

ARTICLAD EXPERIENCE CENTER

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Flexura



# Bending the rules *of* cladding

**Flexura** defies the tyranny of the straight line. It is the skin that lets architecture move folding, arching, and flowing as if structures themselves have learned the language of grace.

Born from Articlاد's relentless pursuit of possibility, Flexura drapes over curves like silk yet holds the quiet strength of stone. **It bends without breaking, adapts without compromise, and adorns without excess.**

No two pieces are ever alike, each carries its own rhythm of color, depth and form, echoing the wild irregularity of nature. **Feather-light in the hand, eternal in the build, Flexura transforms surfaces into sculptures and spaces into statements.**

With Flexura, form is no longer confined. It is set free.



Made in **India**, Protected by **Patent**, Powered by **Innovation**.

 INTELLECTUAL PROPERTY INDIA  
PATENTS | DESIGNS | TRADE MARKS | GEOGRAPHICAL INDICATIONS

  
भारत सरकार  
GOVERNMENT OF INDIA  
पेटेंट कार्यालय  
THE PATENT OFFICE  
पेटेंट प्रमाणपत्र  
PATENT CERTIFICATE  
(Rule 74 of The Patents Rules)

क्रमांक : 022119895  
SL No :



पेटेंट सं. / Patent No. : 406701  
अवेदन सं. / Application No. : 202021054759  
फाइल करने की तारीख / Date of Filing : 16/12/2020  
पेटेंटी / Patentee : M/S. ELEVATE BUILDING SOLUTIONS LLP

प्रमाणित किया जाता है कि पेटेंटी को, उपरोक्त आवेदन में यथाप्रकटित CLADDING PRODUCT AND METHOD OF PRODUCING THE SAME नामक आविष्कार के लिए, पेटेंट अधिनियम, 1970 के उपबंधों के अनुसार आज तारीख दिसम्बर 2020 के सोलहवें दिन से बीस वर्ष की अवधि के लिए पेटेंट अनुदत्त किया गया है।  
It is hereby certified that a patent has been granted to the patentee for an invention entitled CLADDING PRODUCT AND METHOD OF PRODUCING THE SAME as disclosed in the above mentioned application for the term of 20 years from the 16<sup>th</sup> day of December 2020 in accordance with the provisions of the Patents Act,1970.

 INTELLECTUAL PROPERTY INDIA  
PATENTS | DESIGNS | TRADE MARKS | GEOGRAPHICAL INDICATIONS

 THE PATENT OFFICE  
GOVT OF INDIA  
भारत सरकार

अनुदान की तारीख : 15/09/2022  
Date of Grant : 15/09/2022

  
पेटेंट नियंत्रक  
Controller of Patent

**टिप्पणी** - इस पेटेंट के नवीकरण के लिए फीस, यदि इसे बनाए रखा जाना है, दिसम्बर 2022 के सोलहवें दिन को और उसके परवात प्रत्येक वर्ष में उसी दिन देय होगी।  
**Note.** - The fees for renewal of this patent, if it is to be maintained will fall / has fallen due on 16<sup>th</sup> day of December 2022 and on the same day in every year thereafter.

**LIGHTWEIGHT**

5.2 kg/m<sup>2</sup> at 4 mm

## Technical Superiority At A Glance

Patented Technology	Made from Unfired Natural Clay	Ultra Thin	Flexible	Exterior Grade
High Impact Resistance	Fire-Resistant	Exceptional Weather Durability	Zero Water Absorption	UV-Resistant
Noiseless Installation	Customisable	Rapid Installation	High Abrasion Resistance	Eco-Friendly

**Disclaimer:** No two pieces are ever alike, these variations celebrate nature's craftsmanship and your product's uniqueness.





