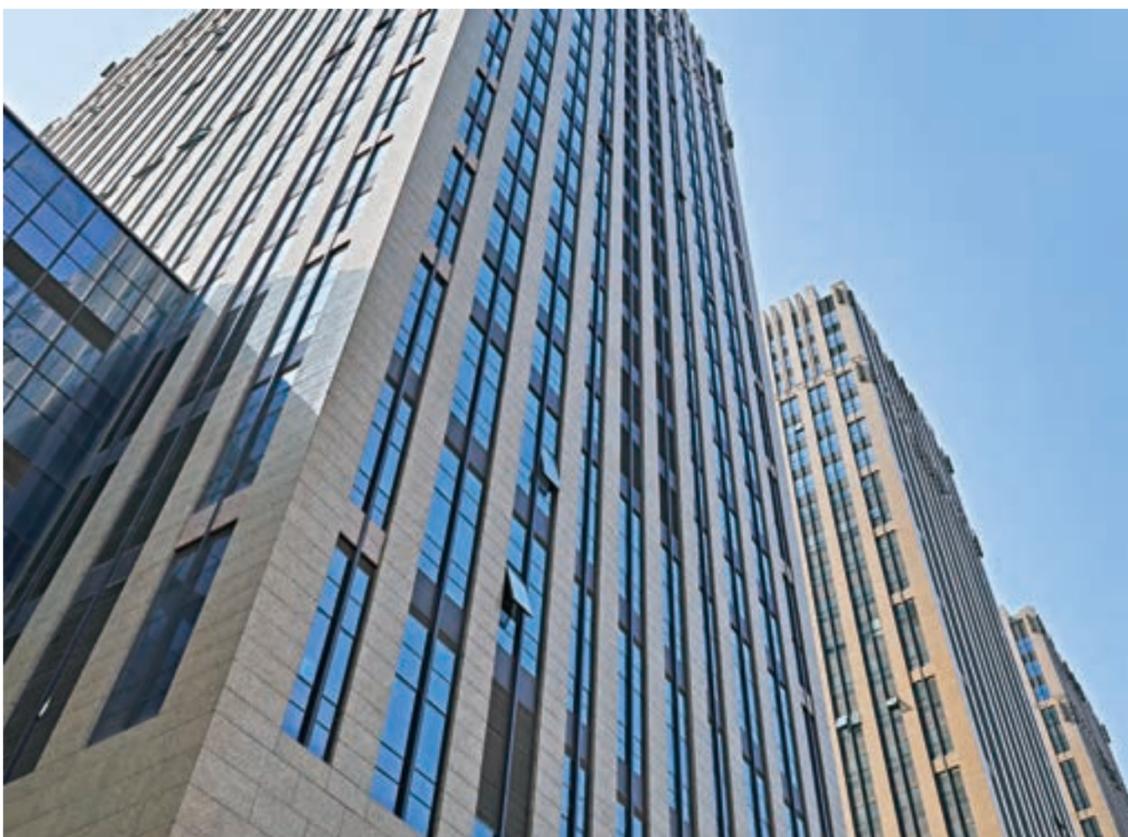
Granite Flat

Regular size(mm)	Thickness (mm)	Package size(mm)	pcs/carton	m²/carton
1200 x 600 (4.0)	3.2(±0.2)	1220 x 620 x 75	16	11.52
1200 x 600 (3.0)	2.5(±0.5)	Packed with wooden case as per order quantity (subject to packaging fee)		
2400 x 1200 (3.0)				

Granite Flat New White Sesame
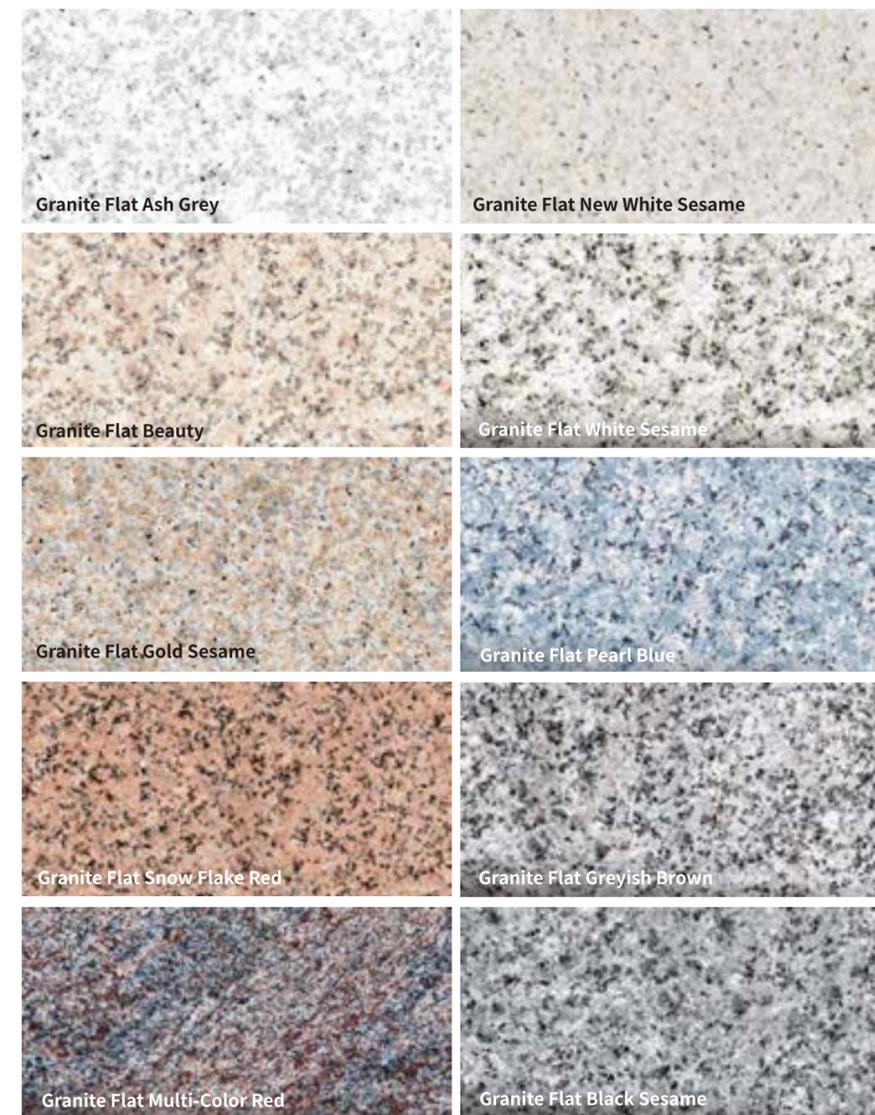
Granite Flat Ash Grey

Granite Flat New White Sesame

Granite Flat Beauty

Granite Flat White Sesame

Granite Flat Gold Sesame

Granite Flat Pearl Blue

Granite Flat Snow Flake Red

Granite Flat Greyish Brown

Granite Flat Multi-Color Red

Granite Flat Black Sesame

Star Product Delivery Period: 3-5 days

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Mount Celestial

Regular size(mm)	Thickness (mm)	Package size(mm)	pcs/carton	m²/carton
1200 x 600 (3.0)		1220 x 620 x 75	20	14.4
2400 x 1200 (3.0)	1~3 natural unevenness	Packed with wooden case as per order quantity (subject to packaging fee)		
2700 x 1200 (3.0)				
6000 x 1200 (3.0)		Coil Packaging		

Mount Celestial Veil Grey

Mount Celestial Veil White

Mount Celestial Veil Grey

Mount Celestial Veil Yellow

Mount Celestial Veil Dark Grey

Mount Celestial Loki Mountain Light Gray

Mount Celestial Loki Mountain Medium Gray

Mount Celestial Castol White

Mount Celestial Castol Gray

Mount Celestial Mount Lion Yellow

Mount Celestial Castol Blue

Mount Celestial Tunguska Yellow

Mount Celestial Portoro

Star Product Delivery Period: 3-5 days

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Skyline

Regular size(mm)	Thickness (mm)	Package size(mm)	pcs/carton	m²/carton
1200 x 600 (4.0)	1~3.5	1220 x 620 x 75	16	11.52
1200 x 600 (3.0)		1220 x 620 x 75	20	14.4
2400 x 1200 (3.0)	1~3	Packed with wooden case as per order quantity (subject to packaging fee)		

Skyline Nile Dark Grey

Skyline Y001-01-02

Skyline Nile Light Yellow

Skyline Veil White

Skyline Nile Medium Yellow

Skyline Veil Grey

Skyline H01-02-03

Skyline Nile Warm Grey

Skyline Nile Cool Grey

Skyline Nile Dark Grey

Skyline Nile Red

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Sandstone

Regular size(mm)	Thickness (mm)	Package size(mm)	pcs/carton	m²/carton
1200 x 600 (4.0)	3.2(±0.2)	1220 x 620 x 75	16	11.52
1200 x 600 (3.0)	2.5(±0.5)	Packed with wooden case as per order quantity (subject to packaging fee)		
2400 x 1200 (3.0)				

Sandstone Australia Orange
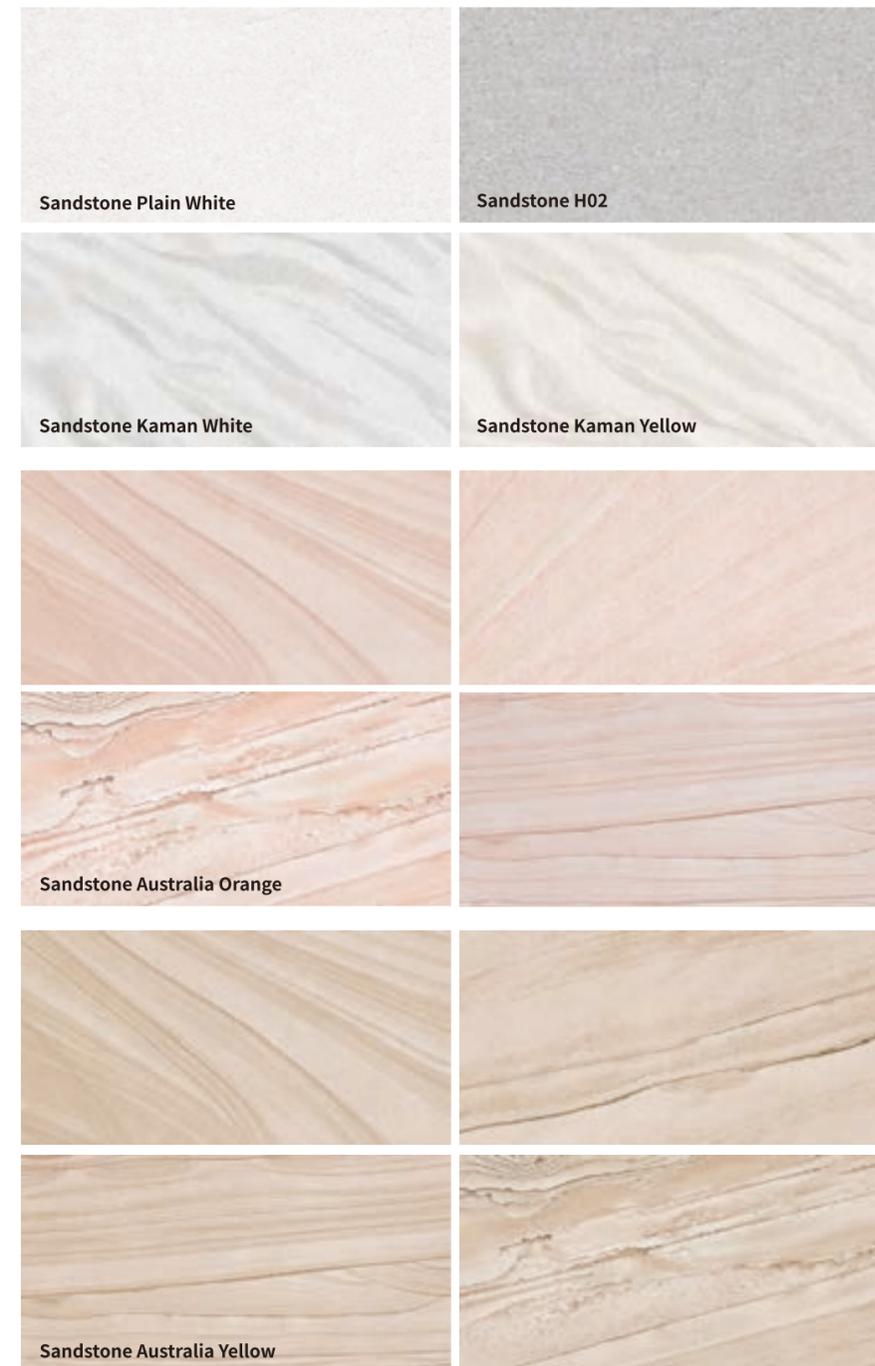
Sandstone Plain White

Sandstone H02

Sandstone Kaman White

Sandstone Kaman Yellow

Sandstone Australia Orange

Sandstone Australia Yellow

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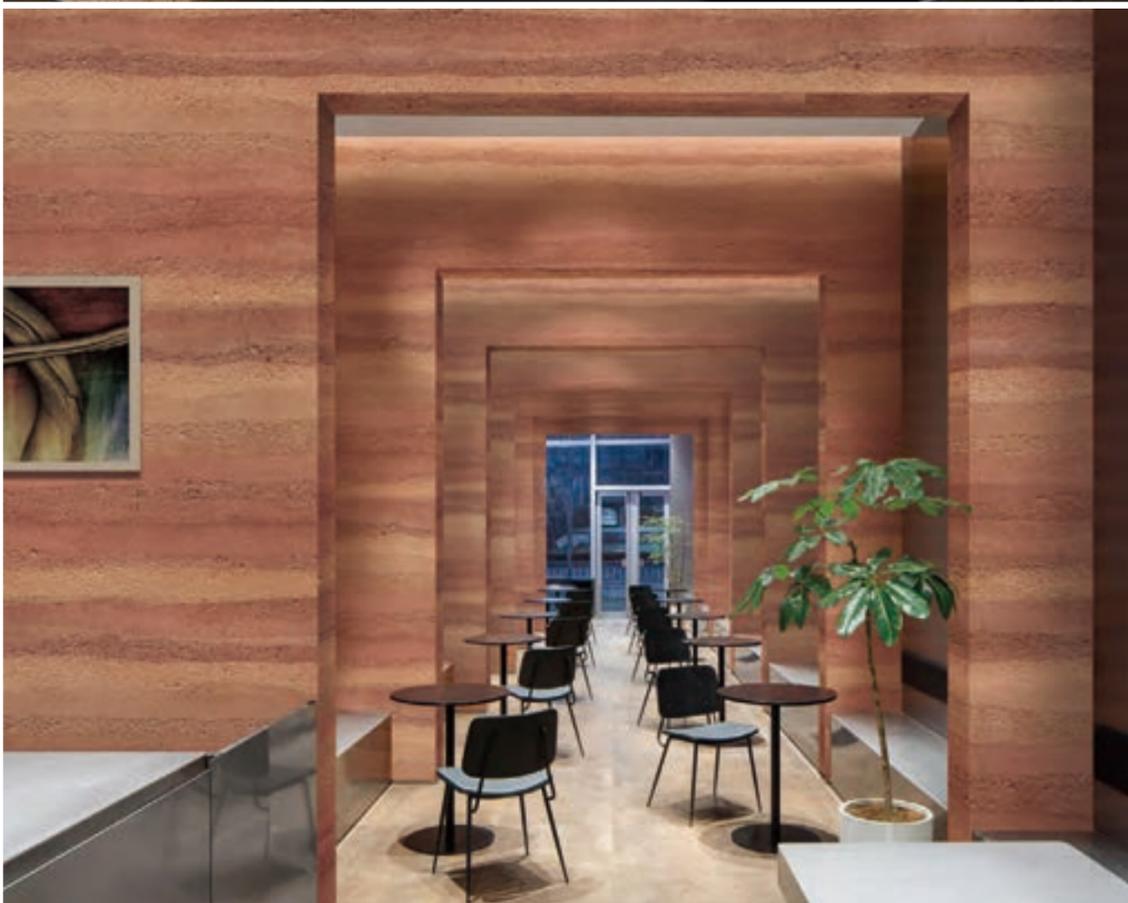
Rammed Earth Wall

Regular size(mm)	Thickness (mm)	Package size(mm)	pcs/carton	㎡/carton
1200 x 600 (3.0)	2.5(±0.5)	1220 x 620 x 75	16	11.52
2400 x 1200 (3.0)		Packed with wooden case as per order quantity (subject to packaging fee)		

