



HQ

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Product Display Centre



# Unfired Flexi Clay Cladding





# Modified Clay Materials

Modified clay material is an amalgamation of clay and sands through an unfired patent manufacturing technology. PHOMI's products are modified soil made through a technology breakthrough with the base materials being constituted and bonded together by using only low heat temperature in its manufacturing process.

The clay is constituted with recycled materials to reduce carbon footprint, thus making it the closest pure form with the nature.

The products come with a base thickness of only 2.5 mm. They are extremely light weight, non breakable and flexible yet suitable for both exterior and interior applications. Also, the natural characteristics of the soil remain giving the benefits of fire retardant, breathability, non toxic, durability and recyclability features.

MCM products are patented exterior grade cladding products to suit all architectural needs; ensuring style, performance & durability for multi purpose exterior & interior requirements. MCM range of products provide its customers with the perfect combination of Eco Friendly, smooth & stylish aesthetics with superior & durable performance.







# Changing Our City

MCM is committed to the construction of low carbon city



Traditional Industrial City



MCM Green City





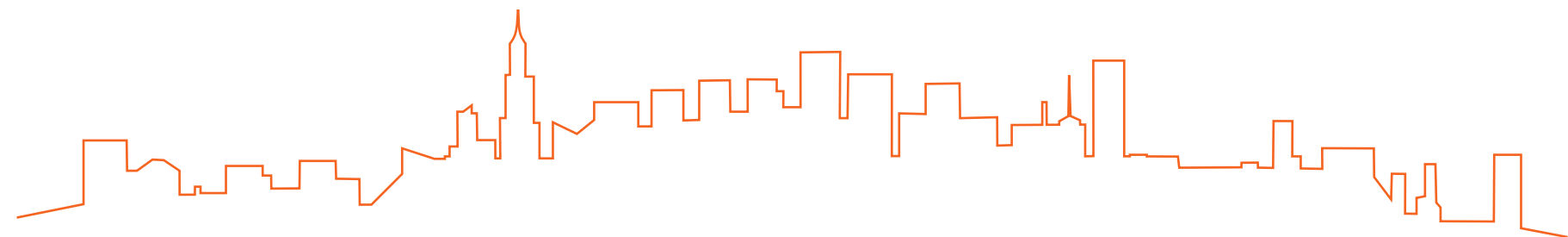
## About MCMFlexi Cladding

MCMFLEXI CLADDING India is a privately held company with its headquarters in MUMBAI India along with a strong Presence across the Nation with exclusive product display Centers. MCMFLEXI Cladding proudly boasts of a patented revolutionary Cladding Technology offering High quality and Sustainable cladding products for both internal & external space.

MCMFLEXI offers most varied collection of Natural, Durable & Aesthetically designed materials holding a wide range which encompasses MCM STONE, MCM WOOD, MCM BRICK & MCM LEATHER. Best suited for External cladding, Interiors; Comprising of ceiling, flooring & furniture covering and also for grand landscaping. MCMFLEXI Products are suitable for your complete architectural needs.

The product offering is thoughtfully invented keeping in mind today's need for lightweight and fast-track construction needs as these materials are easy to install and bring natural textures to all kinds of Building structures.

We at MCM India are committed to care for our planet thereby creating a better life and a better world to live in.





# MCM

## Unfired Flexi Clay **Cladding**

Breathability, durability, Safety-suitable for high-rise, irregular space and building refurbishment.



# MCM

## Unfired Flexi Clay **Flooring**

Anti-slip, comfortable.

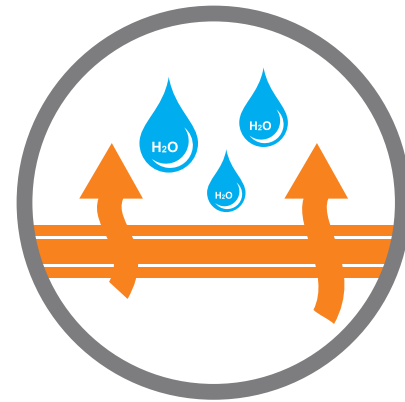
# Breathable

## Moisture Regulating Material

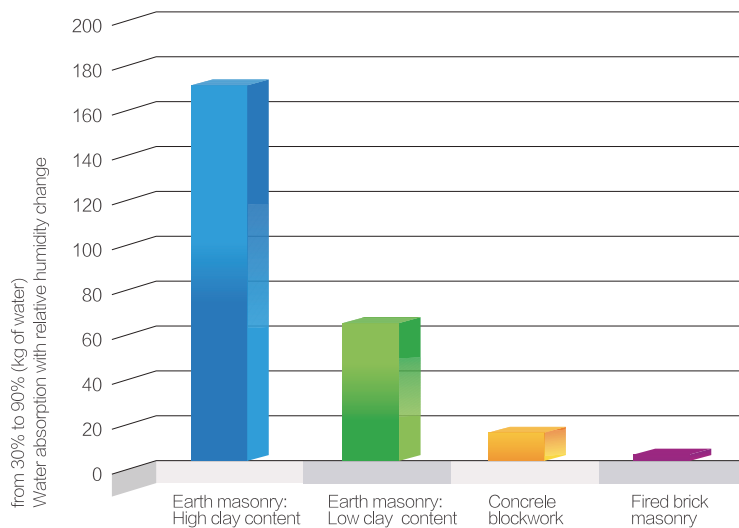
Unfired Flexi Clay Cladding & Flooring is made from MCM modified clay materials. The most attractive are their functional properties, principally, that of breathability and known abilities to regulate relative humidity (RH). Next to air tightness and embodied energy, breathability is possibly the most critical consideration in building design.

Unfired Clay can absorb and desorb indoor humidity faster than any other building material.

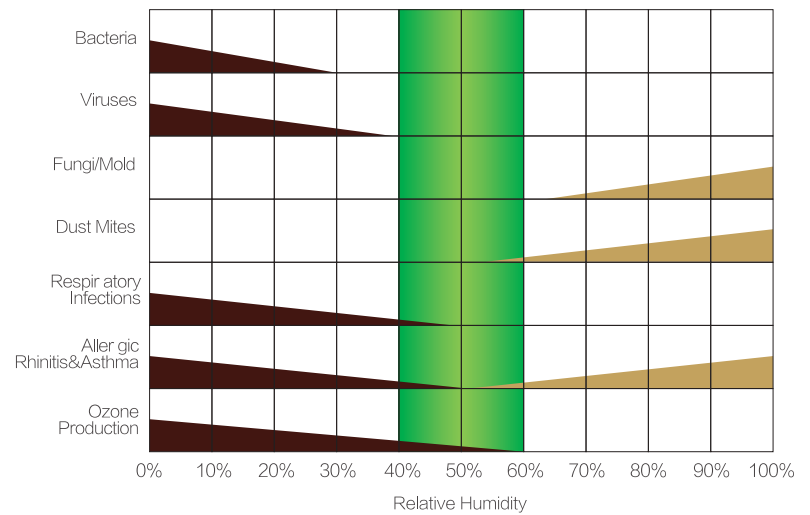
Clay can regulate relative interior humidity between 40% and 70%. (Arundel, A. V. 1986) By keeping RH between 40% and 70% research has shown that the likelihood for airborne infectious bacteria and virus to survive is the lowest.