Flexura

# TRAVERTINE ESSENCE

Raw Travertine



Ivory Glow

Travertine Essence



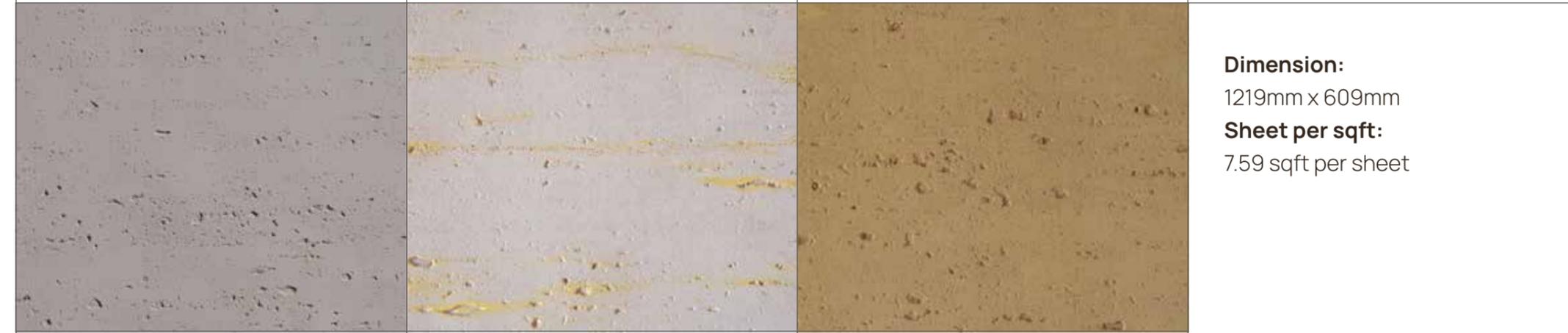
Tuscan Glow

Caspian Dusk

Desert Whisper

Pale Ash

Raw Travertine



Ashen

Lumière

Theros Aura

**Dimension:**  
1219mm x 609mm  
**Sheet per sqft:**  
7.59 sqft per sheet

Vein Cut

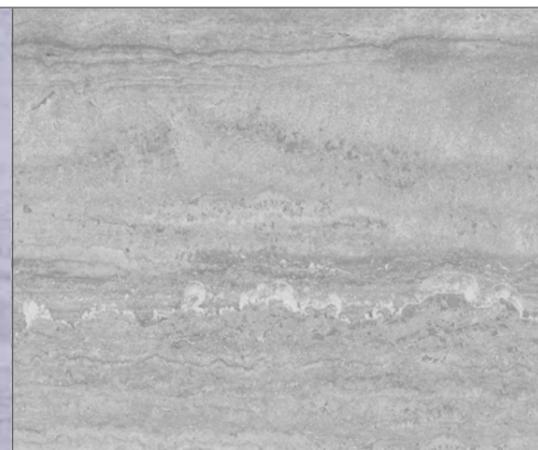


Beige Champagne

Travertine Essence



Ice Porcelain



Gris Provence



Ombre Noire



Soloré

Vein Cut



Volcanon

**Dimension:**  
1219mm x 609mm  
**Sheet per sqft:**  
7.59 sqft per sheet

Aslant

Savena Dusk

Aslant

Travertine Essence

Cascara Beige

Blackridge

Topaz Aura

Moorstone

Lunar Ash

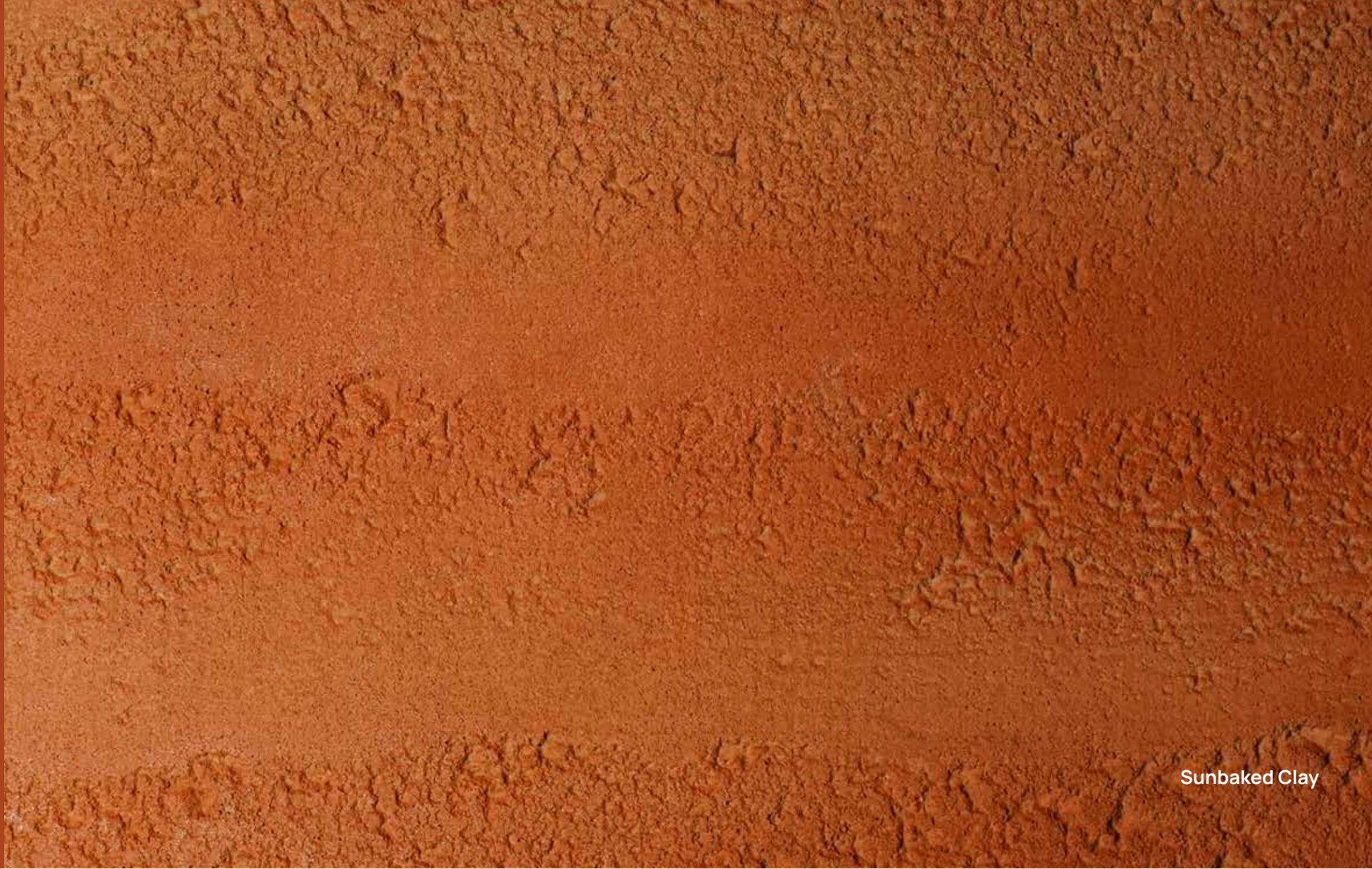
**Dimension:**  
2400mm X 1200mm  
**Sheet per sqft:**  
31 sqft per sheet