Rammed Earth Wall Egyptian Yellow

Rammed Earth Wall Pop Yellow

Rammed Earth Wall Egyptian Yellow

Rammed Earth Wall Bataan Yellow

Rammed Earth Wall Egyptian Orange

Rammed Earth Wall Dublin Gray

Rammed Earth Wall Dublin Red

Rammed Earth Wall Light Grey

Rammed Earth Wall Yellow

Rammed Earth Wall Medium Grey

Rammed Earth Wall Red

Rammed Earth Wall Yellow Grey

Rammed Earth Wall Brownish Red

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Crossard Mushroom Stone

Regular size(mm)	Thickness (mm)	Package size(mm)
800 x 400 (3.0)	1~8 natural unevenness	Packed with wooden case as per order quantity (subject to packaging fee)
800 x 800 (3.0)		

Crossard Mushroom Stone Blue Grey

Crossard Mushroom Stone Plain White

Crossard Mushroom Stone Tunguska Yellow

Crossard Mushroom Stone Multi-Color Blue

Crossard Mushroom Stone Multi-Color Rust

Crossard Mushroom Stone Nile Dark Grey

Crossard Mushroom Stone Portoro

800x400 mm

Crossard Mushroom Stone Cloud White

Crossard Mushroom Stone Castol Yellow

Crossard Mushroom Stone Blue Grey

800x800 mm （Standard colors are same as those for the 800x400 mm size.）

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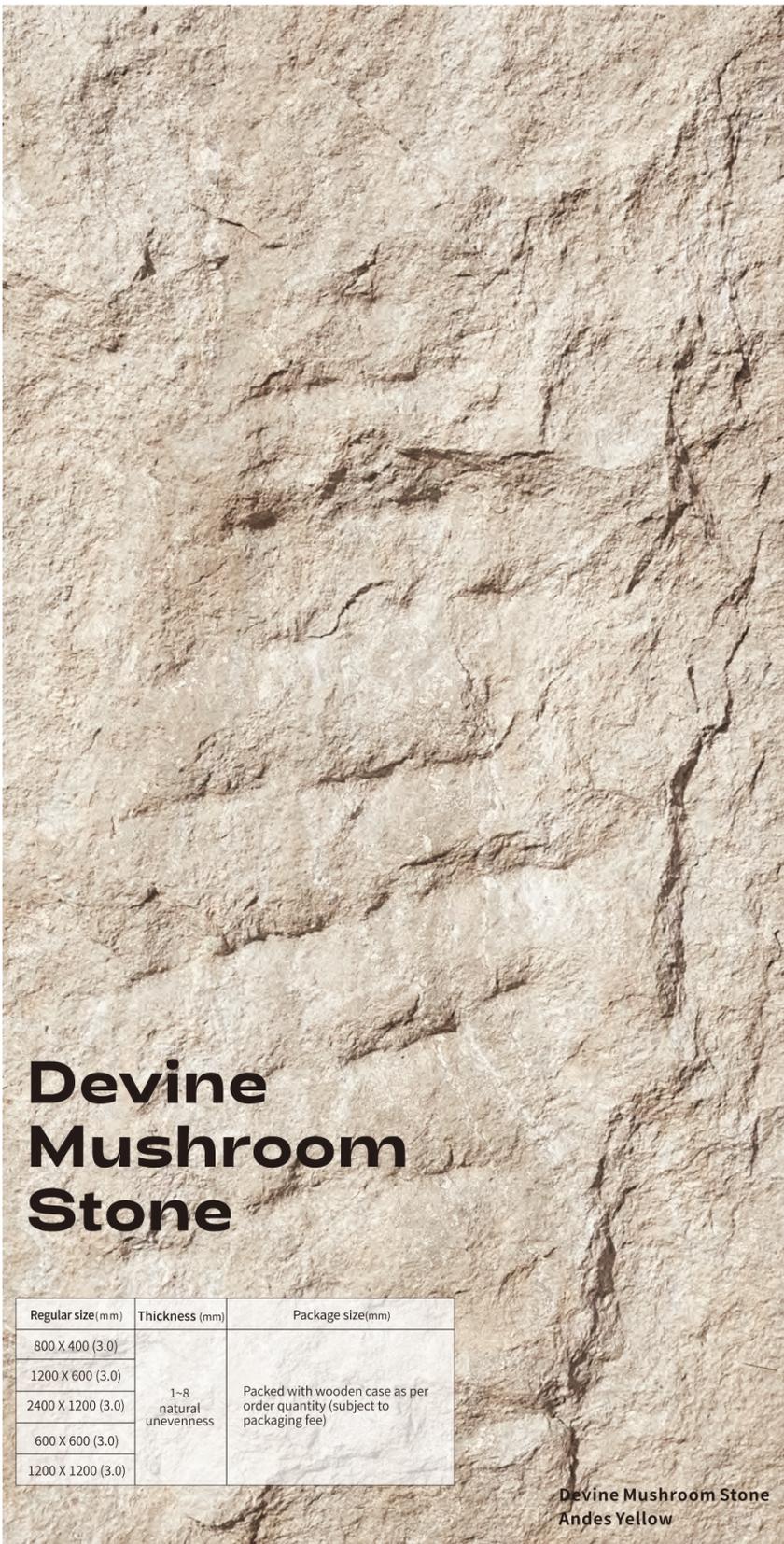
Devine Mushroom Stone

Regular size(mm)	Thickness (mm)	Package size(mm)
800 X 400 (3.0)		
1200 X 600 (3.0)	1~8 natural unevenness	Packed with wooden case as per order quantity (subject to packaging fee)
2400 X 1200 (3.0)		
600 X 600 (3.0)		
1200 X 1200 (3.0)		

Devine Mushroom Stone Andes Yellow
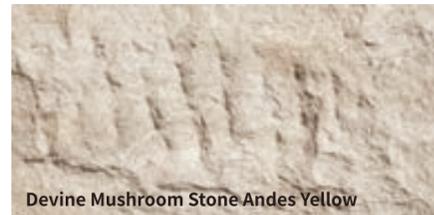
Devine Mushroom Stone Andes Yellow

Devine Mushroom Stone Loki Mountain Medium Gray

Devine Mushroom Stone Gold Sesame

Devine Mushroom Stone Nile Dark Grey

Devine Mushroom Stone Tunguska Yellow

Devine Mushroom Stone Blue Grey

Devine Mushroom Stone Nile Red

Devine Mushroom Stone Multi-Color Rust

2400x1200 mm

Devine Mushroom Stone Portoro

Devine Mushroom Stone Andes White

Devine Mushroom Stone Andes Grey

1200x1200 mm、600x600 mm
(Standard colors are same as those for the 2400x1200 mm size.)

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Oblique Mushroom

Regular size(mm)	Thickness (mm)	Package size(mm)
1200x 600 (3.0)	1~8 natural unevenness	Packed with wooden case as per order quantity (subject to packaging fee)
1200x 1200 (3.0)		

Oblique Mushroom Light Yellow

Oblique Mushroom Plain White

Oblique Mushroom Spainish Light Grey

Oblique Mushroom Light Yellow

Oblique Mushroom Loki Mountain Medium Gray

Oblique Mushroom Tunguska Yellow

Oblique Mushroom Nile Dark Grey

1200x600 mm

Oblique Mushroom Anna White

1200x1200 mm (Standard colors are same as those for the 1200x600 mm size.)

econiclay
coverings
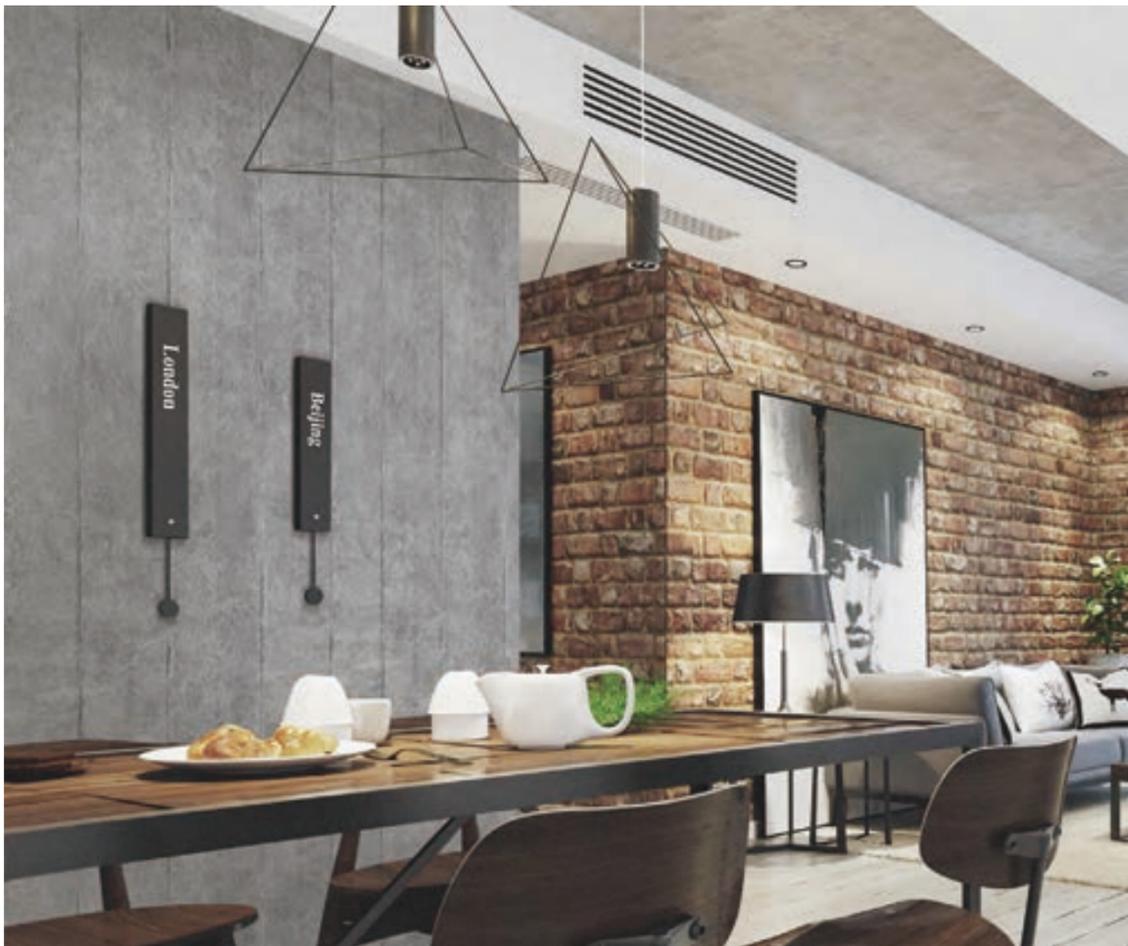
Concrete
Pouring Slab

Regular size(mm)	Thickness (mm)	Package size(mm)
1400 x 600 (3.0)	2.5(±0.5)	Packed with wooden case as per order quantity (subject to packaging fee)
2700 x 1200 (3.0)		

**Concrete Pouring Slab
Castle Rock Gray**

**Concrete Pouring Slab
Plain White**
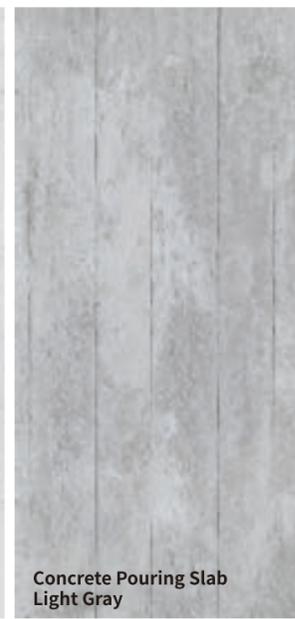
**Concrete Pouring Slab
Light Gray**

**Concrete Pouring Slab
Castle Rock Gray**

**Concrete Pouring Slab
Mist**

**Concrete Pouring Slab
Sandstorm**
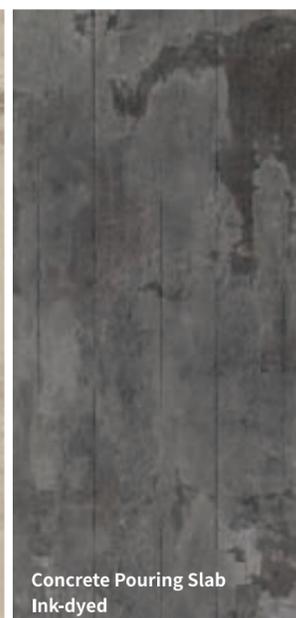
**Concrete Pouring Slab
Ink-dyed**

Material science that shapes the future.

econiclay
coverings

Arcuate Rock

Regular size(mm)	Thickness (mm)	Package size(mm)	pcs/carton	m²/carton
1400 x 600 (3.0)	1~5 natural unevenness	Packed with wooden case as per order quantity (subject to packaging fee)		
2800 x 1200 (3.0)				

Arcuate Rock Thin Clouds Gray

Arcuate Rock Veil White

Arcuate Rock Thin Clouds Gray

Arcuate Rock Medium Grey

Arcuate Rock Andes Yellow

Arcuate Rock Autumn Yellow

Arcuate Rock Gold Sesame

Infiniti

Regular size(mm)	Thickness (mm)	Package size(mm)	pcs/carton	m²/carton
600 x 300 (3.0)	1~5 natural unevenness	620 x 320 x 90	8	1.44
1200 x 600 (3.0)		1220 x 620 x 75	6	4.32

INFINITI HG03
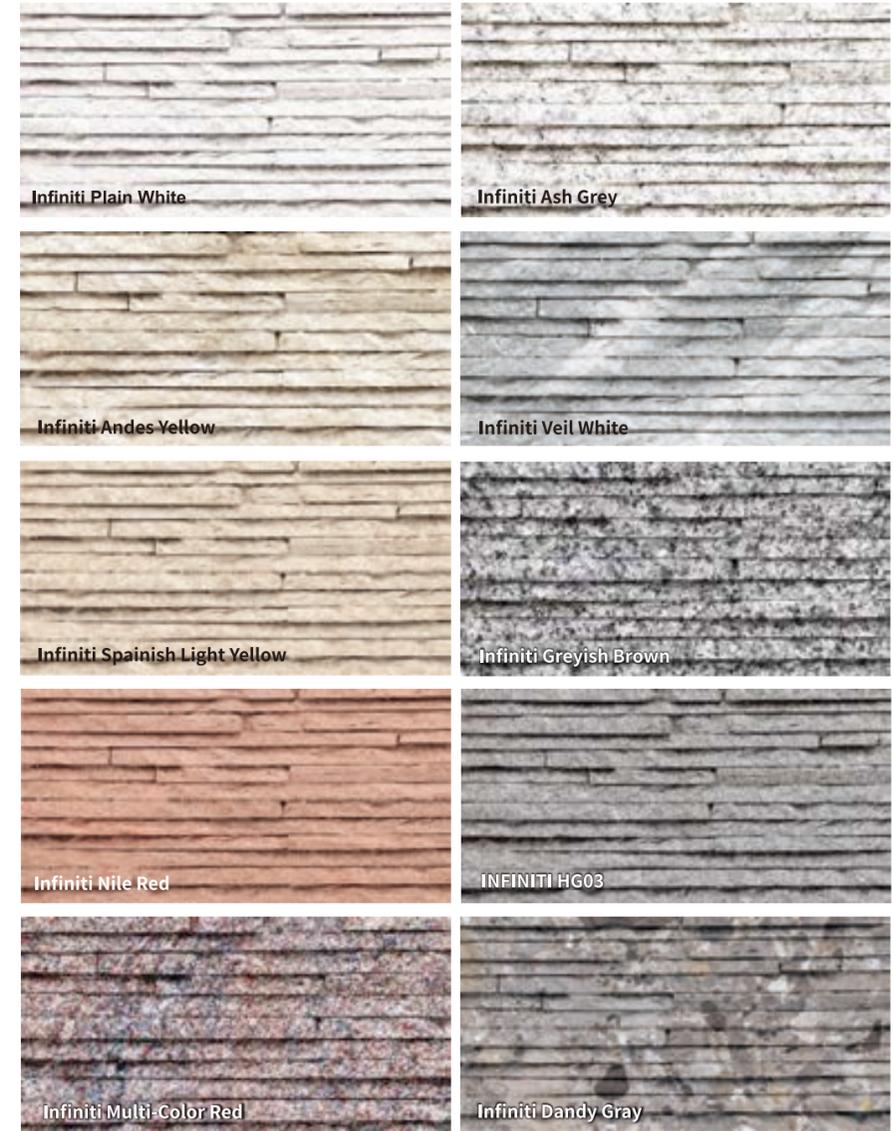
Infiniti Plain White

Infiniti Ash Grey

Infiniti Andes Yellow

Infiniti Veil White

Infiniti Spainish Light Yellow

Infiniti Greyish Brown

Infiniti Nile Red

INFINITI HG03

Infiniti Multi-Color Red

Infiniti Dandy Gray

Material science that shapes the future.