Earth masonry humidity buffering for 4mx4mx2.4m high room



Optimum Zone







European Patent



United States Patent



India Green Building Council

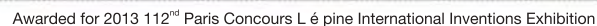


Hi-tech enterprise authenticated certificate



China Torch Program





External Cladding



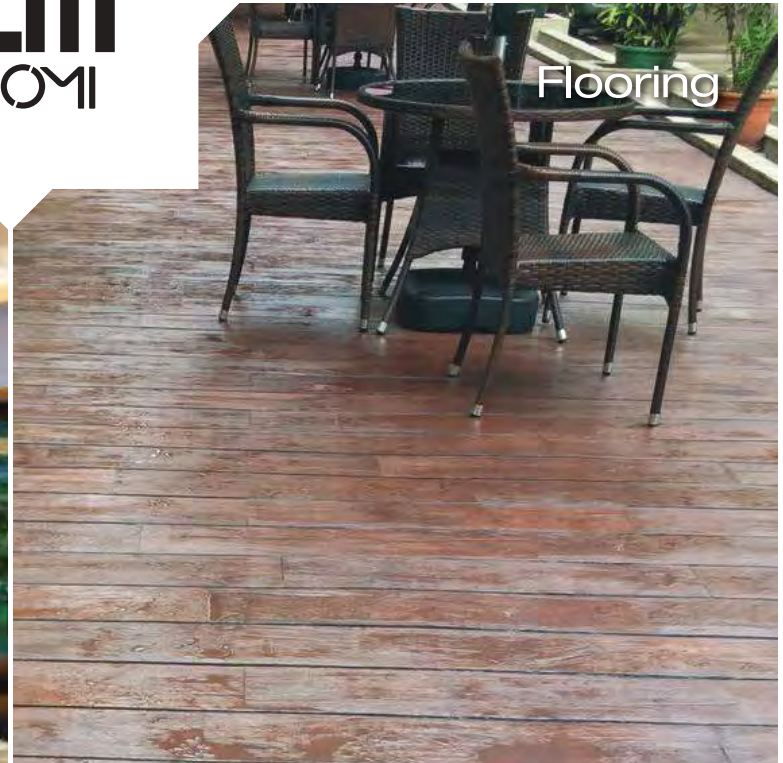
Internal Cladding



Ceiling



Flooring



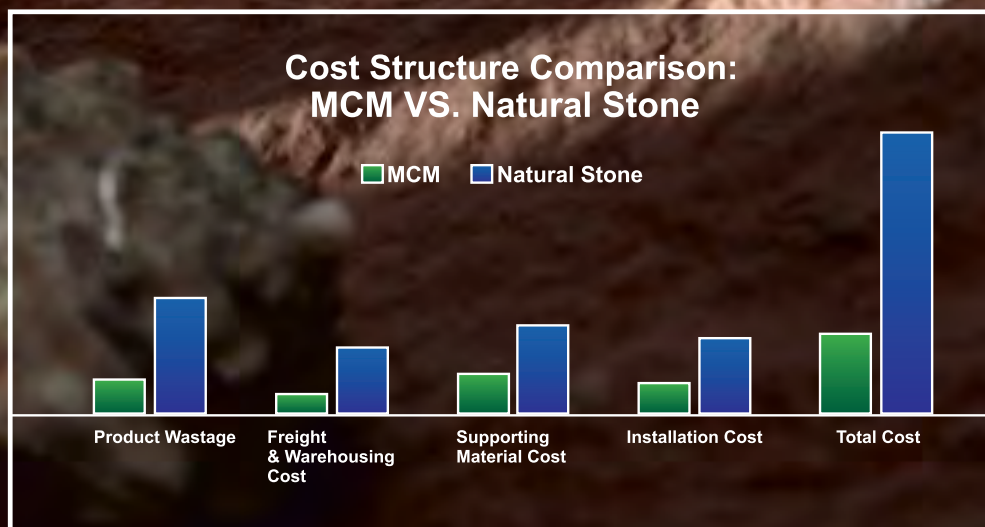
UTILITY  
**PHOMI**



Unfired Flexi Clay

# MCM STONE

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





MCM TRAVERTINE

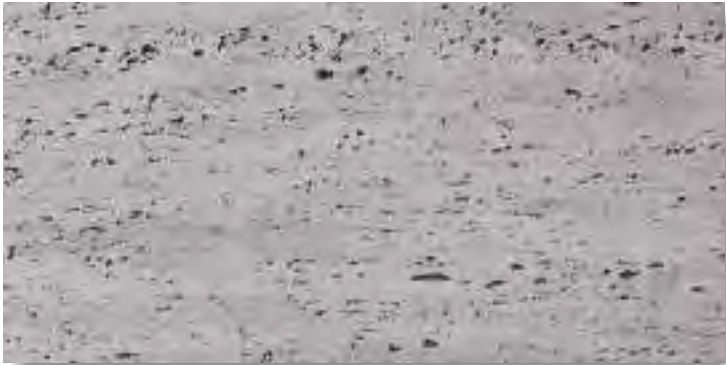
Product Size (mm)
1200 x 600



052K



052053



031YZD



052

NOTE: Color variation and gradation in every batch is a natural feature and part of our manufacturing process. These variation add to the overall character of MCM.





