

H O M E D M

H O N G D I N E W M A T E R I A L S

Foshan Hongdi New Materials Co., Ltd.

FLEXIBLE STONE · GLOBAL MANUFACTURING

C o m p a n y P r o f i l e

FLEXIBLE STONE · ENGINEERED IN CHINA · DELIVERED WORLDWIDE

EST. 2023 · FOSHAN · CHINA

Company Overview

WHO WE ARE

Foshan Hongdi New Materials Co., Ltd. (**HOMEDM**), established in **2023**, is headquartered in **Foshan, Guangdong Province** — the manufacturing powerhouse of Southern China. We are a fully integrated **source factory** specializing in the **R&D, mass production, 3D-printing customization, CNC engraving, and mold development** of flexible stone materials. Our factory and showroom span a total area of **8,000 m²**, staffed by a dedicated team of **30 professionals**, including 4 senior R&D engineers and 2 in-house product designers.

Guided by our core values of **proprietary R&D, consistent quality, agile customization, and on-time delivery**, HOMEDM leverages its independently developed flexible stone technology to deliver a new generation of eco-friendly decorative surfacing materials — combining the authentic aesthetic of natural stone with revolutionary physical performance — to building and interior markets worldwide.

8,000 m²

TOTAL FACILITY

3,000 m²/day

DAILY CAPACITY

50+

COUNTRIES & REGIONS



HOMEDM Product Showroom — One-stop Flexible Stone Solution Experience Center

Manufacturing Excellence

PRODUCTION CAPABILITIES

Our facility operates **three standardized flexible stone production lines** with a stable daily output of 3,000 m². The factory houses independent workshops for substrate production, 3D printing, CNC engraving, and mold development, achieving **full-spectrum in-house production** — from base material manufacturing, texture printing, and contour engraving to bespoke mold fabrication — enabling us to handle both high-volume standard orders and complex customized projects with equal efficiency.



FACTORY EXTERIOR



SHOWROOM RECEPTION



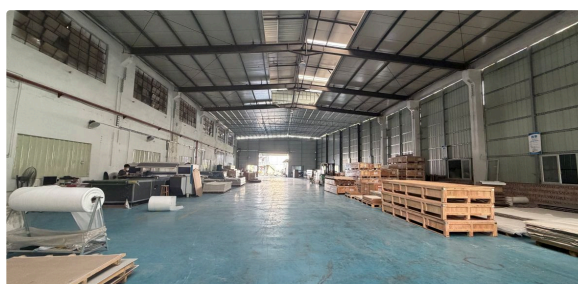
SUBSTRATE PRODUCTION



3D TEXTURE PRINTING



CNC PRECISION ENGRAVING



FINISHED GOODS WAREHOUSE

These four core workshops operate in seamless coordination, encompassing the complete manufacturing chain — from raw material processing, structural forming, and texture customization to precision engraving, quality inspection, and warehousing — ensuring batch-to-batch consistency and on-time delivery for every project.

Product Introduction

WHAT WE MAKE

What Is Flexible Stone?

Flexible Stone is a new-generation eco-friendly architectural surfacing material independently developed by HOMEDM. Formulated from natural mineral powders, inorganic pigments, and high-performance polymers through a proprietary composite process, each sheet is only **1.5–3 mm thick** with a unit weight of approximately **1.5 kg/m²**, yet faithfully reproduces the texture and tactile quality of natural marble, granite, sandstone, travertine, slate, wood grain, and more.

Core Product Series

Natural Stone Textures — 200+ classic patterns including marble, granite, sandstone, slate, and travertine.

Wood Grain Series — Highly realistic wood textures with the durability of stone and the warmth of timber aesthetics.

3D Custom Series — Proprietary 3D-printing technology enabling bespoke patterns, brand logos, and artistic textures.

Metallic Finish Series — Fusing metallic luster with a stone substrate for distinctive contemporary industrial aesthetics.

Technical Specifications

1.5 – 3 mm THICKNESS	≈ 1.5 kg/m² UNIT WEIGHT	Class A FIRE RATING	200+ PATTERNS	Roll / Sheet PRODUCT FORM	Bendable FLEXIBILITY
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Applications

Building Facades — Replaces traditional stone cladding and exterior coatings, dramatically reducing structural load and installation costs for both new construction and renovation projects.

Interior Walls — Living room feature walls, hotel lobbies, commercial spaces, and showrooms seeking the visual impact and tactile quality of natural stone.

Curved Surfaces — Columns, arches, and undulating walls — flexible stone conforms naturally without cutting or jointing, overcoming the geometric limitations of rigid surfacing materials.

Furniture Finishes — Cabinet doors, tabletops, and door panels — imparting the premium feel of natural stone onto wood-based substrates, elevating product value and aesthetic appeal.

Certifications

Fire Safety — Class A non-combustible certification by China's National Center for Quality Supervision & Testing of Fire Building Materials (GB 8624).