econiclay
coverings

35 Piece Stone

Regular size(mm)	Thickness (mm)	Package size(mm)	pcs/carton	m²/carton
1200 x 600 (3.0)	1~5 natural unevenness	1220 x 620x75	6	4.32

35 Piece Stone Tunguska Yellow

35 Piece Stone Ash Grey

35 Piece Stone Loki Mountain Light Gray

35 Piece Stone Andes Gold

35 Piece Stone Dandy Gray

35 Piece Stone Tunguska Yellow

35 Piece Stone Nile Dark Grey

35 Piece Stone Multi-Color Rust

35 Piece Stone Multi-Color Red

Material science that shapes the future.
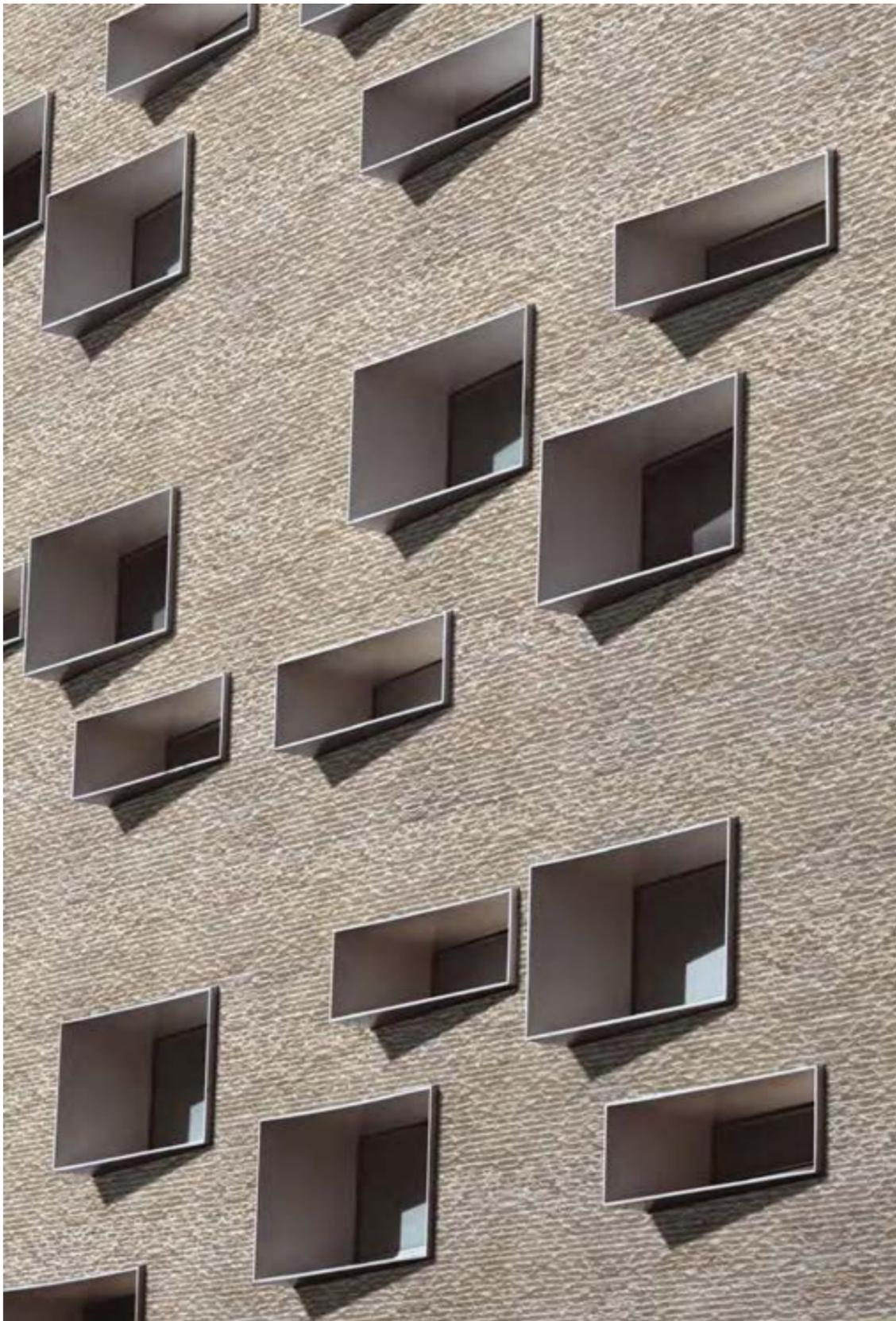
Chiseled Stone

Regular size(mm)	Thickness (mm)	Package size(mm)	pcs/carton	m²/carton
1200 x 600 (3.0)	1~4.5	1220 x 620 x75	8	5.76
2400 x 1200 (3.0)		Packed with wooden case as per order quantity (subject to packaging fee)		

Chiseled Stone Andes Yellow
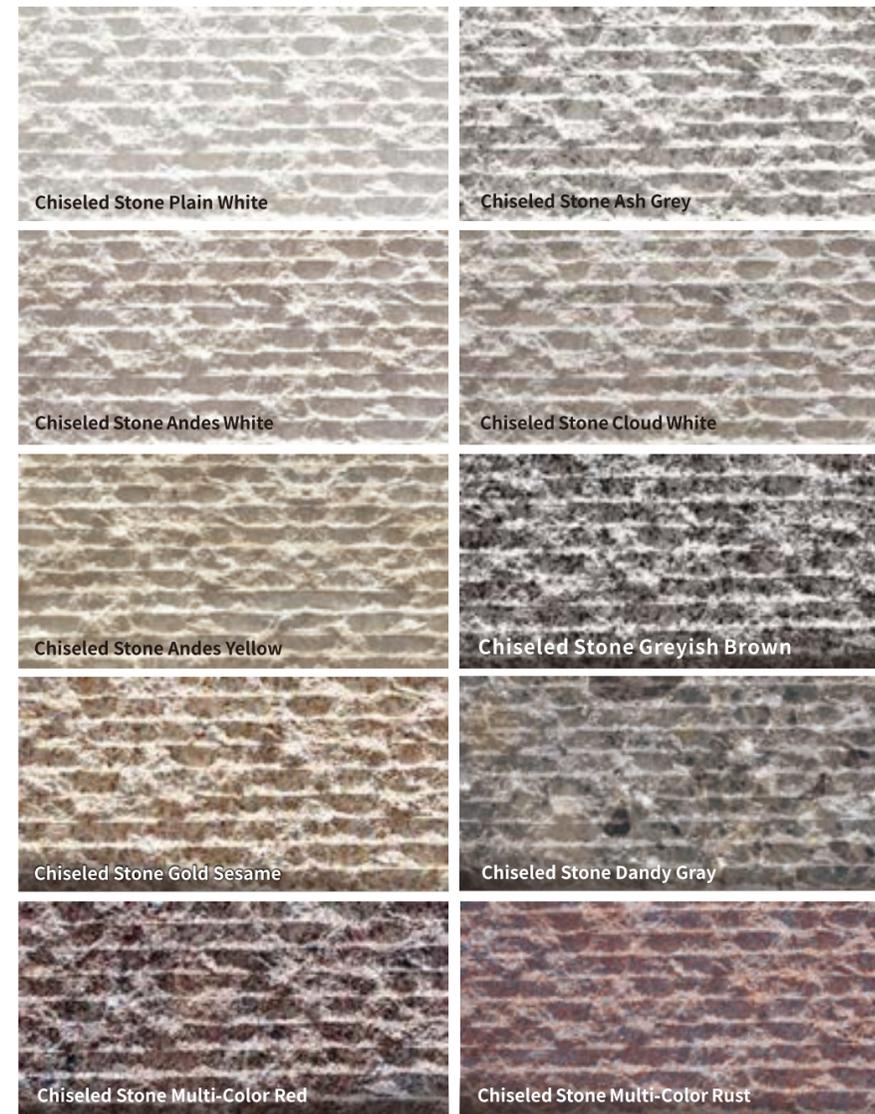
Chiseled Stone Plain White

Chiseled Stone Ash Grey

Chiseled Stone Andes White

Chiseled Stone Cloud White

Chiseled Stone Andes Yellow

Chiseled Stone Greyish Brown

Chiseled Stone Gold Sesame

Chiseled Stone Dandy Gray

Chiseled Stone Multi-Color Red

Chiseled Stone Multi-Color Rust

Material science that shapes the future.
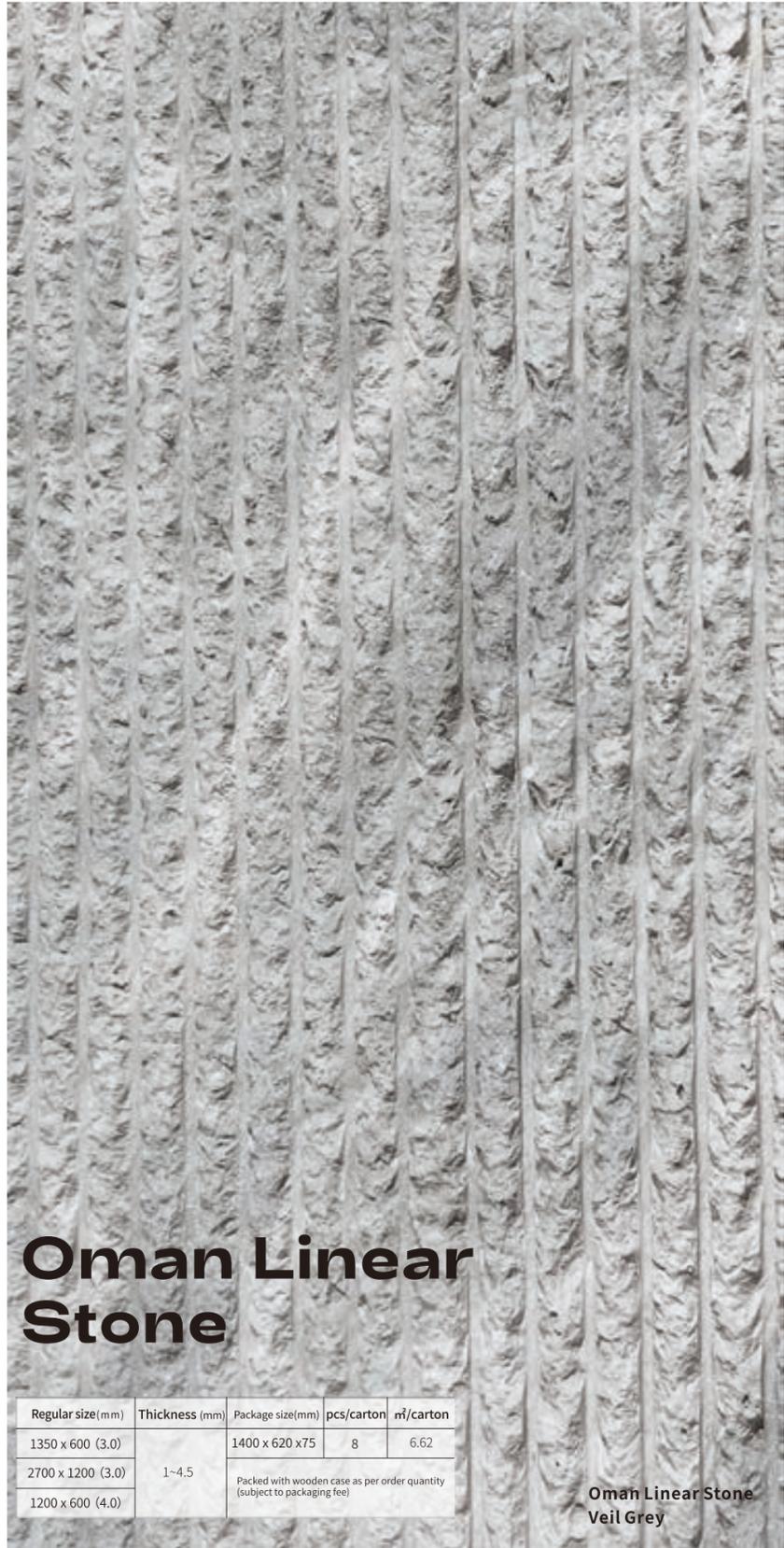
Oman Linear Stone

Regular size(mm)	Thickness (mm)	Package size(mm)	pcs/carton	m²/carton
1350 x 600 (3.0)		1400 x 620 x75	8	6.62
2700 x 1200 (3.0)	1~4.5			
1200 x 600 (4.0)		Packed with wooden case as per order quantity (subject to packaging fee)		

Oman Linear Stone Veil Grey

Oman Linear Stone Andes White

Oman Linear Stone Andes Yellow

Oman Linear Stone Ash Grey

Oman Linear Stone Nile Medium Yellow

Oman Linear Stone White Sesame

Oman Linear Stone Veil Grey

Oman Linear Stone Gold Sesame

Oman Linear Stone Loki Mountain Medium Gray

Oman Linear Stone Black Sesame

Oman Linear Stone Dandy Gray

Oman Linear Stone Multi-Color Red

Oman Linear Stone Andes Red

Material science that shapes the future.

econiclay
coverings

Stone Ridged

Regular size(mm)	Thickness (mm)	Package size(mm)	pcs/carton	m²/carton
1200 x 600 (3.0)	3(±0.5)	1220 x 620 x75	16	11.52
2400 x 1200 (3.0)		Packed with wooden case as per order quantity (subject to packaging fee)		

Stone Ridged Andes White

Stone Ridged Cloud White

Stone Ridged Andes White

Stone Ridged Ash Grey

Stone Ridged Andes Yellow

Stone Ridged White Sesame

Stone Ridged Nile Medium Yellow

Stone Ridged Greyish Brown

Stone Ridged Gold Sesame

Stone Ridged Loki Mountain Medium Gray

Stone Ridged Multi-Color Rust

Stone Ridged Dandy Gray

Stone Ridged Multi-Color Red

Material science that shapes the future.

Bush Hammered

Regular size(mm)	Thickness (mm)	Package size(mm)	pcs/carton	m²/carton
900 x 600 (3.0)		920 x 620 x 80	20	10.8
1380 x 600 (3.0)	2.5(±0.5)	1400 x 620 x 65	18	14.904
2760 x 1200 (3.0)		Packed with wooden case as per order quantity (subject to packaging fee)		

Bush Hammered
Pale Yellow

Bush Hammered Ash Grey

Bush Hammered Washed-out White

Bush Hammered Pale Yellow
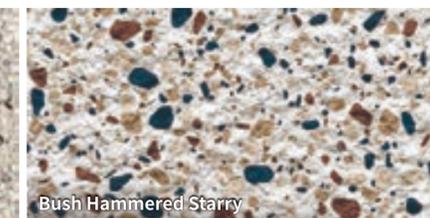
Bush Hammered Starry
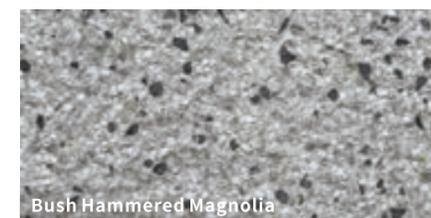
Bush Hammered Magnolia

Bush Hammered Gold Sesame

Bush Hammered Black Sesame
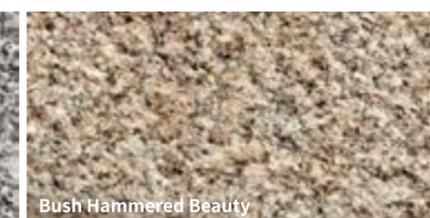
Bush Hammered Beauty

Bush Hammered Dandy Gray

Bush Hammered Multi-Color Red

Material science that shapes the future.

econiclay
coverings

Butterfly Stone

Regular size(mm)	Thickness(mm)	Package size(mm)	pcs/carton	㎡/carton
2600 x 1300 (3.0)				

Butterfly Stone Spainish Beige

Butterfly Stone Plain White

Butterfly Stone WN01
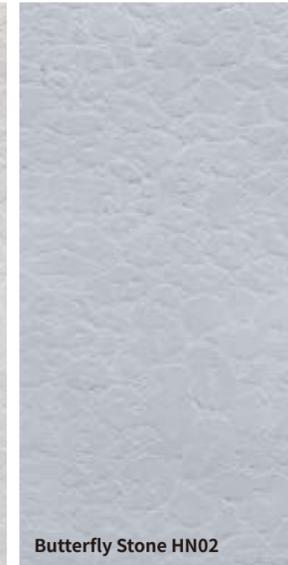
Butterfly Stone HN02