052 600x150mm 10mm/025



052K 600x300 600x200 600x100mm 10mm/025



031YZD 600x300mm 8mm/043



031Y 600x300 600x200 600x100mm 10mm/043



031Y



MCM OASIS STONE

Product Size (mm)
900 x 600



OASIS STONE RAINE



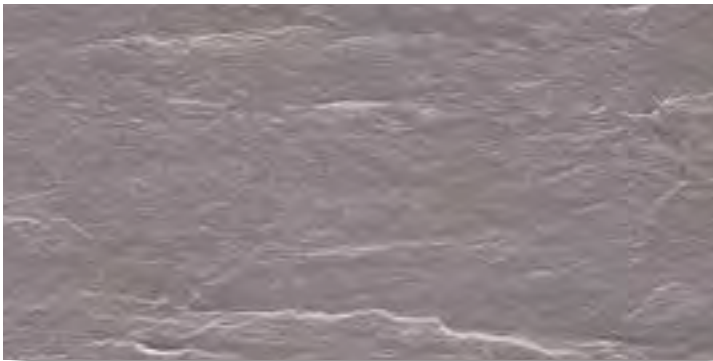
OASIS STONE WINDE



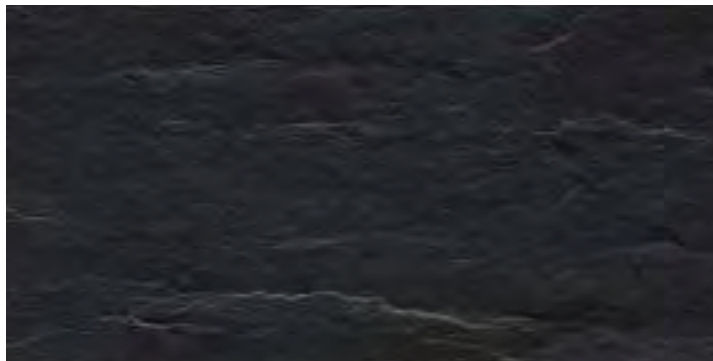
OASIS STONE FOGUE



025



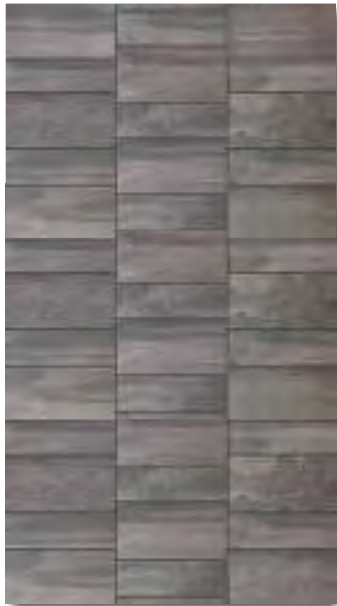
221



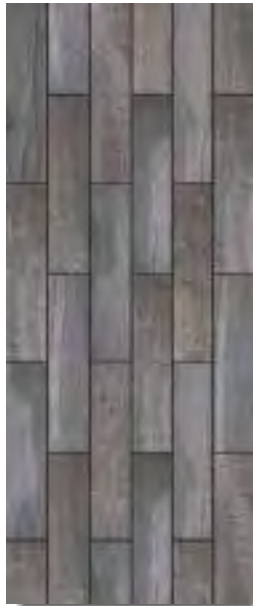
043

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600x300 600x150mm 8mm/043



900x200mm 8mm/043



600x600 10mm/043



600x300mm 8mm/025





MCM SLATE

Product Size (mm)

1150 x 575



SLATE SUNNYE



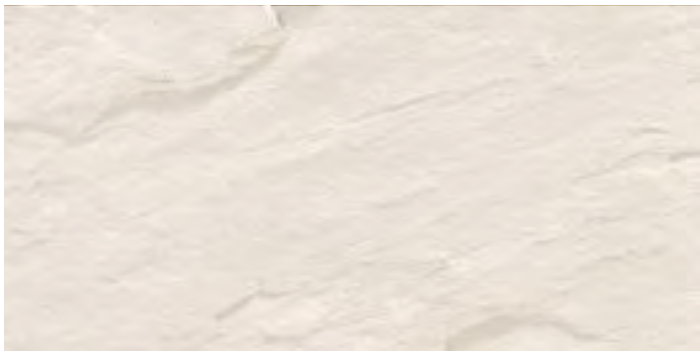
SLATE VOLCANOE



SLATE PHANTOM



SLATE ARTE



052



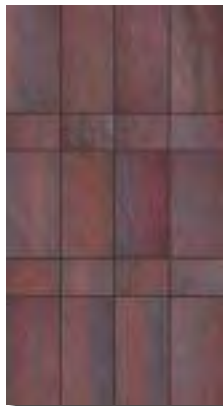
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NOTE: Color variation and gradation in every batch is a natural feature and part of our manufacturing process. These variation add to the overall character of MCM.

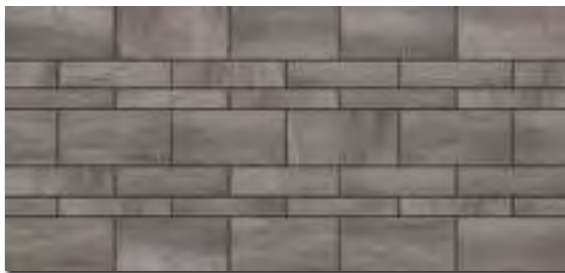




575x286mm 2mm



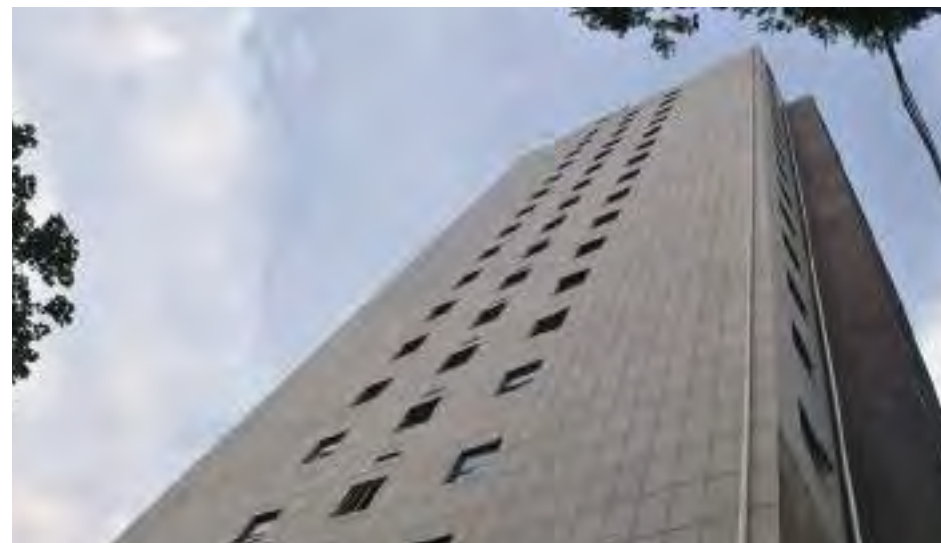
575x190mm 10mm/043



575x286 575x190 575x90mm 10mm/043



575x286 2mm





MCM SAND STONE

Product Size (mm)
1200x600



SANDSTONE CLOUDE



SANDSTONE SUNSHINE



SANDSTONE VISION



052

NOTE: Color variation and gradation in every batch is a natural feature and part of our manufacturing process. These variation add to the overall character of MCM.





575x286mm 8mm/025



575x286 286x190mm  
8mm/045



1200x600 600x600mm 8mm/025



052



056



## MCM CROSSARD MUSHROOM STONE

Product Size (mm)
800 x 400   1200 x 300



221



038



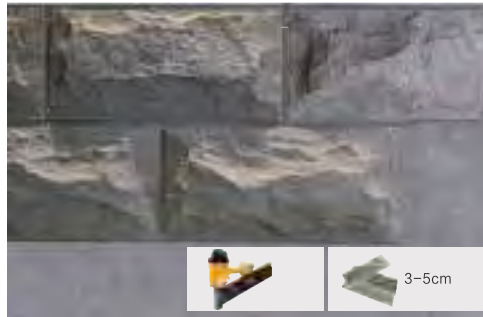
052



315

NOTE: Color variation and gradation in every batch is a natural feature and part of our manufacturing process. These variation add to the overall character of MCM.







## MCM DEVINE MUSHROOM STONE

Product Size (mm)
790 x 390



043



221



031



052

NOTE: Color variation and gradation in every batch is a natural feature and part of our manufacturing process. These variation add to the overall character of MCM.