Environmental — SGS-certified, zero VOC emissions, compliant with LEED and WELL green building standards.

Weather Resistance — 2,000-hour UV aging test, acid-alkali cycling test, and thermal cycling test (–40°C to 80°C) passed.

Adhesion — GB/T 9296 cross-cut test, adhesion rating Grade 1, ensuring long-term durability without

Product Advantages

WHY FLEXIBLE STONE

Compared to traditional natural stone, ceramic tiles, and architectural coatings, HOMEDM Flexible Stone delivers compelling advantages across physical performance, installation efficiency, environmental compliance, and total cost of ownership.

Performance	HOMEDM Flexible Stone	Conventional Materials
Weight	≈ 1.5 kg/m², ultra-light	Natural stone 20–50 kg/m²; tiles 10–20 kg/m²
Flexibility	Bendable, rollable, conforms to curves	Rigid materials, cannot bend; require special processing
Fire Rating	Class A non-combustible (GB 8624)	Coatings & wallpapers combustible; some tiles Class A
Weather Resistance	UV-resistant, acid/alkali-resistant, freeze-thaw stable	Coatings degrade in 3–5 yrs; stone needs periodic sealing
Installation Speed	Adhesive application, 50–80 m²/day (2–3 workers)	Stone cladding requires specialist teams; lengthy & costly
Environmental	Zero VOC, recyclable	Quarrying damages ecosystems; coatings emit VOCs
Total Cost	1/3 to 1/5 of natural stone	Stone: high material, transport & labor costs
Design Flexibility	3D-printed, fully customizable patterns & colors	Natural stone textures unpredictable; tiles limited

Ultra-Lightweight

At just ≈ 1.5 kg/m² — 1/20th the weight of natural stone — it dramatically reduces structural load and shipping costs. High-rise facade renovations require no structural reinforcement.

Class A Fire-Rated

Certified Class A non-combustible by China's national fire testing authority, making it suitable for public buildings and commercial spaces with stringent fire safety requirements.

Exceptional Flexibility

Freely bends to conform to curved surfaces, columns, and irregular geometries without cutting or jointing, breaking through the design limitations of rigid surfacing materials.

Built to Last

Resistant to UV degradation, acid-alkali corrosion, and thermal cycling. Outdoor service life of 15–20+ years with colors that stay vibrant over time.

Global Reach & Brand Partnerships

WORLDWIDE PRESENCE

Since our founding, HOMEDM has strategically focused on international markets. Our products are exported to **over 50 countries and regions worldwide**, covering key markets across Southeast Asia, the Middle East, Europe, North America, South America, and Africa. Our consistent product quality and continuous process innovation have earned the trust and acclaim of purchasers, architects, and contractors around the globe.

Backed by mature custom-development capabilities and a rigorous quality management system, HOMEDM has successfully completed new material development and bulk delivery projects for globally recognized brands including **NIKE** and **FILA**, demonstrating production expertise and project execution capabilities aligned with world-class brand quality standards.

NIKE **FILA**

& Partners in 50+ Countries Worldwide

As the global building materials industry transitions toward lightweight, eco-friendly, and personalized solutions, HOMEDM — with its differentiated product portfolio and fully integrated supply chain — is rapidly emerging as a benchmark brand in the international flexible surfacing materials sector.

Export Markets

Southeast Asia: Vietnam, Thailand, Indonesia, Philippines, Malaysia, Singapore

Europe: UK, Germany, France, Italy, Spain, Poland

South America: Brazil, Chile, Colombia, Peru

Oceania: Australia, New Zealand

Middle East: Saudi Arabia, UAE, Qatar, Kuwait, Oman

North America: USA, Canada, Mexico

Africa: South Africa, Nigeria, Kenya, Egypt

Other: India, Russia

Core Strengths

WHY PARTNER WITH US

Proprietary R&D

4 senior R&D engineers and 2 in-house designers with full capabilities in independent formulation optimization, structural development, and process engineering. Our proprietary 3D-printing and CNC engraving technologies are at the industry forefront.

Consistent Quality

Validated by world-class brands including NIKE and FILA through their rigorous quality control standards. Our end-to-end quality management system — from raw material inspection to finished goods dispatch — ensures batch-to-batch consistency through a battery of tests on every production run.

Agile Customization

Three specialized workshops — 3D printing, CNC engraving, and mold development — deliver end-to-end customization from patterns and dimensions to contour shaping. Standard projects are sampled within 7–15 days.

On-Time Delivery

3,000 m² daily capacity across three standardized lines, supported by scientific production planning and a robust supply chain, ensures every order is delivered on schedule, with flexible capacity reallocation when needed.

Source Factory

Integrating R&D, production, customization, and direct sales under one roof, we eliminate intermediaries to offer more competitive pricing and direct quality assurance. Clients interface directly with our technical team.

Global Service

A dedicated international trade team and a fully established logistics infrastructure support FOB, CIF, and DDP trade terms, providing end-to-end service from sample dispatch and order tracking to after-sales support.

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