Butterfly Stone BN02

Butterfly Stone ON02

Butterfly Stone Spainish Beige

Butterfly Stone RN03

Butterfly Stone FN04

Material science that shapes the future.
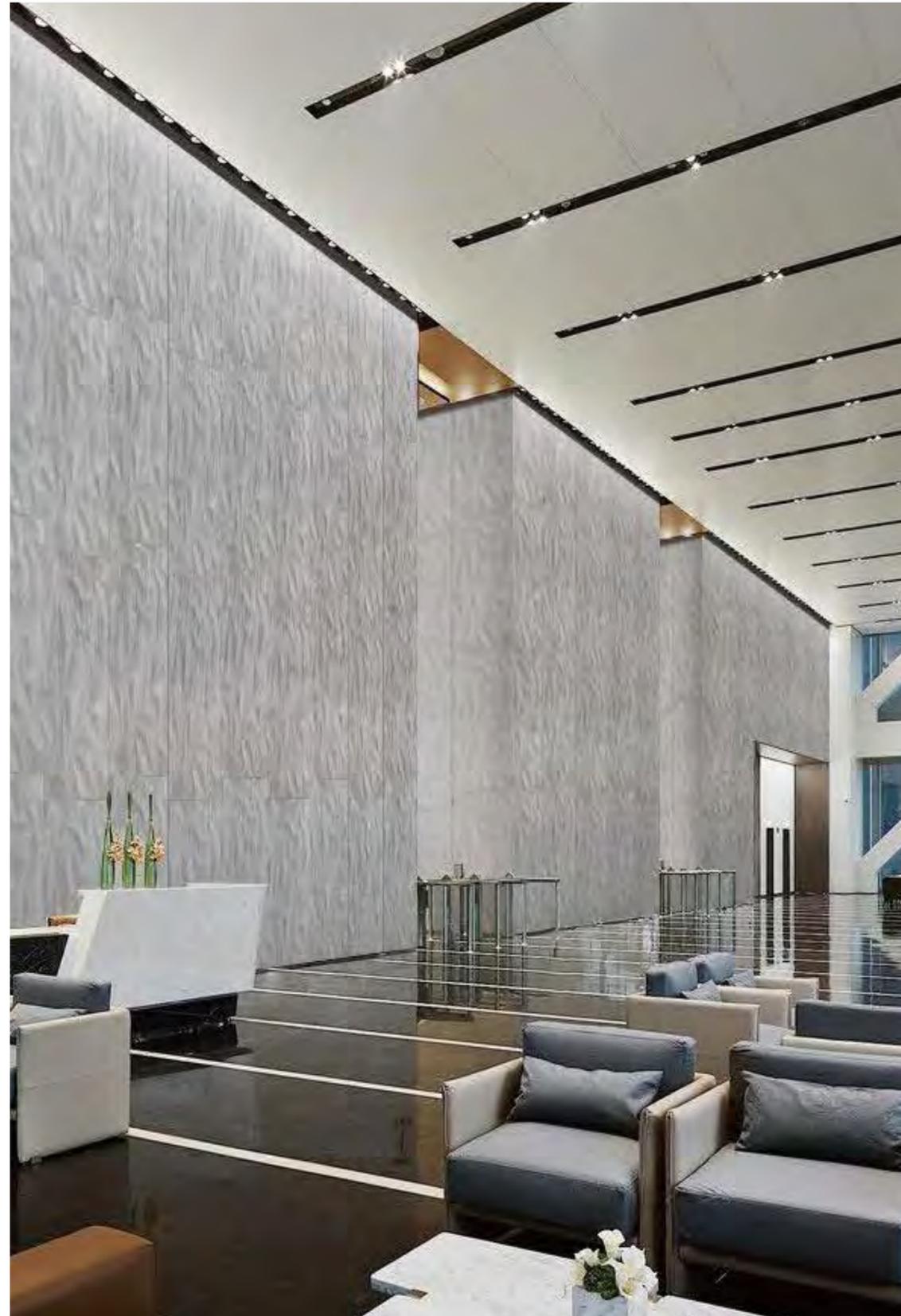
3D Papel

Regular size(mm)	Thickness(mm)	Package size(mm)	pcs/carton	m²/carton
1200 x 600 (3.0)				
2400 x 1200 (3.0)				

3D Papel Nile Cool Grey

3D Papel Ash Grey

3D Papel Andes White

3D Papel Loki Mountain Light Gray

3D Papel Light Yellow

3D Papel Nile Cool Grey

3D Papel Nile Red

3D Papel HB04

3D Papel Multi-Color Rust

econiclay
coverings
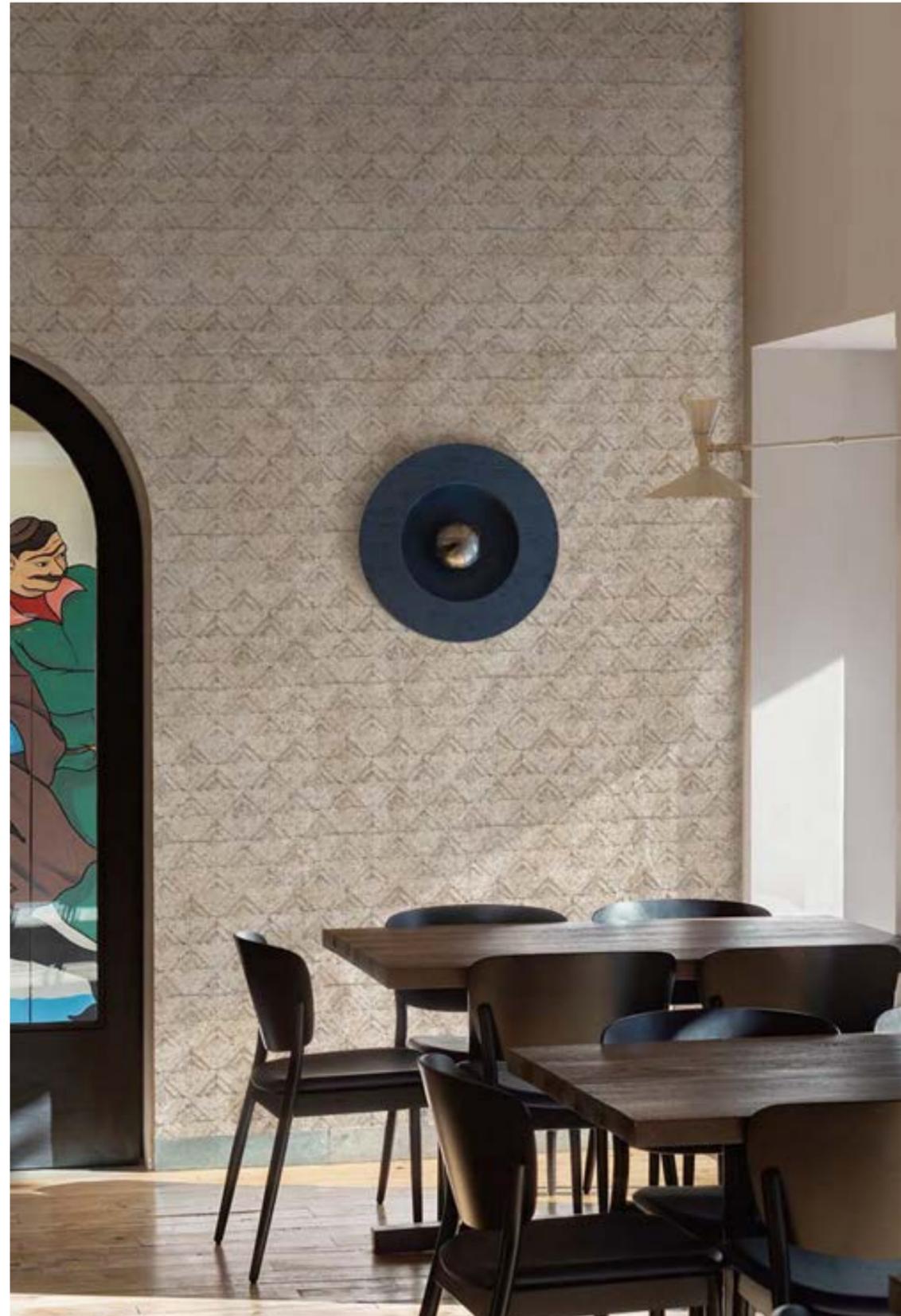
Stackle
Square

Regular size(mm)	Thickness(mm)	Package size(mm)	pcs/carton	m²/carton
1200 x 600 (4.0)				

Stackle Square Andes Yellow

Stackle Square Ash Grey

Stackle Square Andes Yellow

Stackle Square Loki Mountain Medium Gray
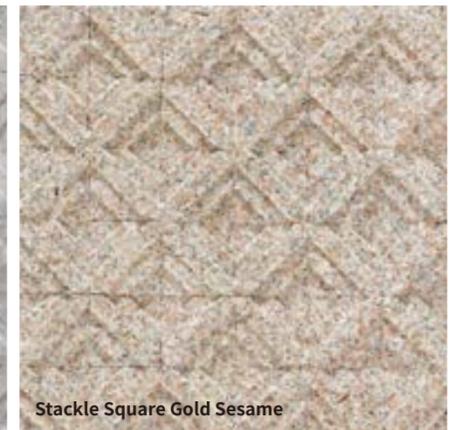
Stackle Square Gold Sesame
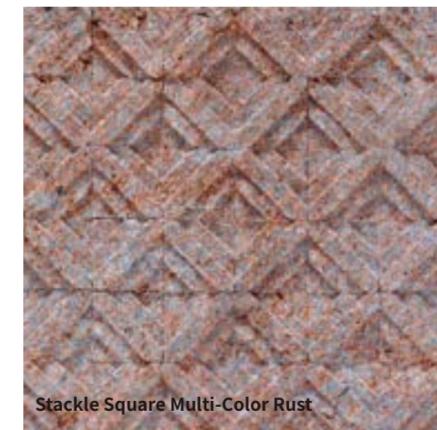
Stackle Square Multi-Color Rust

Stackle Square Tunguska Yellow

Material science that shapes the future.

econiclay coverings

STONE SERIES
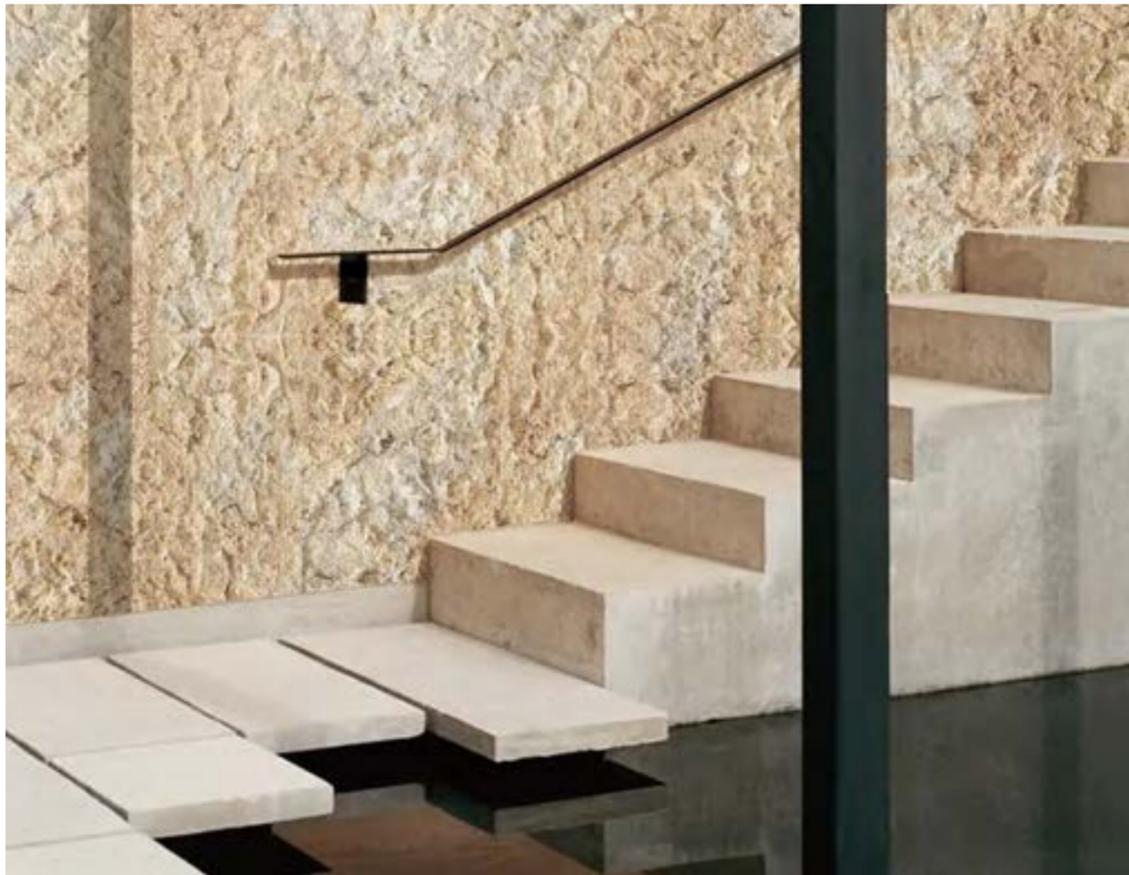
Rockface Stone

Regular size(mm)	Thickness(mm)	Package size(mm)	pcs/carton	m²/carton
1200 x 600 (3.0)	1-4 natural unevenness			
1200 x 1200 (3.0)				
2400 x 1200 (3.0)				

Rockface Stone Tunguska Yellow

Rockface Stone Ash Grey

Rockface Stone Andes White

Rockface Stone Stellar Grey

Rockface Stone Beauty

Rockface Stone Bro Gray

Rockface Stone Tunguska Yellow

Rockface Stone Multi-Color Blue

Rockface Stone Multi-Color Rust

Rockface Stone Portoro

Rockface Stone Nile Red

Material science that shapes the future.

70

71

Reducing Deforestation,
Saving Earth's Ozone Layer

Wood Series

Spliced Wood

Regular size(mm)	Thickness (mm)	Package size(mm)
1400 x 300 (3.0)	2.5(±0.5)	Packed with wooden case as per order quantity (subject to packaging fee)
2700 x 1200 (3.0)		

Spliced Wood Silk-mist Brown

Spliced Wood Plain White

Spliced Wood Cangshan Mountain Gray

Spliced Wood Twilight Mountain Gray

Spliced Wood Former Times

Spliced Wood Sand Yellow

Spliced Wood Silk-mist Brown

Material science that shapes the future.
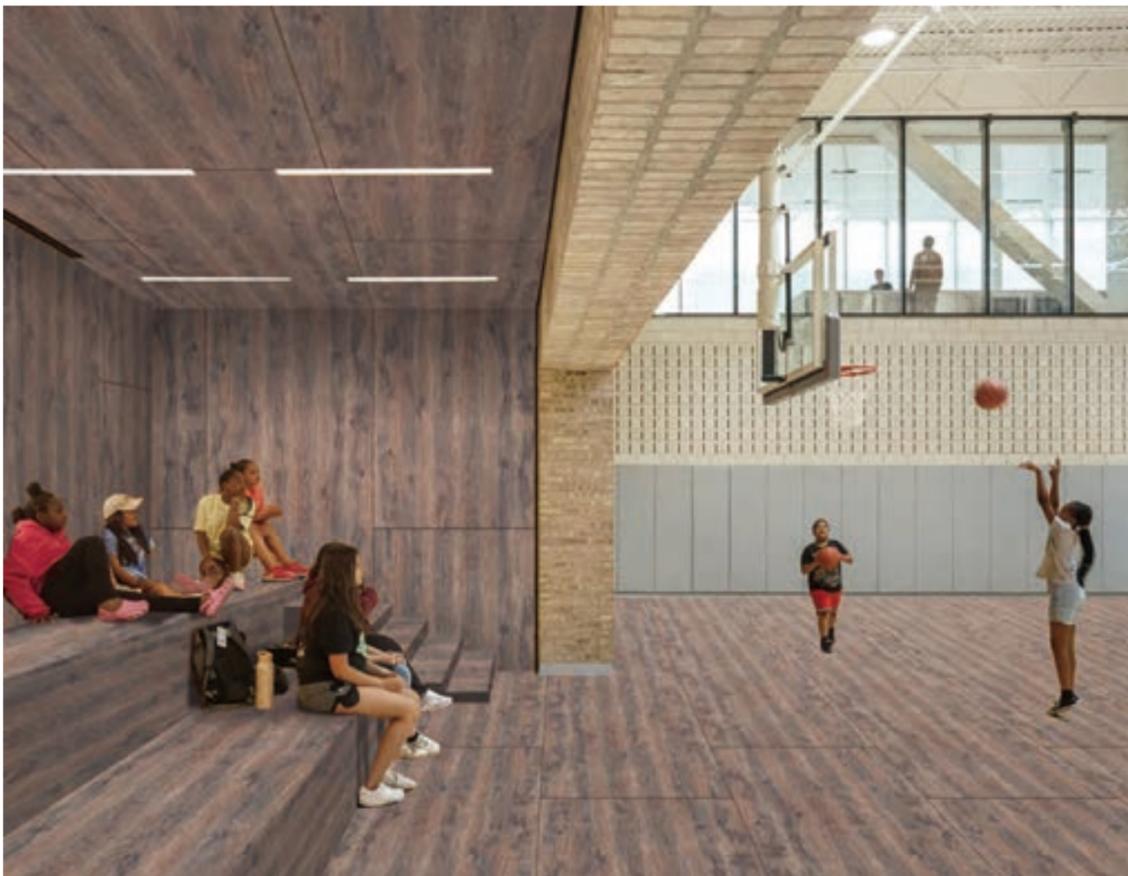
Poly Wood