221 10mm/043



031



45°



058



MCM GRANITE

Product Size (mm)
1590 x 590



209



317



052



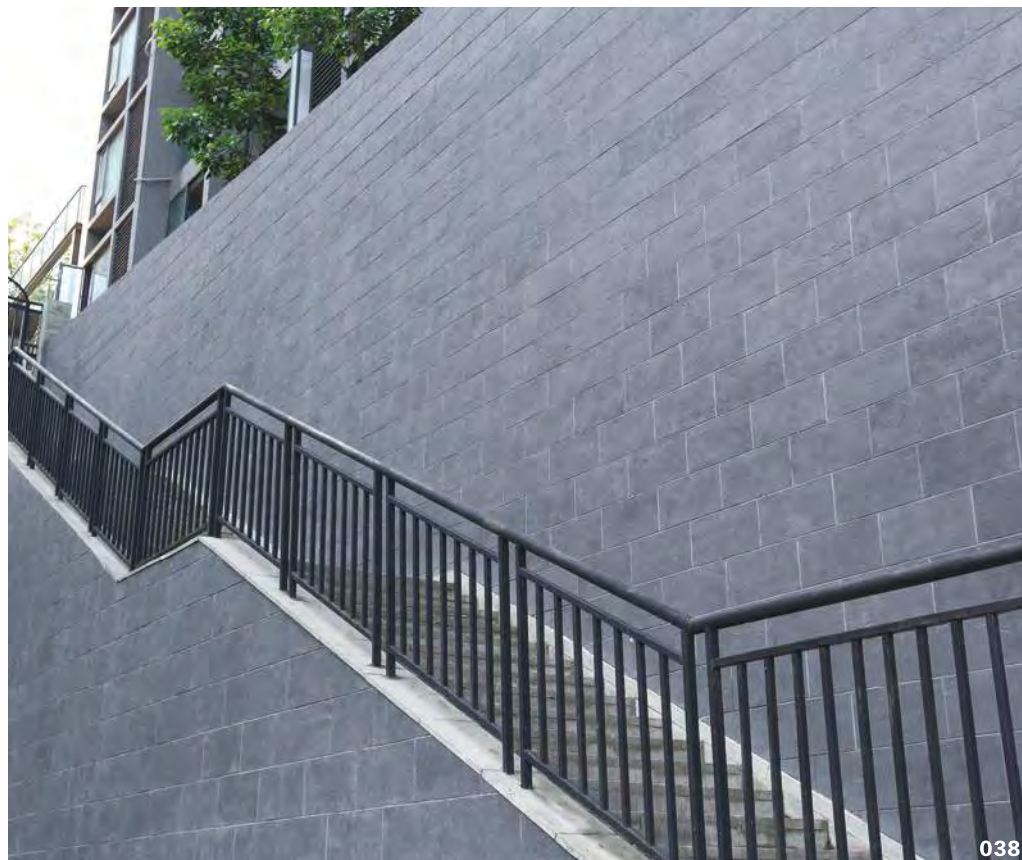
308

NOTE: Color variation and gradation in every batch is a natural feature and part of our manufacturing process. These variation add to the overall character of MCM.





038 600x310 600x200 600x100mm 8mm/043



038



052 1500x600mm 10mm/043

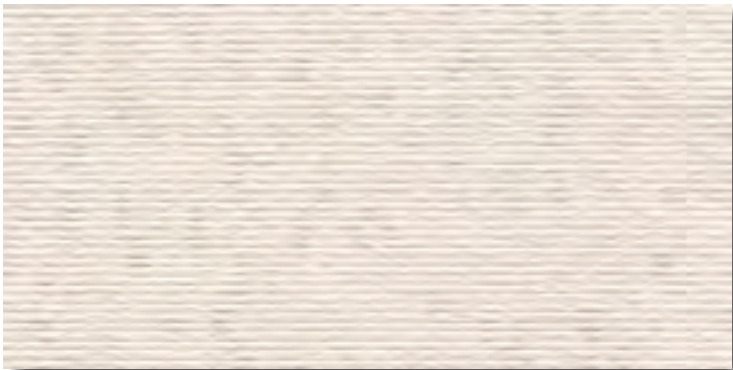


052



MCM CUT STONE

Product Size (mm)
1200 x 600



052



221



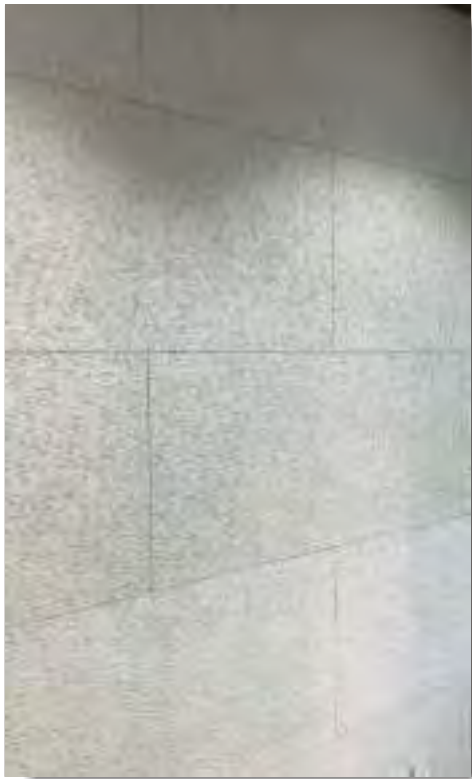
362



369

NOTE: Color variation and gradation in every batch is a natural feature and part of our manufacturing process. These variation add to the overall character of MCM.