Flexura

**RAMMED  
EARTH**

Rammed Earth



Sunbaked Clay

Rammed Earth



Adobe Blush



Blackened Earth



Chestnut Clay



Dusk earth

Rammed Earth



Slate Dust



Honey Terra



Linen Clay

**Dimension:**  
2400mm x 580mm  
**Sheet per sqft:**  
15 sqft per sheet



Flexura

# STONE COUTURE

Slate

Celestial stone

Stone Couture



Argilla Opal



Birchstone



Dessert Ruby



Nero Fume

Salte



Lustre Beige



Ivory Silt



Pearl Royale

**Dimension:**  
1130mm X 555mm  
**Sheet per sqft:**  
6.96 sqft per sheet

Megalith Cut Rock

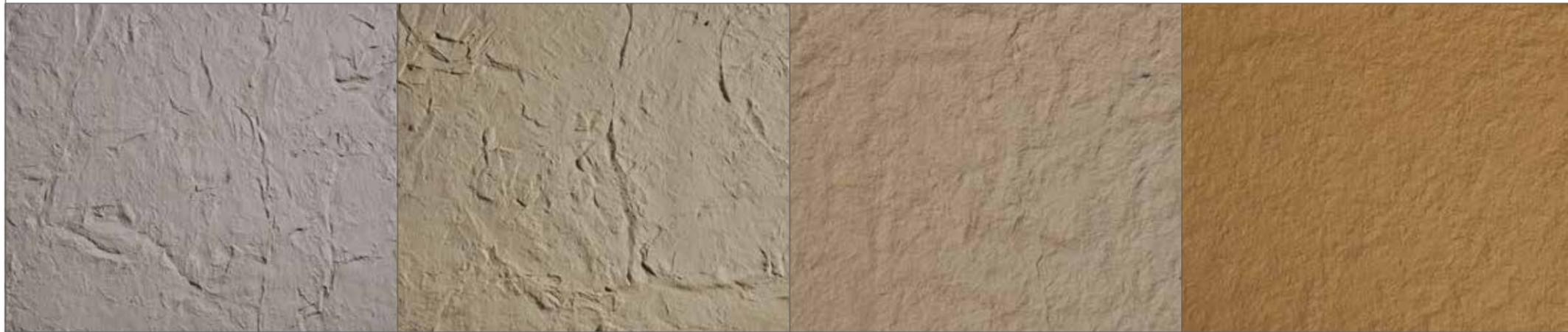


Elephantine

Megalith Cut Rock

**Dimension:**  
3000mm X 1145mm  
**Sheet per sqft:**  
36.974 sqft per sheet

Stone Couture



Alabaster

Sahara Stone

Autumn Husk

Ochre Hide

Rippled Granite

Elephantine

Rippled Granite

Stone Couture