Regular size(mm)	Thickness (mm)	Package size(mm)	pcs/carton	m²/carton
1350 x 300 (3.0)	2.5(±0.5)	1380 x 620 x 65	42	17.01
2700 x 300 (3.0)		Packed with wooden case as per order quantity (subject to packaging fee)		
2700 x 1200 (3.0)				

Poly Wood Autumn

Poly Wood Moonlight

Poly Wood Yoly

Poly Wood Sunset Yellow

Poly Wood Orange

Poly Wood Autumn

Poly Wood Peach

Poly Wood Brownish Yellow
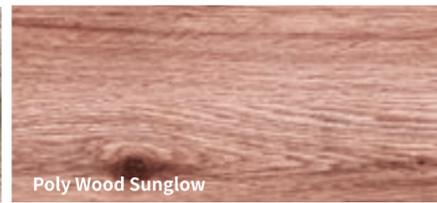
Poly Wood Sunglow

Poly Wood Plain Brown

Poly Wood Light Brown

Poly Wood Caesious

Poly Wood Dark Brown

Material science that shapes the future.

econiclay
coverings

Original Wood

Regular size(mm)	Thickness (mm)	Package size(mm)	pcs/carton	m²/carton
1350 x 300 (3.0)		1380 x 620 x 65	42	17.01
2700 x 300 (3.0)	2.5(±0.5)	Packed with wooden case as per order quantity (subject to packaging fee)		
2700 x 1200 (3.0)				

Original Wood Yoly

Original Wood Moonlight

Original Wood Sunset Yellow

Original Wood Layered Rock

Original Wood Yoly

Original Wood Caesious

Original Wood Peach

Original Wood Autumn

Original Wood Sunglow

Original Wood Brownish Yellow

Original Wood Light Brown

Original Wood Plain Brown

Original Wood Dark Brown

Material science that shapes the future.

Sawtooth Wood

Regular size(mm)	Thickness (mm)	Package size(mm)	pcs/carton	m²/carton
1350 x 300 (3.0)		1380 x 620 x 65	42	17.01
2700 x 300 (3.0)	2.5(±0.5)	Packed with wooden case as per order quantity (subject to packaging fee)		
2700 x 1200 (3.0)				

Sawtooth Wood Caesious

Sawtooth Wood Moonlight

Sawtooth Wood Yoly

Sawtooth Wood Sunset Yellow

Sawtooth Wood Orange

Sawtooth Wood Autumn

Sawtooth Wood Peach

Sawtooth Wood Brownish Yellow

Sawtooth Wood Sunglow

Sawtooth Wood Plain Brown

Sawtooth Wood Light Brown

Sawtooth Wood Caesious

Sawtooth Wood Dark Brown

Material science that shapes the future.

econiclay
coverings

Polished Wood

Regular size(mm)	Thickness (mm)	Package size(mm)	pcs/carton	m²/carton
1200 x 600 (4.0)	3.2	1220 x 620 x 75	16	11.52

Polished Wood Perth Grey

Polished Wood
Perth White

Polished Wood
Perth Grey

Polished Wood
Steinburg Yellow

Polished Wood
Sunset Yellow

Polished Wood
Robe Red

Polished Wood
Dark Brown

Star Product Delivery Period: 3-5 days

Material science that shapes the future.

Material technology,
integrated with ethnic customs

Weaving Series

econiclay
coverings
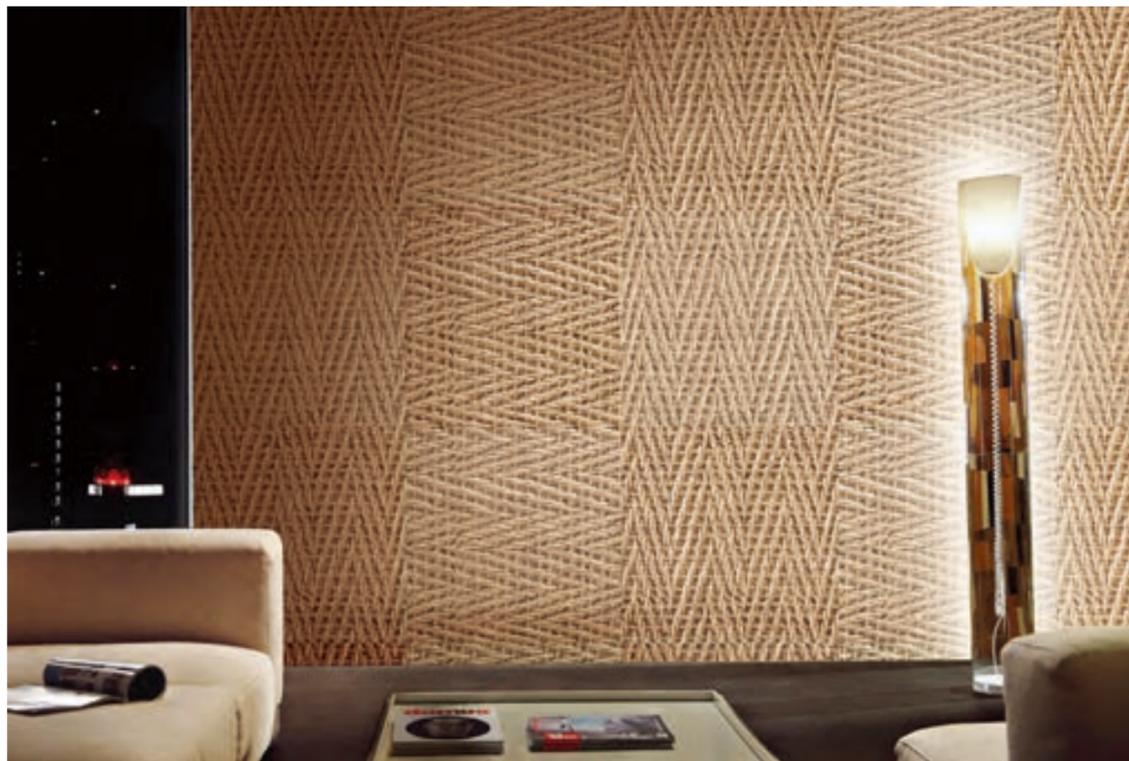
W Weaving

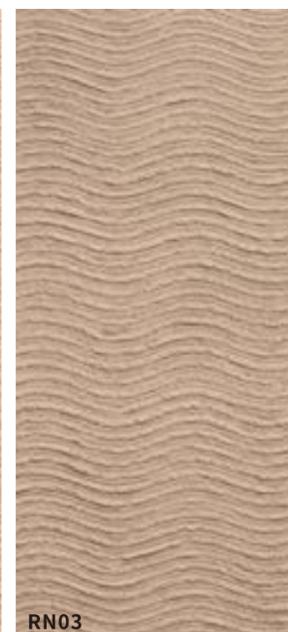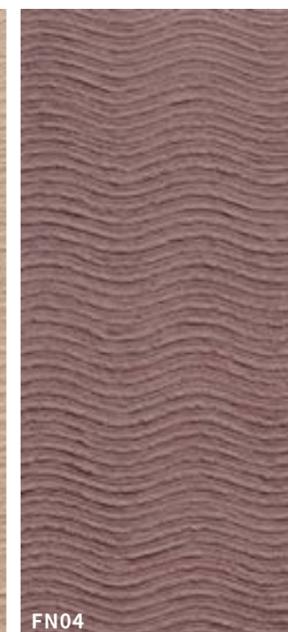| Regular size(mm)	Thickness (mm)	Package size(mm)	pcs/carton	m²/carton
1350X 600 (3.0)	1~4	1370 X 620 X90	8	6.48
2700 X 1200 (3.0)		Packed with wooden case as per order quantity (subject to packaging fee)		

O01

WN01

HN02

BN02

O01

RN03

FN04

Material science that shapes the future.
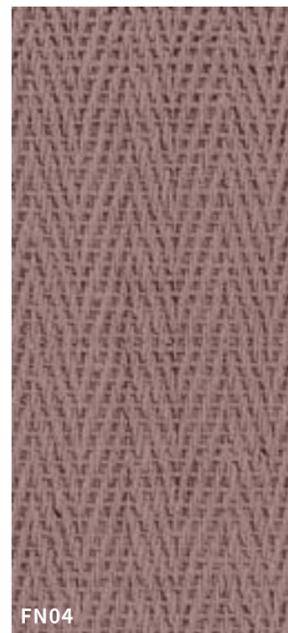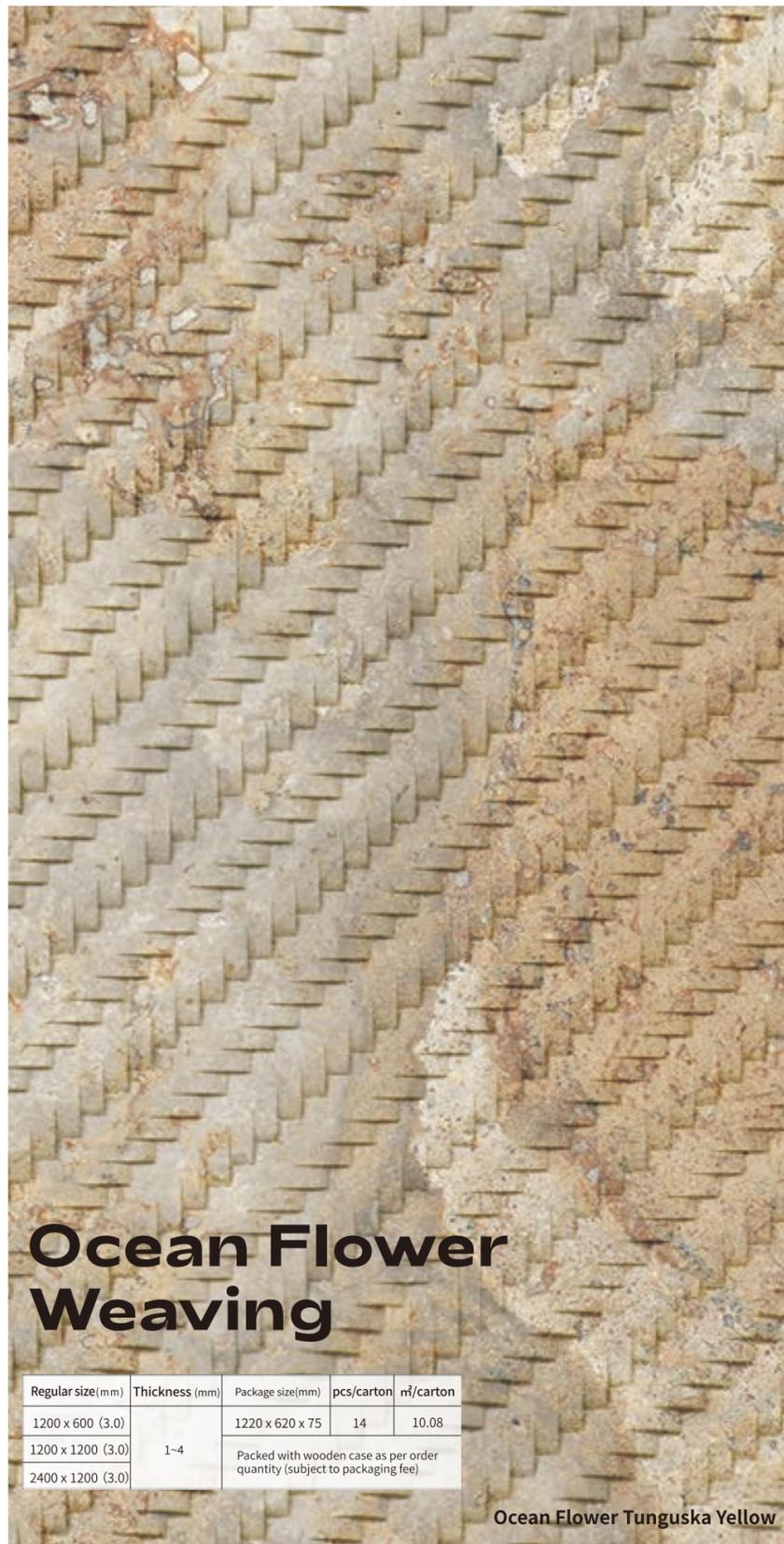
Ocean Flower Weaving

Regular size(mm)	Thickness (mm)	Package size(mm)	pcs/carton	m²/carton
1200 x 600 (3.0)		1220 x 620 x 75	14	10.08
1200 x 1200 (3.0)	1~4	Packed with wooden case as per order quantity (subject to packaging fee)		
2400 x 1200 (3.0)				

Ocean Flower Tunguska Yellow

Ocean Flower Castol Blue
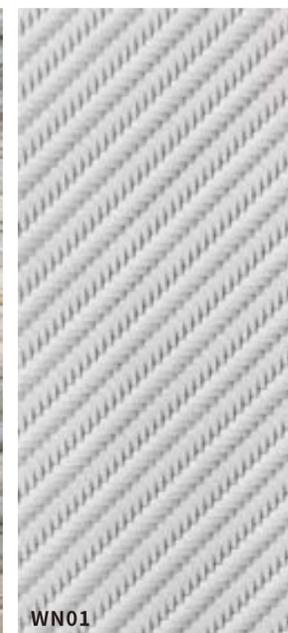
WN01
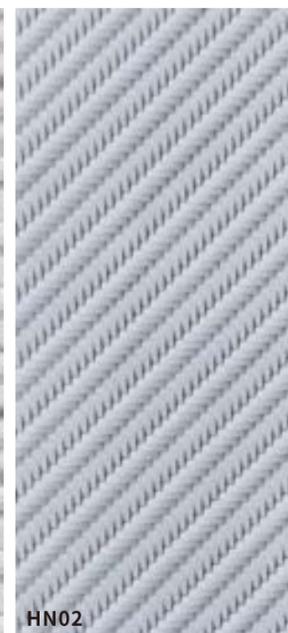
HN02