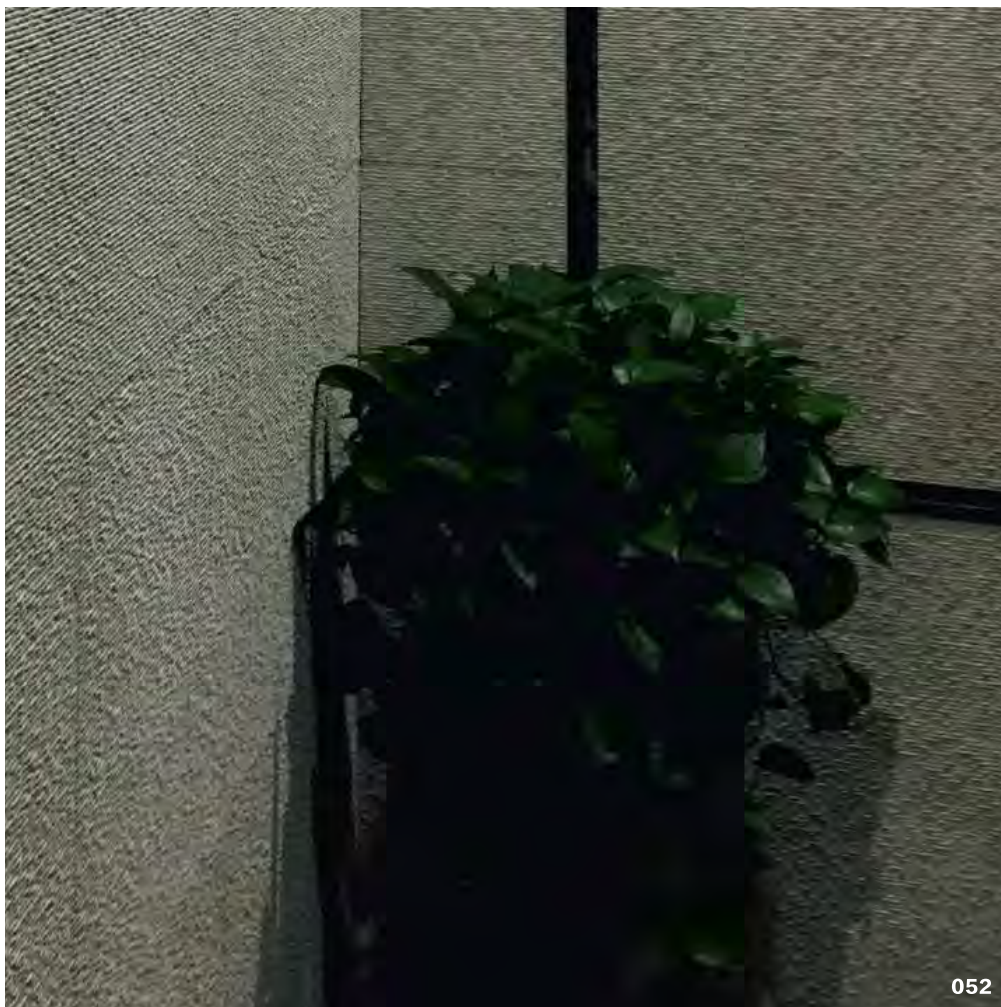
052 1200x600 600x300mm 1mm



052



369 1200x600mm 1mm



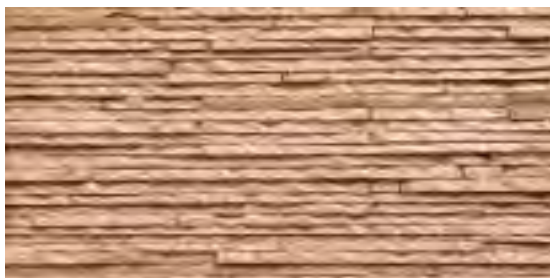
052



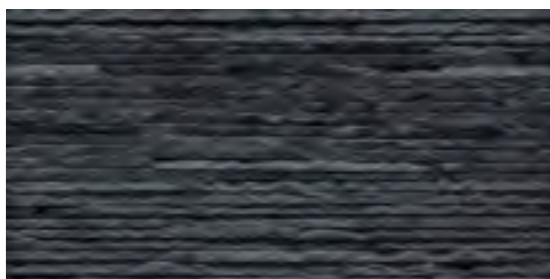
## MCM INFINITI STONE



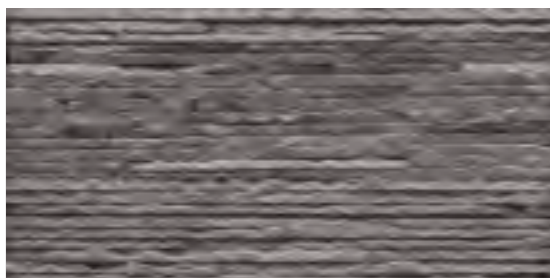
052



058



043



031



**Product Size (mm)**

580 x 300

NOTE: Color variation and gradation in every batch is a natural feature and part of our manufacturing process. These variation add to the overall character of MCM.





MCM 35 PIECE STACK STONE

Product Size (mm)

595 x 280



315



206



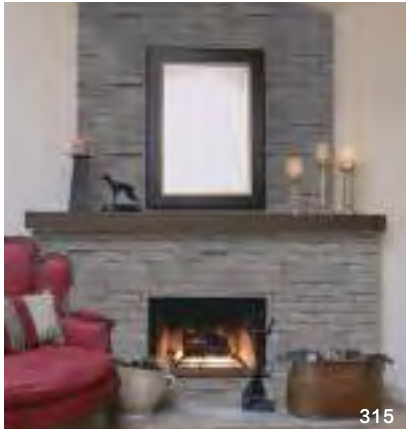
058



043



043



315

NOTE: Color variation and gradation in every batch is a natural feature and part of our manufacturing process. These variation add to the overall character of MCM.



MCM GOLDEN LOLITE

Product Size (mm)	1150 x 575	575 x 286
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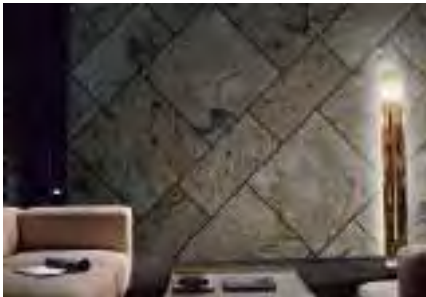
575x286mm  
8mm/043



575x575  
8mm/043



575x286mm  
575x575  
286x286mm  
8mm/043



NOTE: Color variation and gradation in every batch is a natural feature and part of our manufacturing process. These variation add to the overall character of MCM.





MCM INK PAINTING STONE

Product Size (mm)	1150 x 575	575 x 286
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575x575mm 10mm/043



575x286mm 10mm/043



1150x575mm 12mm



NOTE: Color variation and gradation in every batch is a natural feature and part of our manufacturing process. These variation add to the overall character of MCM.



MCM CONCERTO STONE



052



052



221



054



45°

Product Size (mm)	1200 x 600
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NOTE: Color variation and gradation in every batch is a natural feature and part of our manufacturing process. These variation add to the overall character of MCM.



The image shows several rectangular samples of unfired flexi clay MCM facing brick. The bricks are arranged in a staggered pattern on a bed of dark brown mulch. There are three distinct colors: a light tan, a dark grey, and a deep red. The bricks have a rough, textured surface. Green leaves are scattered around the bricks, some in the foreground and some in the background, adding a natural feel to the presentation.