Glacier Ripple

Sienna Flow

Russet Whisper

Sahara Stone

Moka Oro

**Dimension:**  
1200mm x 600mm  
**Sheet per sqft:**  
7.75 sqft per sheet

Fine Granite



Sand Dune

Fine Granite

Stone Couture



Ochre Hyde



Russet Oak



Celestial Ice



Sterling Mist



Sunlit Pearl

**Dimension:**

1200mm x 600mm

**Sheet per sqft:**

7.75 sqft per sheet



Clouded Linen

Cliff Stone

Stone Couture

			
Dune Beige	Coal Shadow	Gilded Amber	Whiskey Burl
		<p><b>Dimension:</b> 2380mm x 300mm</p> <p><b>Sheet per sqft:</b> 7.69 sqft per sheet</p>	
Pumice Grey	Elephant Grey		

Sandstone

Dessert Sand

Sandstone

Stone Couture

Sand Dune

Astral grey

Amber Eclipse

Harvest Flame

Birch Stone

Blush Terra

Moka Burl

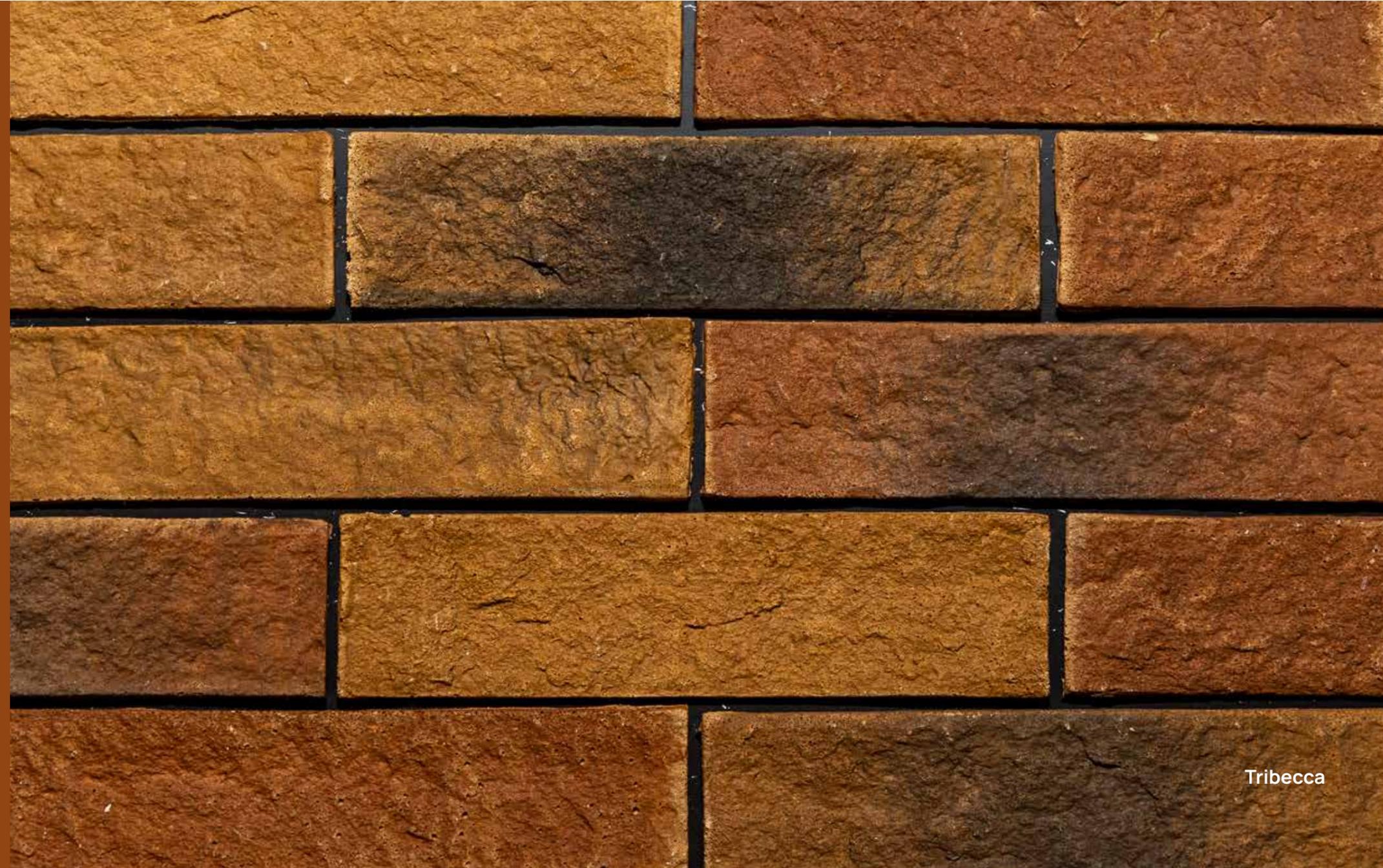
**Dimension:**  
1200mm X 600mm  
**Sheet per sqft:**  
7.75 sqft per sheet