BN02

Ocean Flower
Tunguska Yellow

ON02

RN03

FN04

Material science that shapes the future.
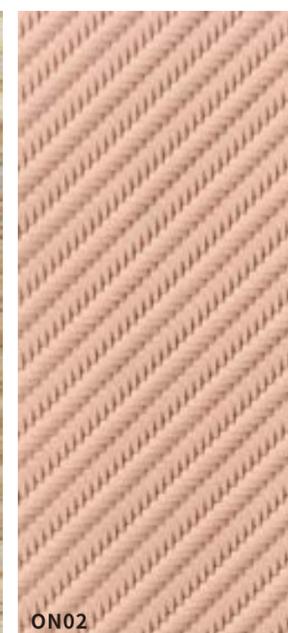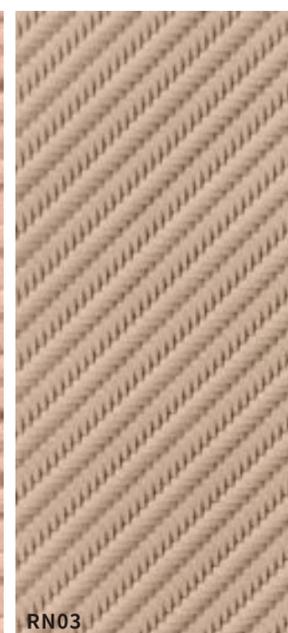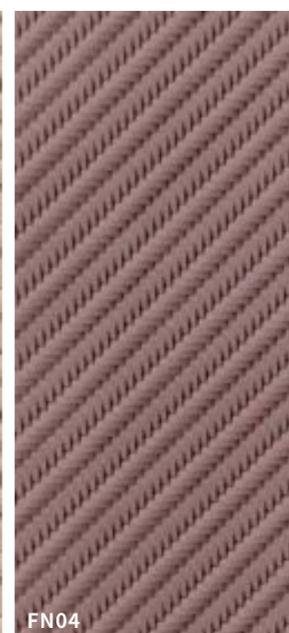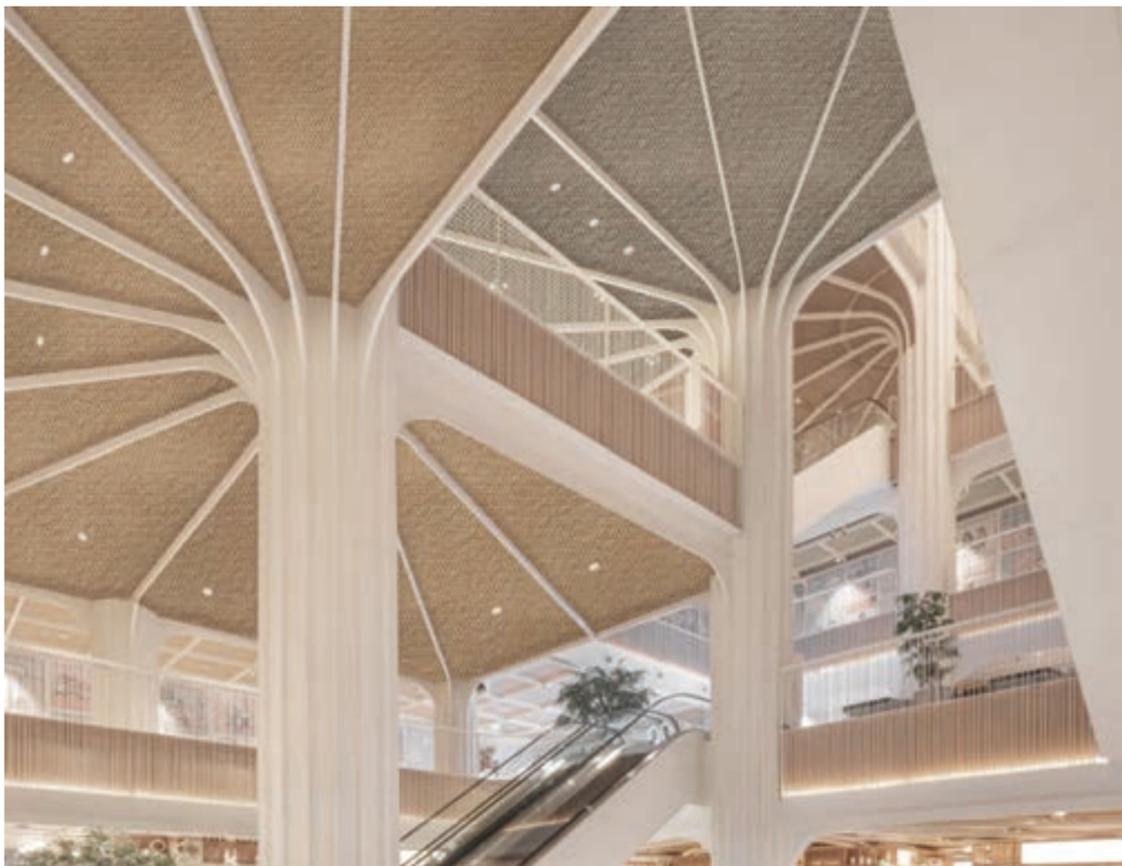
W Herringbone

Regular size(mm)	Thickness (mm)	Package size(mm)	pcs/carton	m²/carton
1200 x 600 (3.0)		1220 x 620 x 75	16	11.52
1200 x 1200 (3.0)	1~4	Packed with wooden case as per order quantity (subject to packaging fee)		
2400 x 1200 (3.0)				

O03
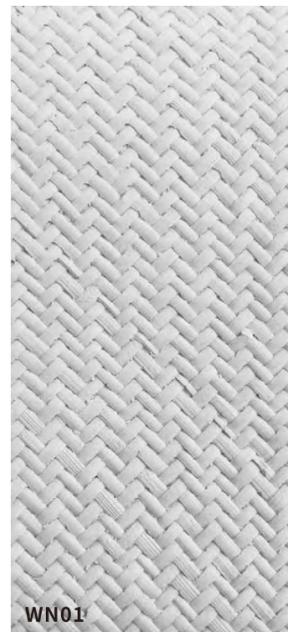
WN01

HN02

BN02

ON02

O03

FN04

Material science that shapes the future.

Material science that shapes the future.

Rope Wave A

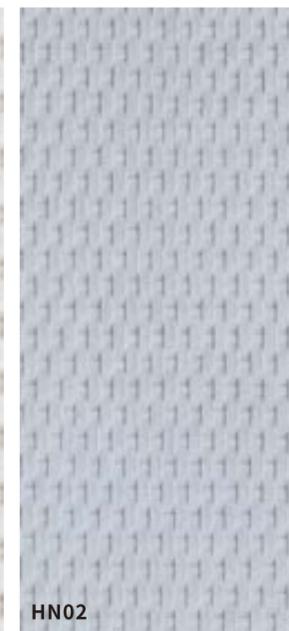| Regular size(mm)	Thickness (mm)	Package size(mm)	pcs/carton	m²/carton
1350 x 600 (3.0)	1~4	1370 x 620 x90	18	14.58
2700 x 1200 (3.0)		Packed with wooden case as per order quantity (subject to packaging fee)		
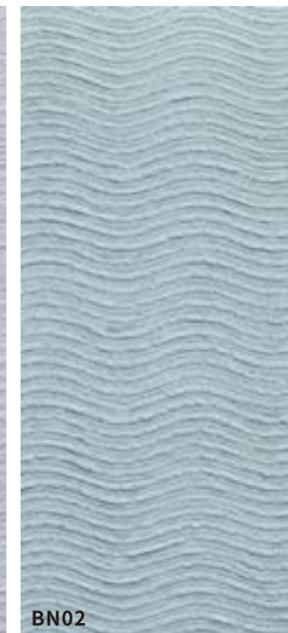
HY001
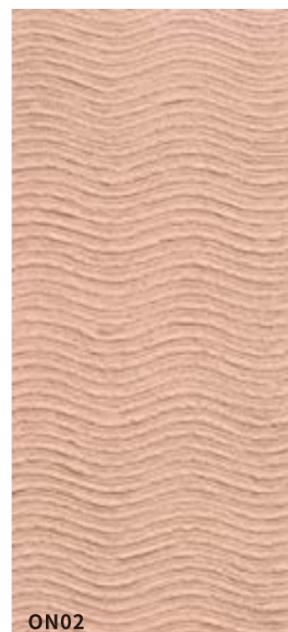
HY001

HN02
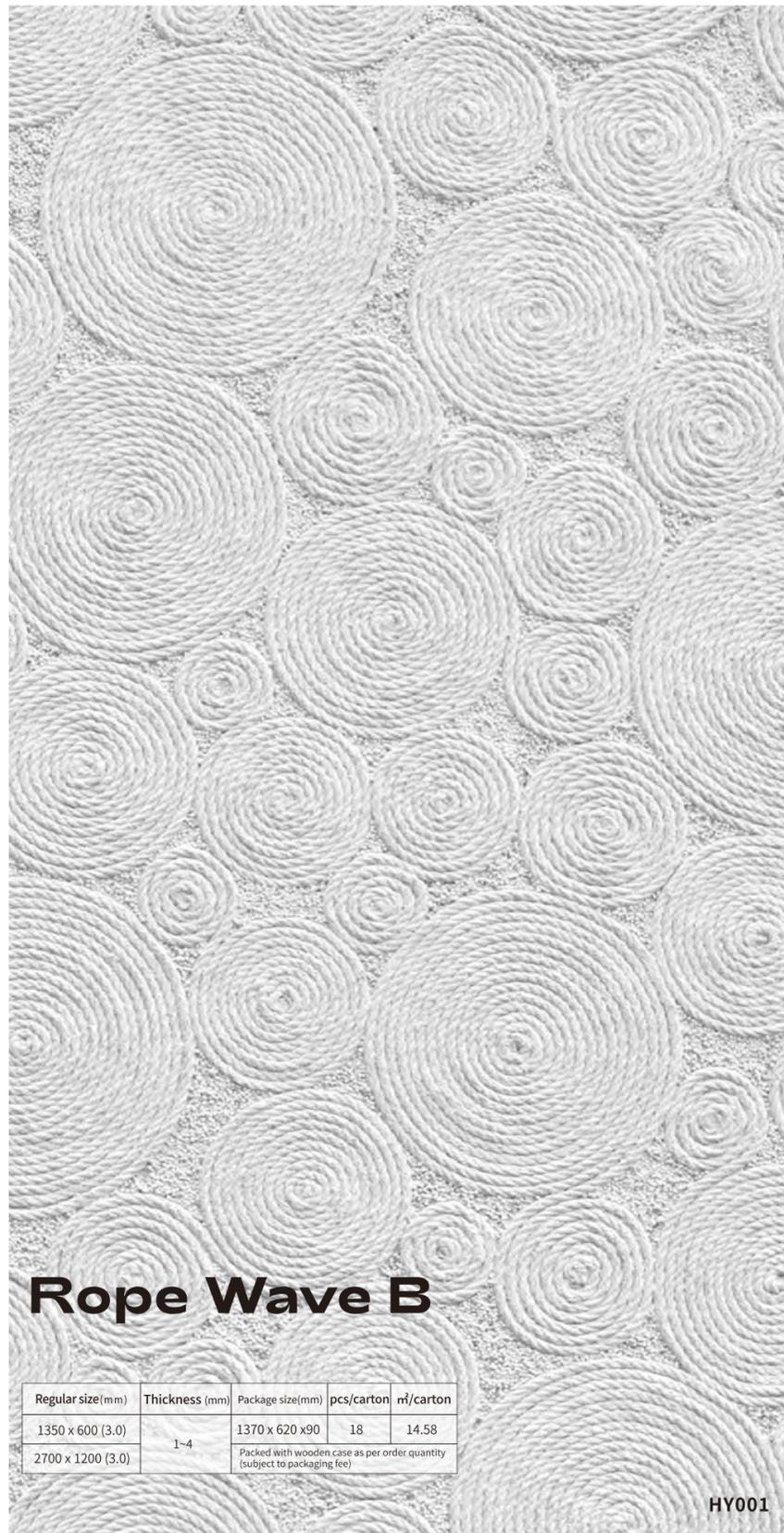
BN02

ON02

RN03

FN04

Rope Wave B

Regular size(mm)	Thickness (mm)	Package size(mm)	pcs/carton	m²/carton
1350 x 600 (3.0)	1~4	1370 x 620 x90	18	14.58
2700 x 1200 (3.0)		Packed with wooden case as per order quantity (subject to packaging fee)		

HY001

HY001   HN02   BN02

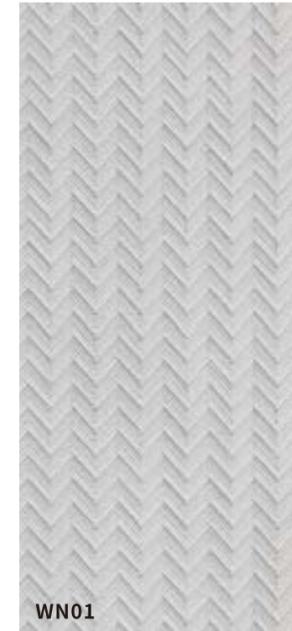ON02   RN03   FN04

Material science that shapes the future.
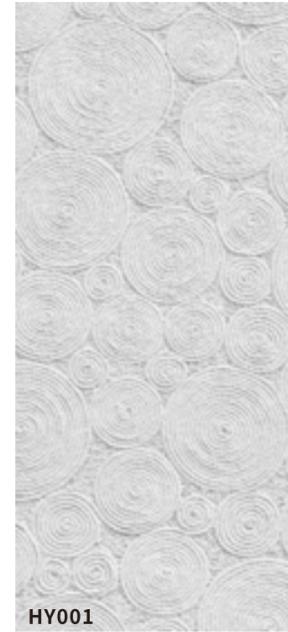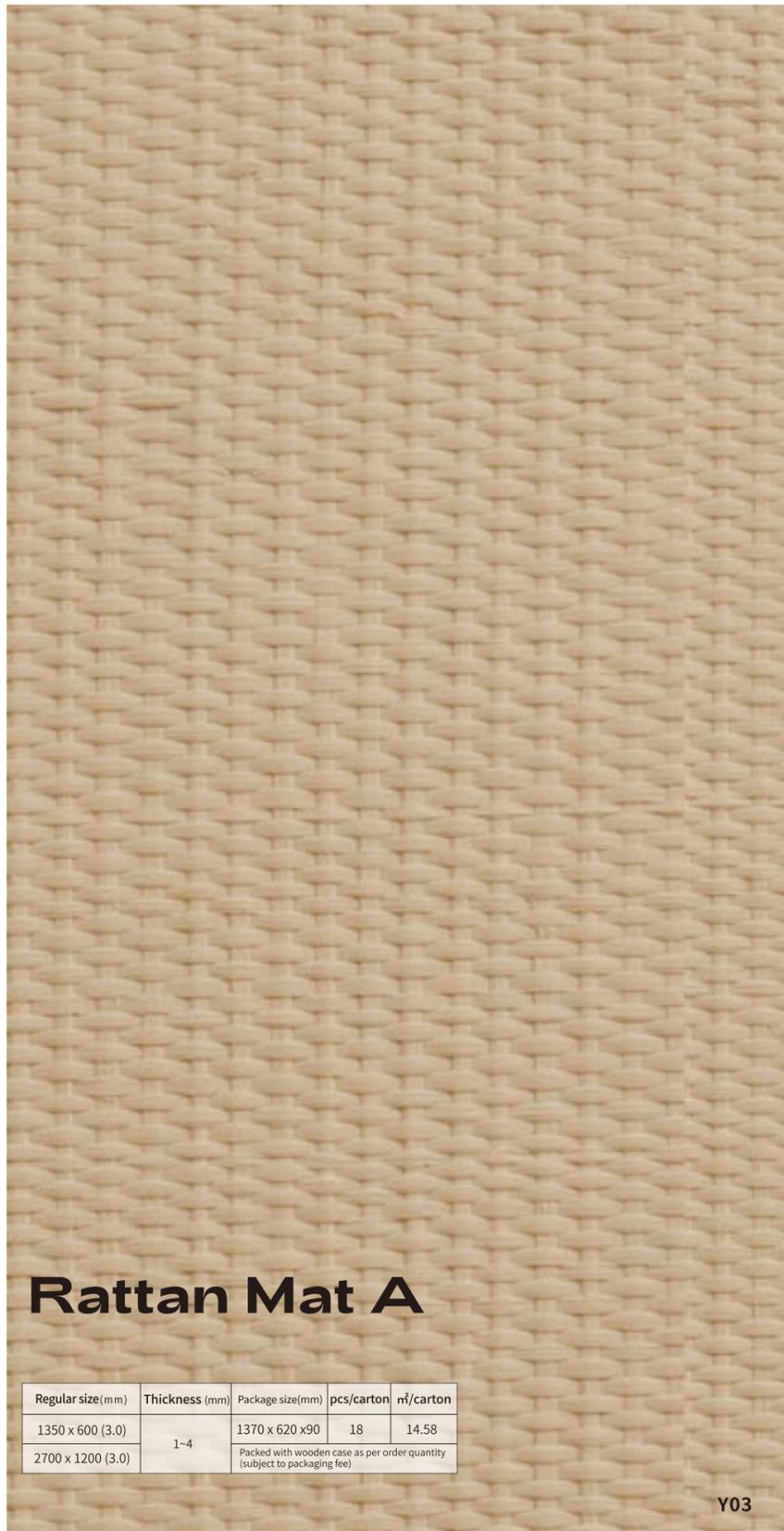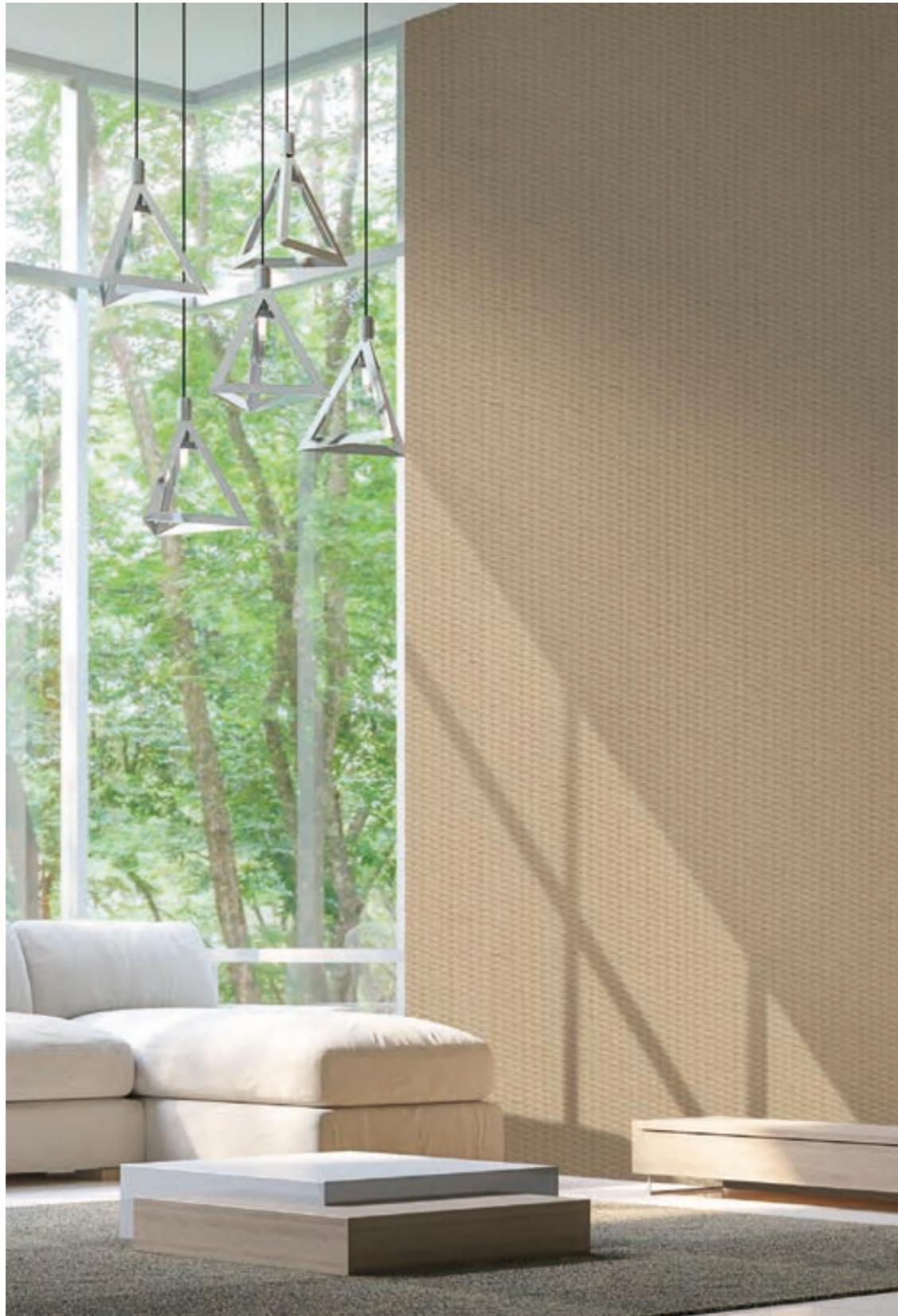
Rattan Mat A