# Unfired Flexi Clay **MCM FACING BRICK**

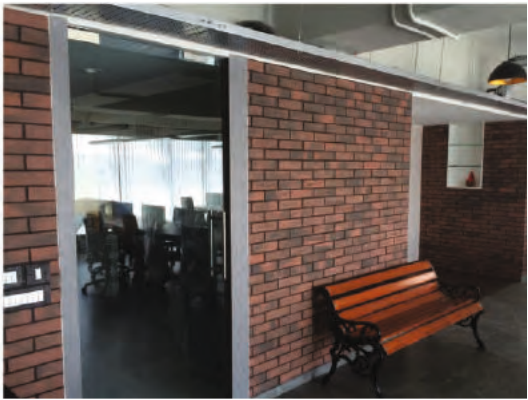
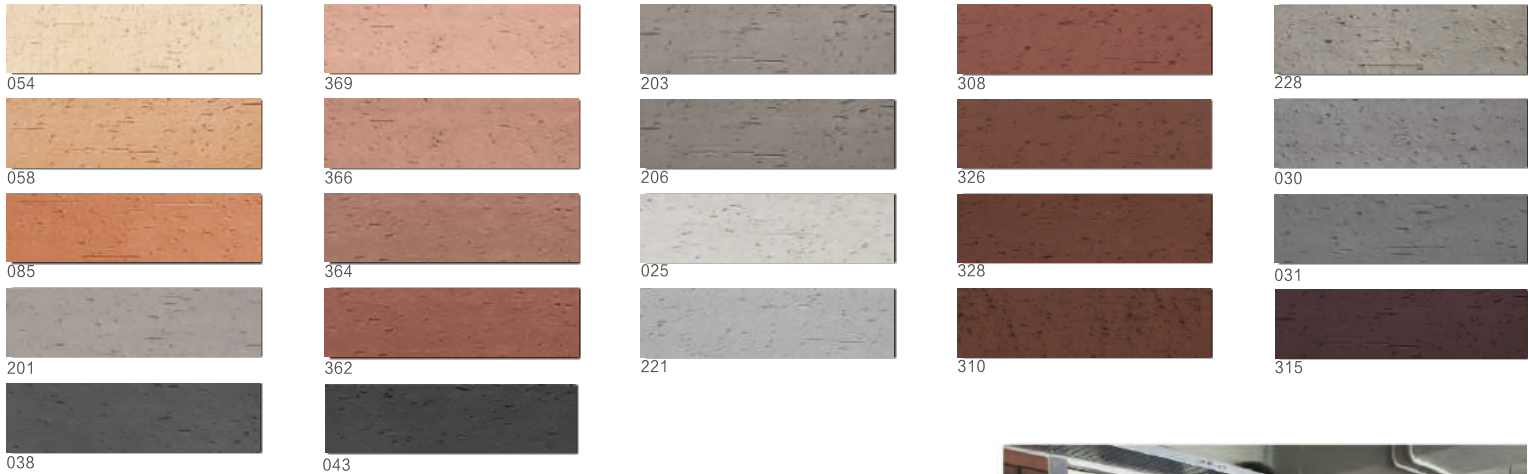
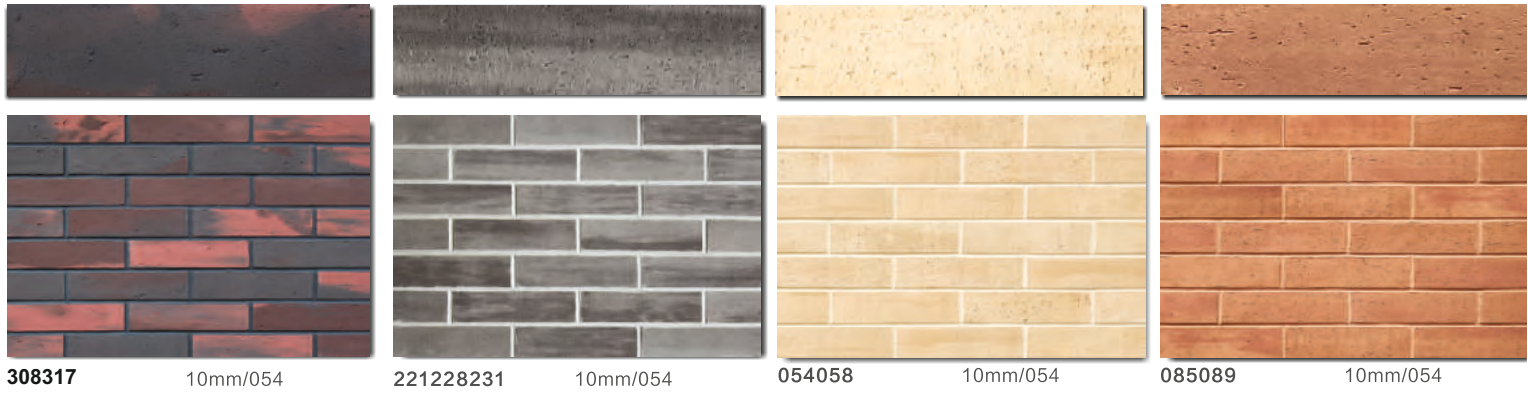
MCM Facing Brick has the same unique texture  
as kiln-fired brick, however, flexible and thin.



MCM A-SERIES FACING BRICK

Product Size (mm)

240 x 60



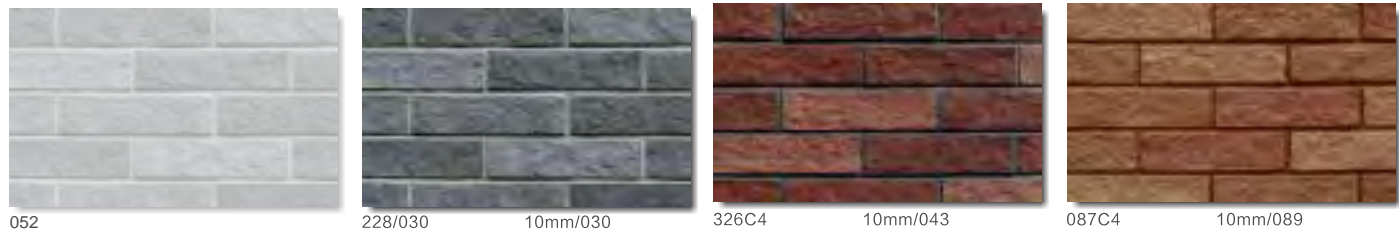
NOTE: Color variation and gradation in every batch is a natural feature and part of our manufacturing process. These variation add to the overall character of MCM.





MCM K-SERIES FACING BRICK

Product Size (mm)
225 x 60



NOTE: Color variation and gradation in every batch is a natural feature and part of our manufacturing process. These variation add to the overall character of MCM.





Unfired Flexi Clay

# MCM WOOD

*We make wood from soil, not by cutting trees.*





MCM WOOD

Product Size (mm)

900 x 180



JAGGED WOOD OLYMPUS



10mm/043



ORIGINAL WOOD RHINE



2mm



ORIGINAL WOOD SUEZ



10mm/043



ORIGINAL WOOD VOLGA



10mm/043

NOTE: Color variation and gradation in every batch is a natural feature and part of our manufacturing process. These variation add to the overall character of MCM.







# Unfired Flexi Clay MCM LEATHER

MCM Leather has the same unique texture like natural leather, however made without any harm to animal life, adding beauty to your building.



MCM ELEPHANTIASI

Product Size (mm)
1500 x 600



228



043



052



308

NOTE: Color variation and gradation in every batch is a natural feature and part of our manufacturing process. These variation add to the overall character of MCM.

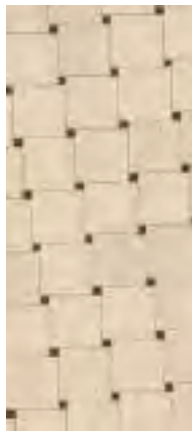




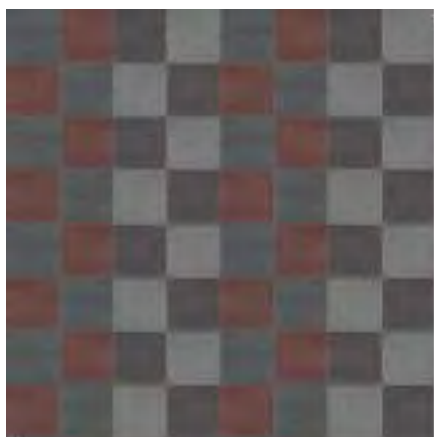
201/203/206 1200x600 1200x300 1200x150mm  
6mm/203