Flexura

**MAISON  
BRICK**

Archaic Brick

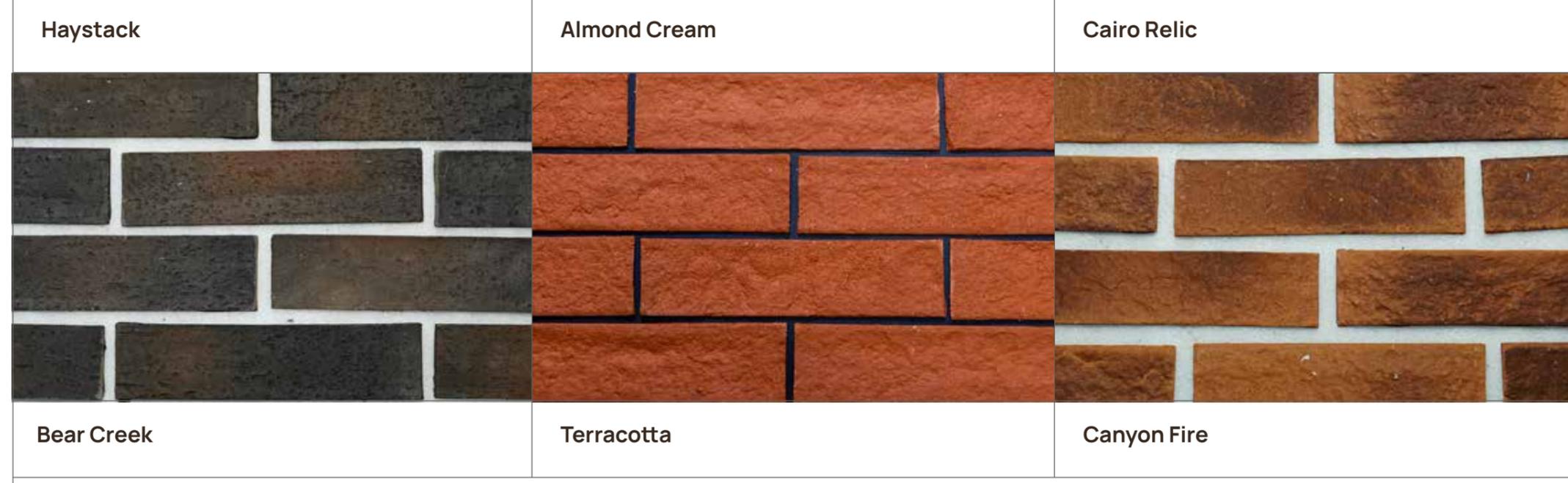


Tribeca

Archaic Brick



Maison Brick



Haystack

Almond Cream

Cairo Relic

Bear Creek

Terracotta

Canyon Fire

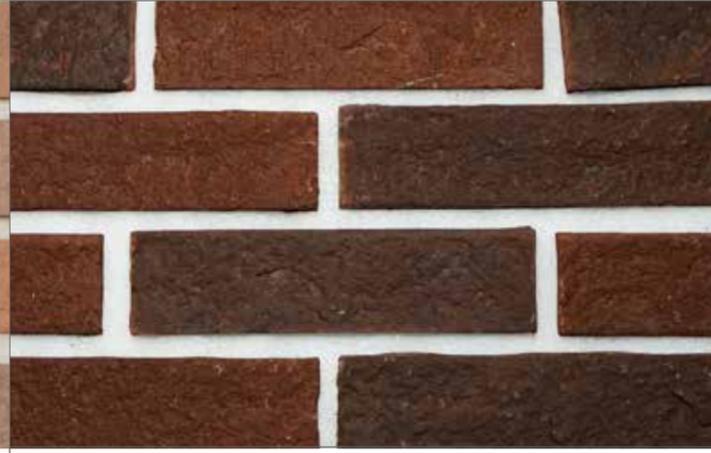
Maison Brick



Coal Shadow



Sinonnas

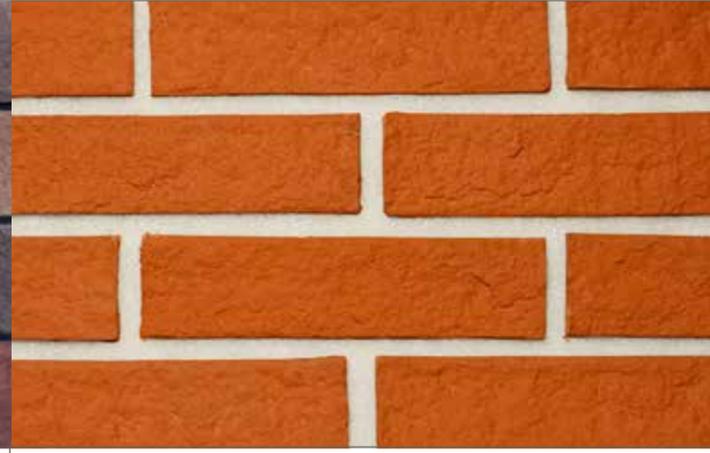