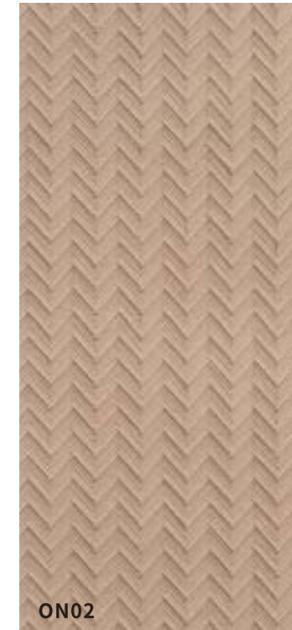| Regular size(mm)	Thickness (mm)	Package size(mm)	pcs/carton	m²/carton
1350 x 600 (3.0)	1~4	1370 x 620 x90	18	14.58
2700 x 1200 (3.0)		Packed with wooden case as per order quantity (subject to packaging fee)		

Y03

WN01

HN02

BN02

ON02

Y03

FN04

econiclay
coverings

Rattan Mat B

Regular size(mm)	Thickness (mm)	Package size(mm)	pcs/carton	m²/carton
1200 x 600 (3.0)	3(±0.5)	1220 x 620 x75	16	11.52
2400 x 1200 (3.0)		Packed with wooden case as per order quantity (subject to packaging fee)		

HY001

HY001

HN02

BN02

ON02

RN03

FN04

Material science that shapes the future.
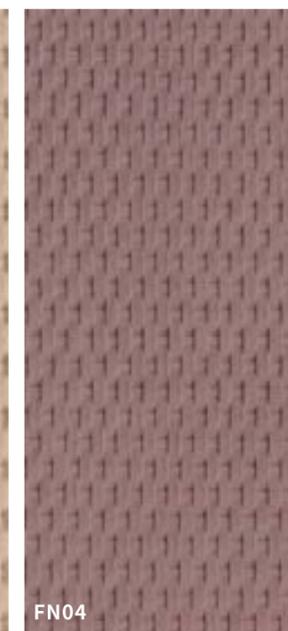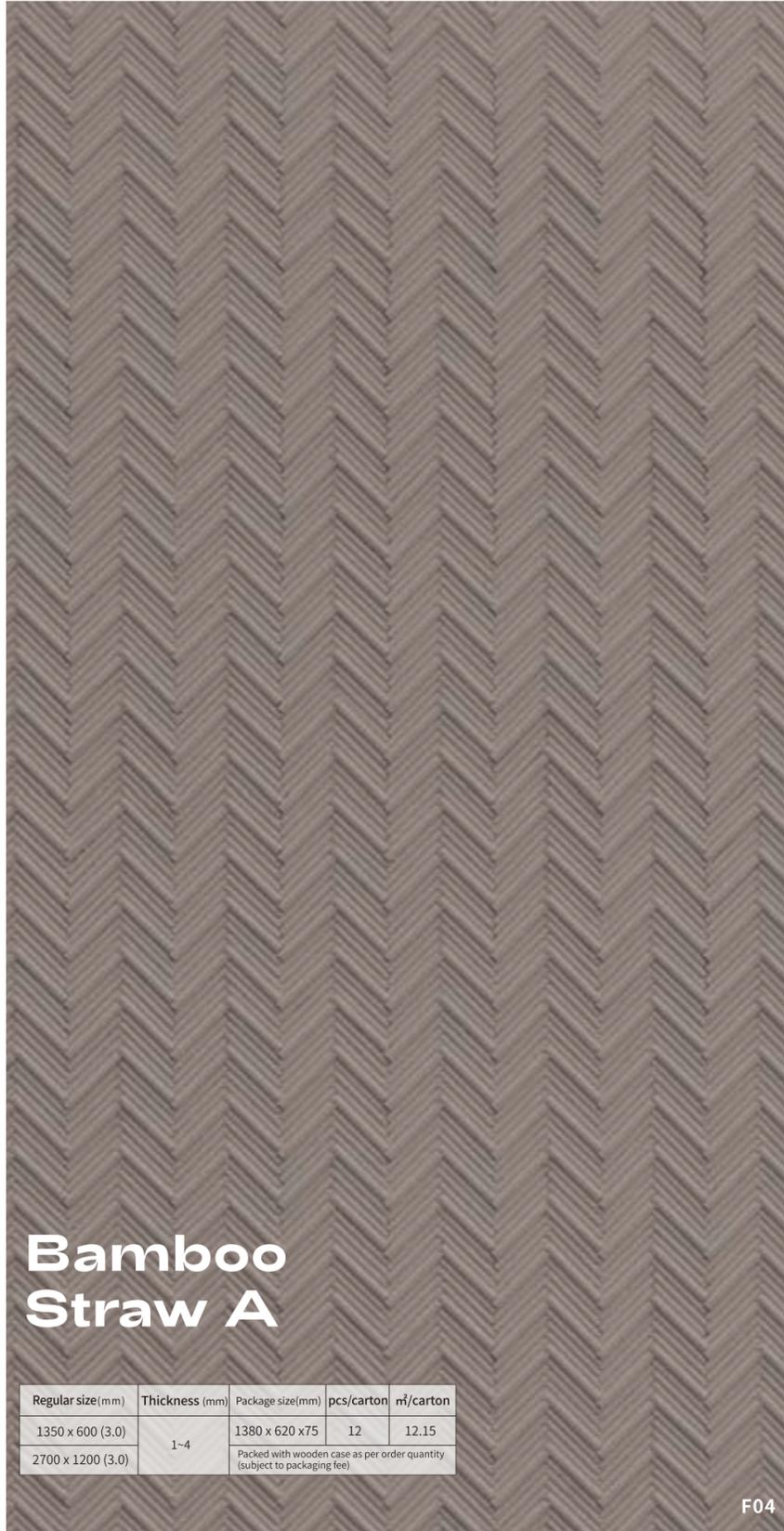
Bamboo
Straw A

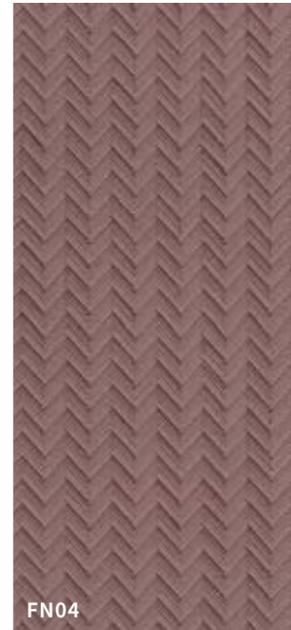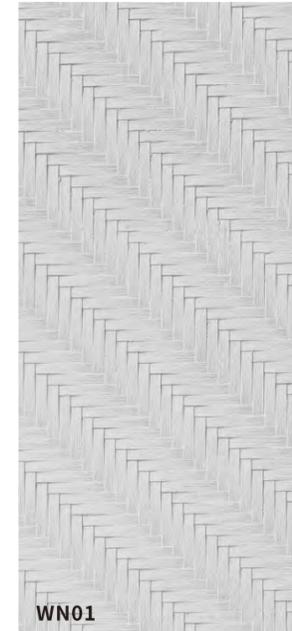| Regular size(mm)	Thickness (mm)	Package size(mm)	pcs/carton	m²/carton
1350 x 600 (3.0)	1~4	1380 x 620 x75	12	12.15
2700 x 1200 (3.0)		Packed with wooden case as per order quantity (subject to packaging fee)		

F04

WN01

HN02

BN02

ON02

F04

FN04

Material science that shapes the future.
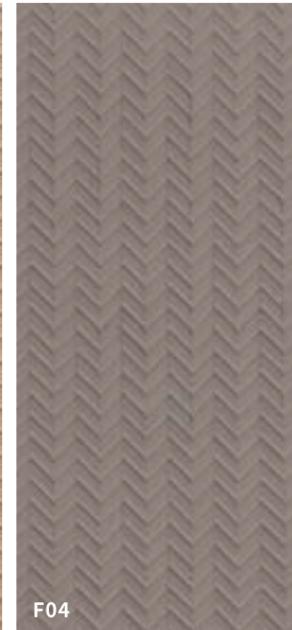
Rattan Knit A

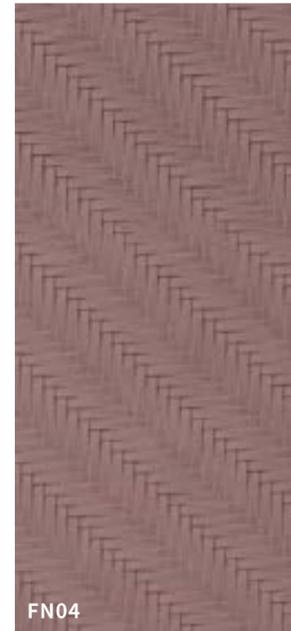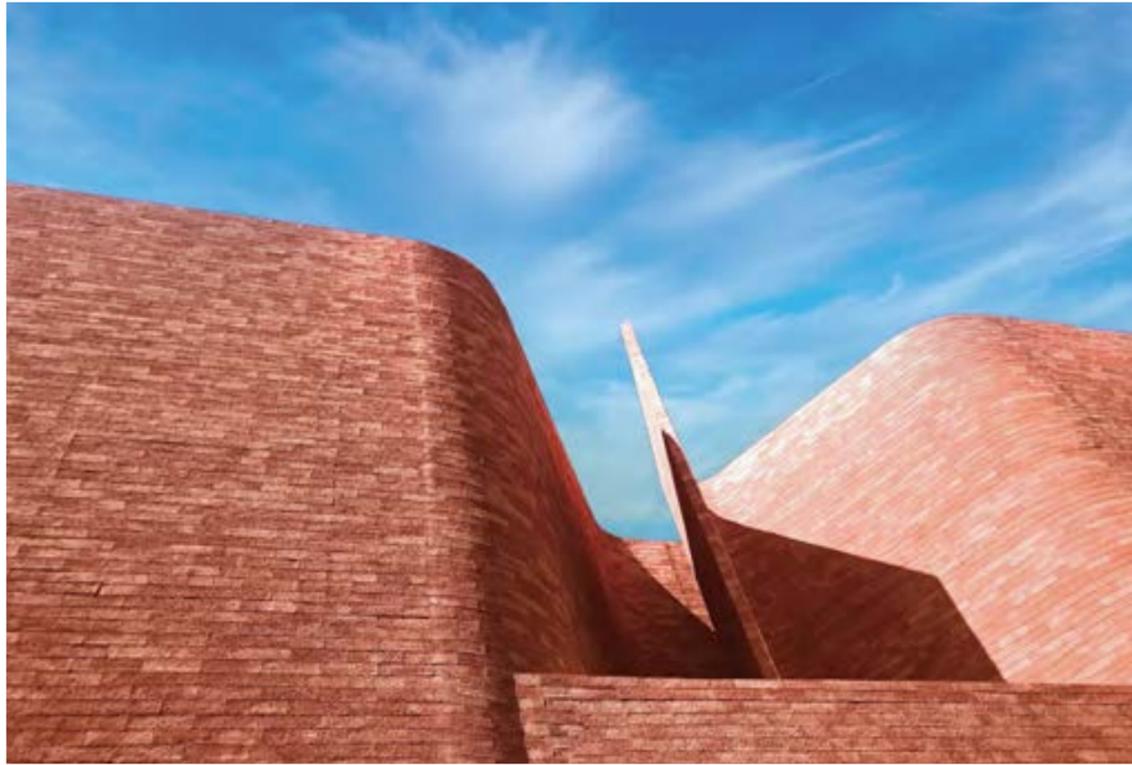| Regular size(mm)	Thickness (mm)	Package size(mm)	pcs/carton	m²/carton
1350 x 600 (3.0)	1~4	1370 x 620 x90	18	14.58
2700 x 1200 (3.0)		Packed with wooden case as per order quantity (subject to packaging fee)		

Y03

WN01

HN02

BN02

ON02

Y03
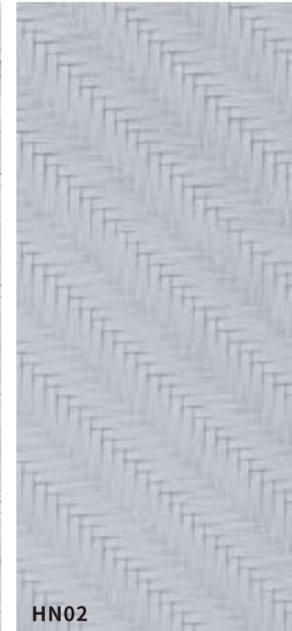
FN04

Showcasing a diverse
collection of global bricks,
Exploring the rich history and
evolution of brick architecture.