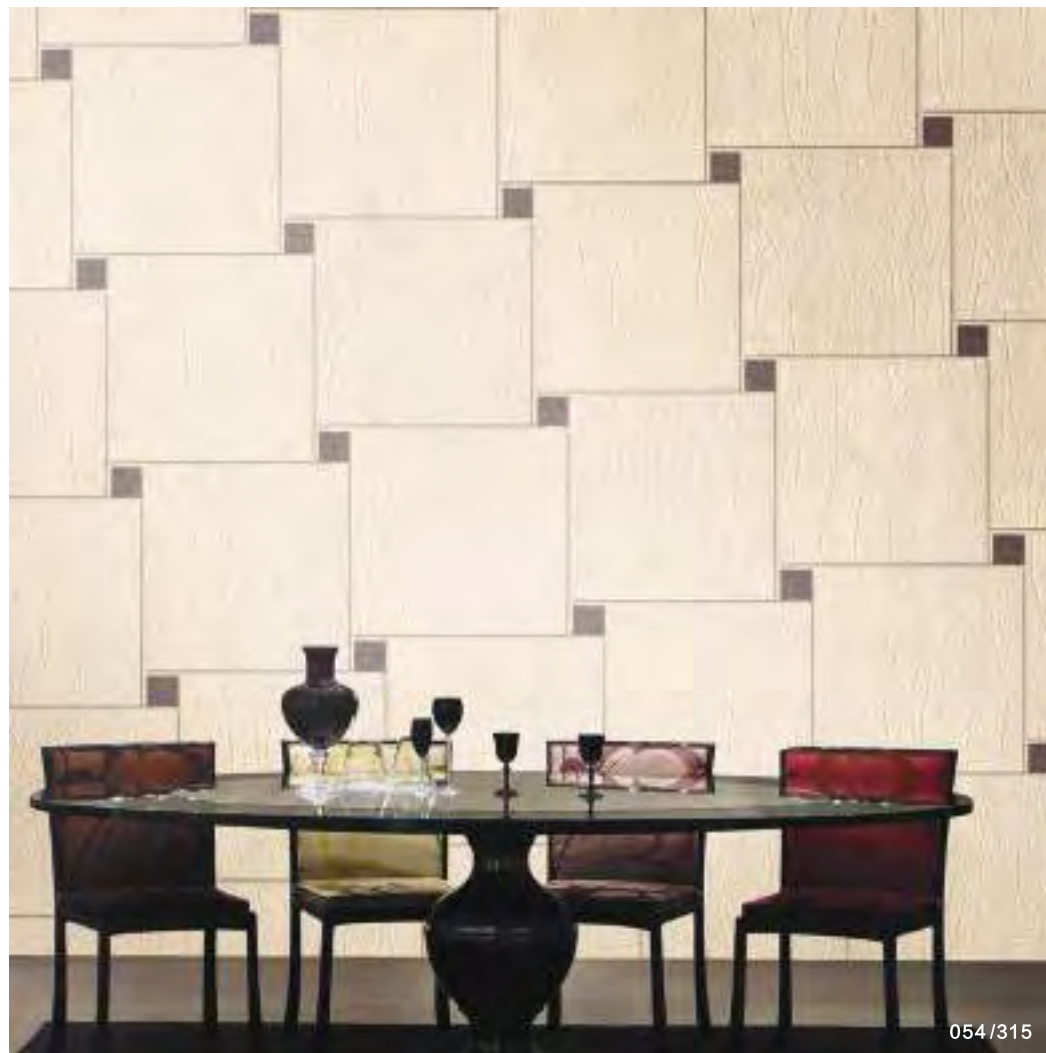
370/369 600x300mm  
6mm/370



054/315 600x600  
100x100mm 6mm/054



031/043/326/315 600x600mm 6mm/043



054/315



370/369



031/043/326/315



MCM COARSE LEATHER

Product Size (mm)
1500 x 600



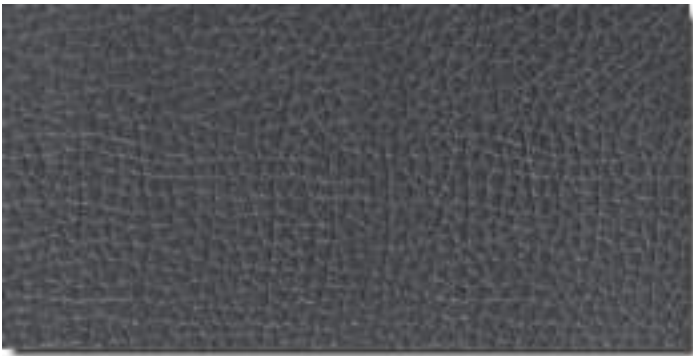
052



054



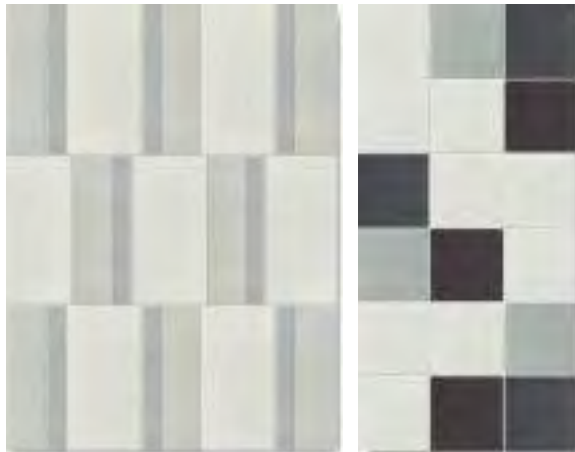
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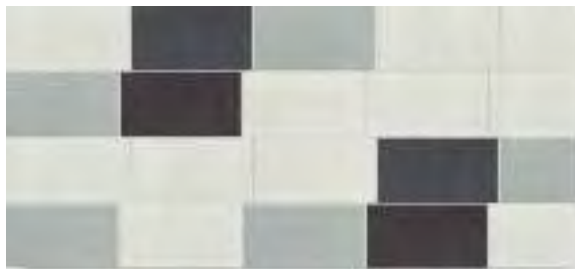
043

NOTE: Color variation and gradation in every batch is a natural feature and part of our manufacturing process. These variation add to the overall character of MCM.





052/025/221 1200x600 1200x300 1200x150mm 6mm/052 052/221/043/315 600x600mm 6mm/052



052/221/043/315 1200x600mm 6mm/052



054/058/308/326 600x300mm 6mm/038



058



052/025/221



054/221/089



MCM CROCO

Product Size (mm)
1500 x 600



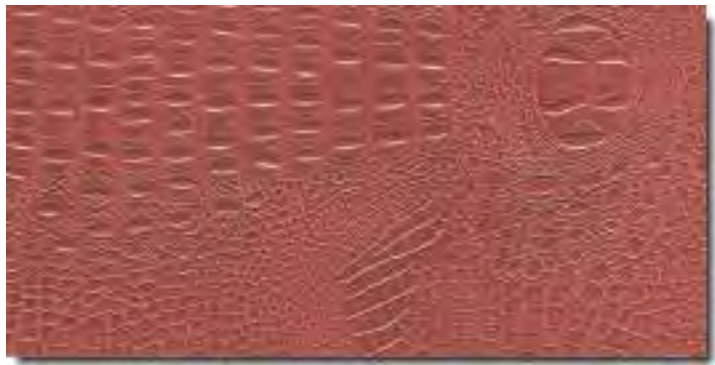
043



052



031



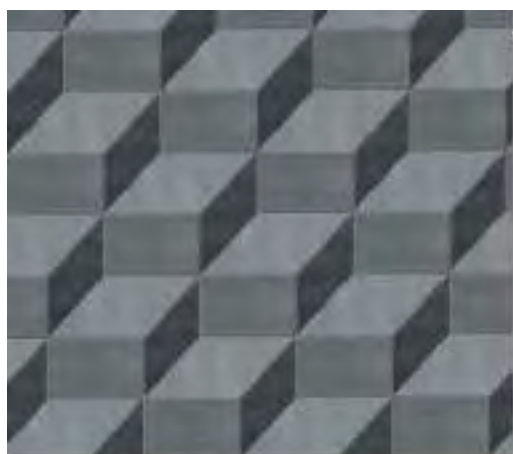
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NOTE: Color variation and gradation in every batch is a natural feature and part of our manufacturing process. These variation add to the overall character of MCM.

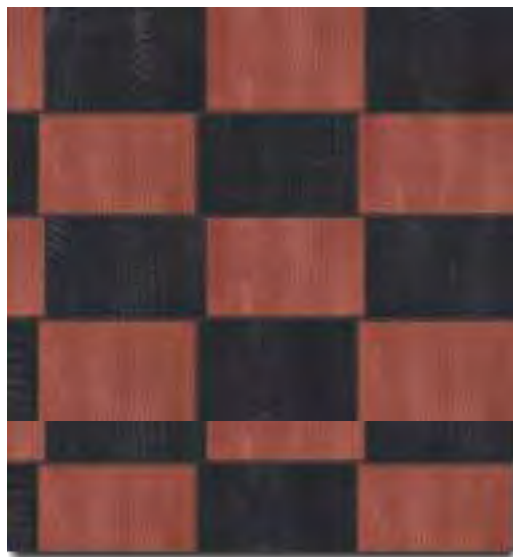




221/315 600x600 100x100mm 6mm/221



030/031/043 勾6mm/031



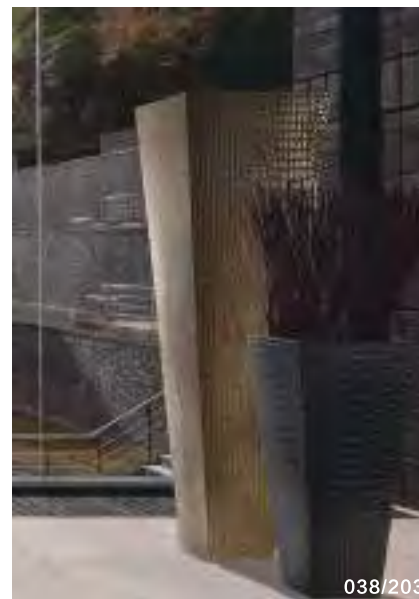
308/315 1500x600mm 8mm/038



030/031/043



043



038/203



MCM W WEAVING

Product Size (mm)
1500 x 600



089



056



052



206



054 600x600mm



058 600x600mm



054/058/360 600x600mm



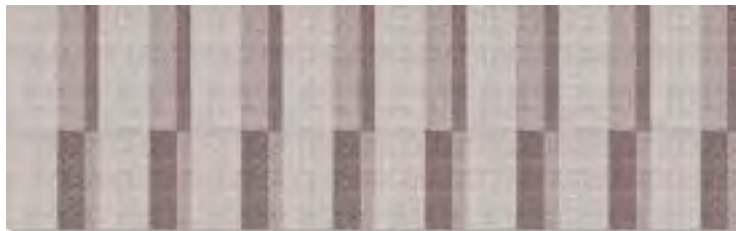
052/025/221 600x600mm 密贴



058/360/308/326 600x600mm



201/206/326 600x600mm



201/203/206 1500x600/1500x300/1500x150mm  
1200x600/1200x300/1200x150mm

NOTE: Color variation and gradation in every batch is a natural feature and part of our manufacturing process. These variation add to the overall character of MCM.







Since ancient times, using clay for construction has proven to help regulate building's temperature and humidity. MCM Stone is made of modified clay material and stone powder that is environmentally safe and recyclable, plus Class A Fireproof. Our products are thin, lightweight, flexible, extremely durable, and very functional! They can be installed on new walls and floors, and are perfect for renovations of old surface coverings such as tiles and paints. Our products have a high degree of shock resistance and will not shatter. Transform your rooms quickly, and economically!

#### **Ideal Uses:**

- External Cladding
- Interior Wall Covering
- Ceiling
- Flooring
- Furniture Covering
- Landscaping

#### **Installation Instructions**

- MCM Panel can be applied using various types of PU, Cement, Polymer based adhesives. It is advised to refer adhesive manufacturers Instruction for use.
- Where grouting is needed it is suggested to use "Filling and Pointing" method to do the grouting.
- Grouting is recommended for high moisture application areas.
- MCM Panel can be easily cut using portable cutting machine hand grinders.
- Use a cloth or sponge with warm soap water to clean the extra adhesive during Installation, (Do not use harsh Chemicals).
- Wet areas such as bathrooms, Kitchen, etc. It is recommended to use resin based adhesive for product installation to avoid efflorescence. For all flooring, bathroom and kitchen wall, and wet area applications, the manufacturer recommends to apply protective coating.

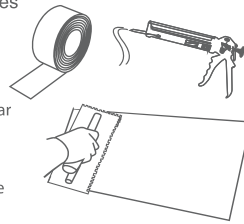


#### Step 1 - Surface Preparation



Wash surface areas, and allow to dry.  
Remove any debris, raised or uneven surfaces.

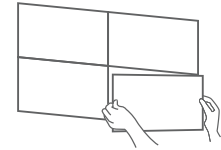
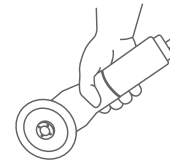
#### Step 2 - Adhesives or Glues



Various adhesives, light mortar for tiles and stones and / or double-sided adhesive tape are used for sustainable performance. Use the suitable adhesive / glues as per the substrate.

#### Step 3 - Cutting & Installation Steps

Marking: Use a lead pencil to mark cut line.  
Cutting: Tile cutter to cut along line.

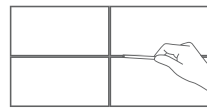


Install Flexi Clay tiles vertically or horizontally according to your choice.

#### Step 4 - Grouting Steps

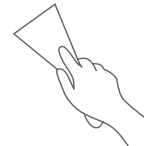


Feed grout into the joint.  
You may also use a masking tape along the periphery of the tile to secure the edges from the grout, if needed.



Smooth metal rod

#### Step 5 - Cleaning Steps



Use a scraper or a dry sponge to wipe of



fexcess grout while half wet.

#### Note:

We recommend to apply protective coatings on mcm panels when installed in high traffic areas or floorings. This protective coating should be applied on mcm panels before installation with roller. Also, the mcm surface should be dry and free from dust

#### Product Quality on Appearance:

- PHOMI's manufacturing process has been designed to imitate the random beauty and nature of real stone. As such, stone surface may contain small air holes or surface anomalies. These differences add to the overall character of the stone and should not be considered to be a manufacturing defect. Every piece of MCM product inherently lacks uniformity and is subject to variation in aesthetics, color, finish, thickness, density etc.
- It is normal if products contain few Residual mesh fringed which does not affect installation
- It is normal if product size has small variation on diagonal (less 2 mm)
- It is normal that there is some color variation on production within the same production batch or across different production batches. These variation add to the overall character of the stone.



Indian Green Building Council



US Patent No.  
8,505,840 B2



European Patent No.  
2157139



2013 112th Paris Concours  
Lépine International Award



Awarded for China 7th  
International Exhibition Inventions



PHOMI MCM  
024-013-2219  
"Eco-Friendly Building Material"



No: IN-XM-CP-5612-14052



The use of the Accreditation  
Mark indicates accreditation in respect  
of those activities covered by the  
accreditation certificate number 046



QA/CN/135 159-C