Brick Series

G Facing Brick

Regular size(mm)	Thickness(mm)	Package size(mm)	pcs/carton	m²/carton
480 x 60 (4.0)	2.5 (±0.5)	500 x 500 x 90	96	5.5296
480 x 120 (4.0)				

G Os Cyan

G Idyllic White

G Idyllic Yellow

G Idyllic Brown

G Idyllic Orange

G Kata White

G Kata Silver

G Kata Yellow

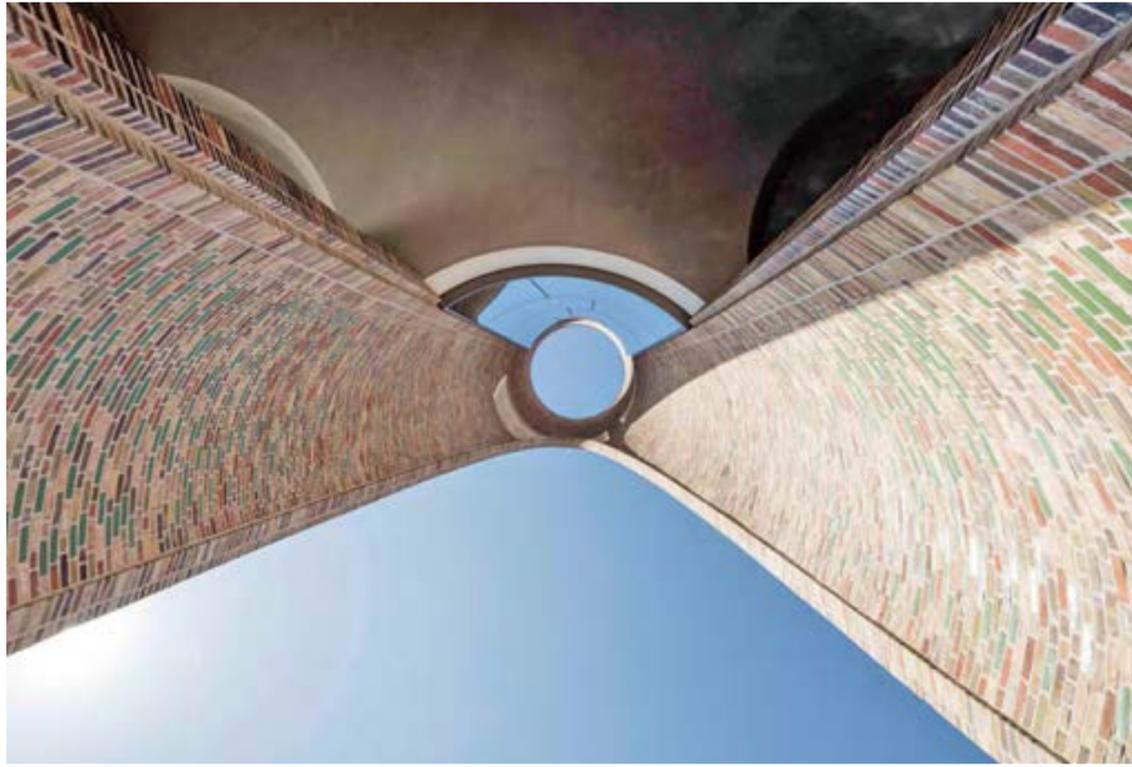G Kata Orange

G Snowy White

G Snowy Brown

G Misted White

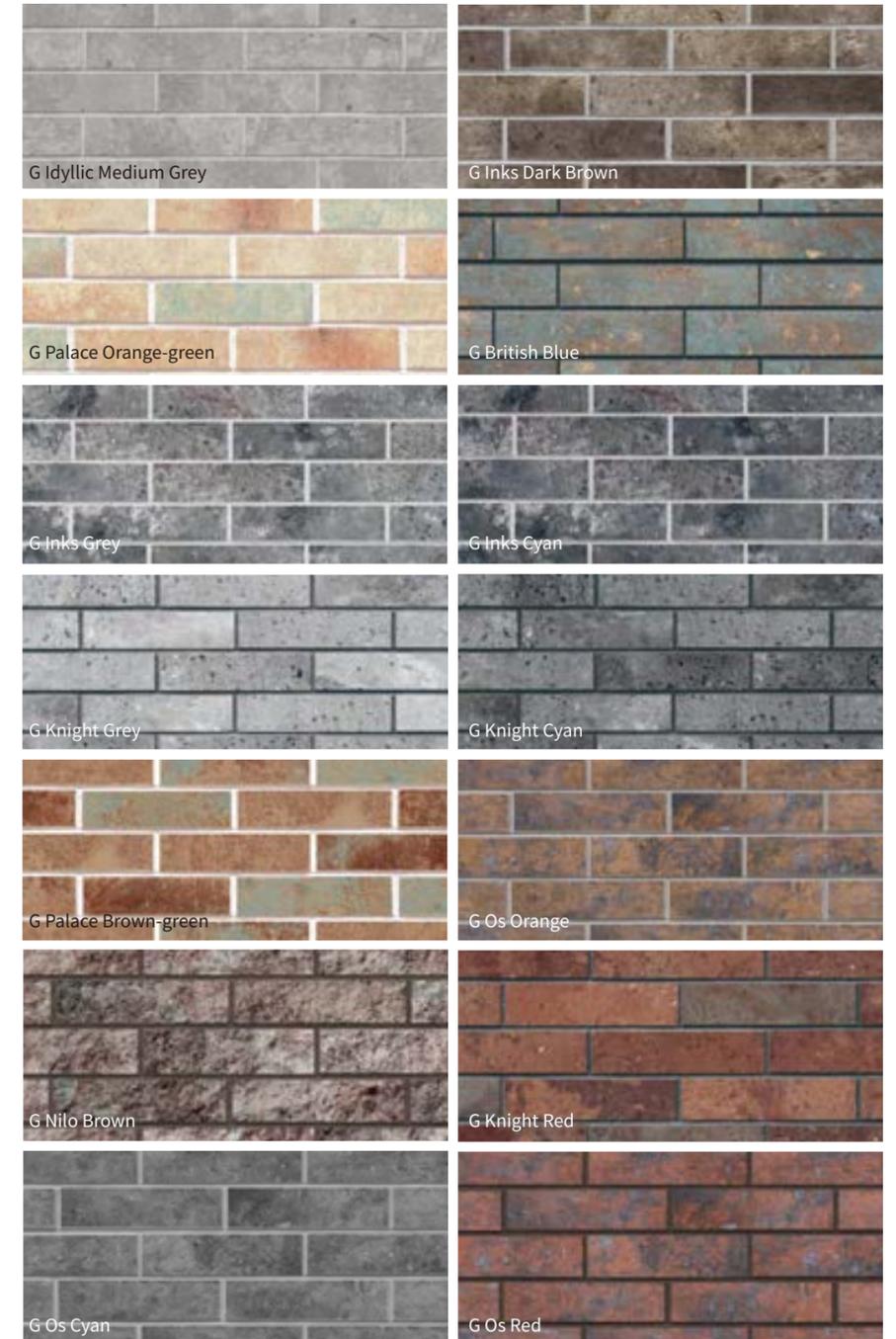G Misted Grey

G Time White

G Time Grey

Star Product Delivery Period: 3-5 days

Material science that shapes the future.

Material science that shapes the future.

G Facing Brick

Regular size(mm)	Thickness(mm)	Package size(mm)	pcs/carton	㎡/carton
480 x 60 (4.0)	2.5 (±0.5)	500 x 500 x 90	96	5.5296
480 x 120 (4.0)				

G Os Red

G Idyllic Medium Grey

G Inks Dark Brown

G Palace Orange-green

G British Blue

G Inks Grey

G Inks Cyan

G Knight Grey

G Knight Cyan
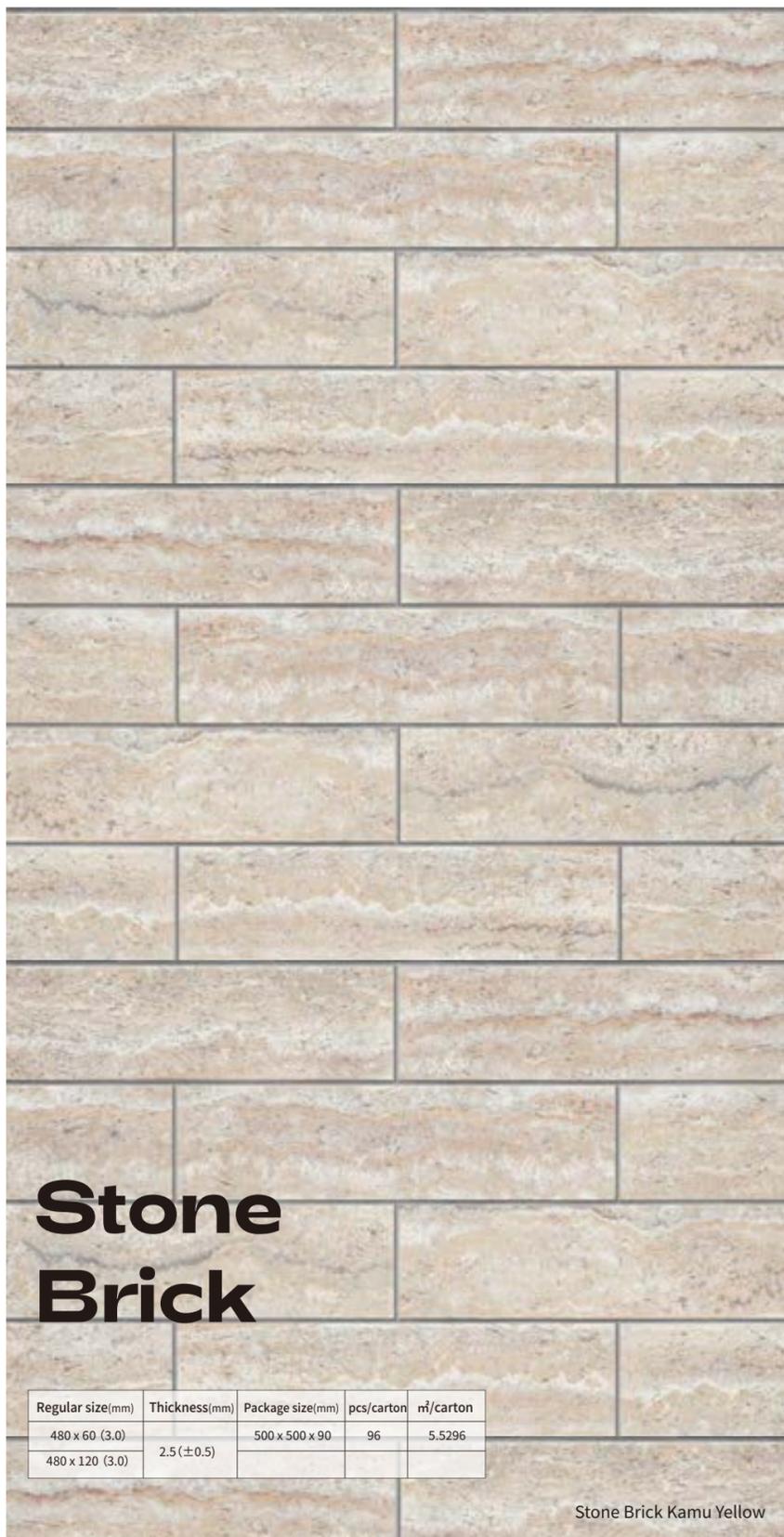
G Palace Brown-green

G Os Orange

G Nilo Brown

G Knight Red

G Os Cyan

G Os Red

Star Product Delivery Period: 3-5 days

Stone Brick

Regular size(mm)	Thickness(mm)	Package size(mm)	pcs/carton	m²/carton
480 x 60 (3.0)	2.5 (±0.5)	500 x 500 x 90	96	5.5296
480 x 120 (3.0)				

Stone Brick Kamu Yellow

Stone Brick Polish Concrete Wall Fog

Stone Brick Polish Concrete Wall Medium Grey

Stone Brick Kamu Grey

Stone Brick Anna White

Stone Brick Kamu Yellow

Stone Brick Anna Medium Grey
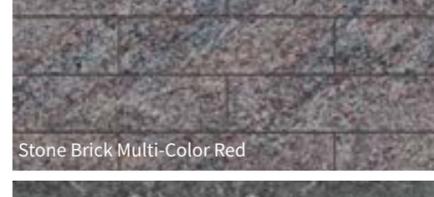
Stone Brick Gold Sesame

Stone Brick Copper Rust Red
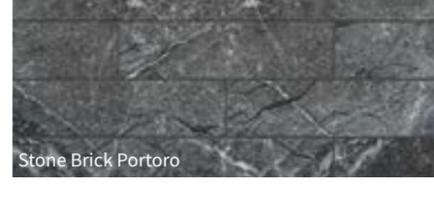
Stone Brick Greyish Brown

Stone Brick Gilded Iron

Stone Brick Multi-Color Red

Stone Brick Fantasy Red

Stone Brick Portoro

Stone Brick Maca Blue

Performance comparison between eCovering and traditional building decorative materials

No.	Performance	eCovering	Ceramic Slab	Wall Cloth	Natural Stone	Emulsion Paint	Diatom Mud	Mud Paint	Inorganic painting	Wood Veneer	Artificial Wood Veneer	PVC Panel
						Coating				**Wood Veneer**		
1	Fire Sately	A Class	A Class	C Class	A Class	C Class	A Class	A Class	B Class	C Class	C Class	B Class
2	Environmental Friendliness — Application	Excellent, UL certificate	Good, Environmental Labeling	Depends on quality. VOCs are typically above safe figures level	Depends on quality. Some varieties are radioactive	Poor VOCs are typically above safe figures level	Good No VOC release	Good No VOC release	Depends on quality	Depends on quality	Poor VOCs are typically above safe figures level	Depends on quality. VOCs are typically above safe figures level
	Environmental Friendliness — Production process	3R* principles matched, Low Energy Consumption, Zero Emission, Zero Pollution, Renewable	Fails to match 3R* principles, High Energy Consumption, High Emission, High Pollution, Non-renewable	Depends on quality	Fails to match 3R* principles, High Energy Consumption, High Emission, High Pollution, Non-renewable	Depends on quality	Fails to match 3R* principles, Destroy Nature, Non-renewable	3R* principles matched, Low Energy Consumption, Zero Emission, Zero Pollution	Depends on quality	Fails to match 3R* principles, Destroy Nature, Non-renewable	Fails to match 3R* principles, High Energy Consumption, High Emission, Non-renewable	Fails to match 3R principles, High Energy Consumption, Non-renewable
3	Moisture Absorption and Dampproof capacity	Excellent in moisture proofing. Keeps structure dry in wet conditions	Non-moisture proof Condensation in wet conditions	Non-moisture proof Condensation in wet conditions	Non-moisture proof Condensation in wet conditions	Non-moisture proof Condensation in wet conditions	Excellent in moisture proofing. Keeps structure dry in wet conditions	Excellent in moisture proofing. Keeps structure dry in wet conditions	Non-moisture proof Condensation in wet conditions	Non-moisture proof Condensation in wet conditions	Non-moisture proof Condensation in wet conditions	Non-moisture proof Condensation in wet conditions
4	Moldproof	Good	Good	Poor	Good	Poor	Varies in quality	Good	Varies in quality	Poor	Good	Good
5	Breathability	Excellent	Poor	Poor	Excellent	Poor	Excellent	Excellent	Good	Excellent	Poor	Poor
6	Air-cleaning capacity	Able to absorb and decompose formaldehyde and odor due to its catalytic UV feature.	Unable to absorb formaldehyde Some are able to decompose formaldehyde on the surface	No	No	No	Able to absorb and decompose formaldehyde and odor	Able to absorb and decompose formaldehyde and odor	No	No	No	No
7	Durability	Durable, No edge lifting, Fastness, Moldproof, No emptying swell**	Durable, No edge lifting, Fastness, Emptying swell**	Not durable, remains shape for 1-2 years, Color fading, Easy to mildew	Durable, No edge lifting, Fastness, Emptying swell**	Not durable, Fades fast, especially dark colors, Easy to mildew	Not durable, No peeling, Softening with water, Powdering	Durable, No peeling, Fastness, Moldproof, Remains hard effected by water	Durable, Fastness, Moldproof, Remains hard effected by water	Not durable, Easy rots, Easy to mildew	Not durable, Easy to deform, Edge lifting, Color shading	Durable, No edge lifting, Moldproof, No emptying swell
8	Salt Spray Resistance	Good	Good	Good	Good	Poor	Poor	Good	Good	Poor	Poor	Good
9	Application/construction method complexity	Simple, No anchoring required	Complex	Simple	Complex	Simple	Complex	Situation Depends	Complex	Simple	Simple	Simple

* 3R principles refer to reducing, reusing and recycling.

** Emptying Swell refers to an effect caused by a high air pressure created in the cavity under the low/none-air permeable cladding that causes its detachment from the surface.

Certification

1. UL: American Conference of Governmental Industrial
2. EU EPD Environmental Product Certification
3. EU CE certification and Class A fireproof certification
4. Russia (GoST) standard certification
5. Polish Conference of Governmental Industrial
6. TPAT Customs-Trade Partnership
7. 2014/90/EU MED 96/98/ECe 2014/
8. Czech Republic fire safety A Class
9. Russia fire safety A Class
10. Malaysia fire safety A class
11. Singapore Greenlable Green certification
12. Korea Green Building Material certification
13. UNIEN ISO 14021: Products contain at least 40 percent recyclable material before consumption
14. China certification and Class A fireproof certification
15. UNIEN ISO9001 National Quality Management System certification
16. China National Safety Standardization Production Certificate
17. China National Occupational Safety and Health Management System Administration
18. CCEP(China Certification for Environmental Products)
19. China 3-star Greenlable Green certification