Marsala Blend

Maison Brick



Earthen Rust

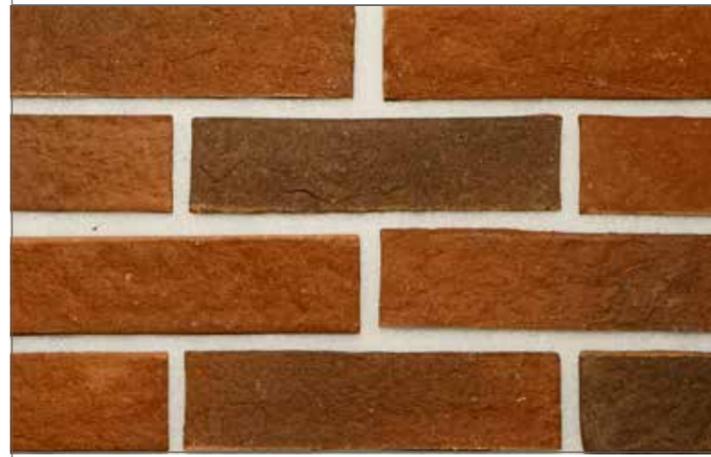


Solar Burst



Sorano

Archaic Brick



Mezzano

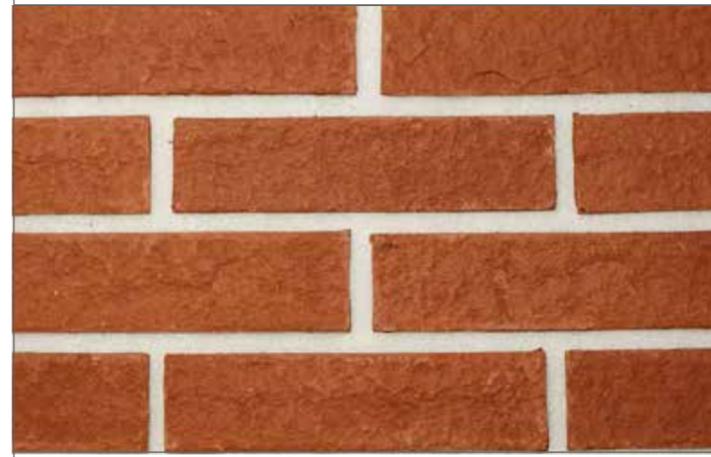


Aspro Plato



Rustic Carafe

Archaic Brick



Terra Ember

Dimension:  
119mm X 56mm



Glacier

Maison Brick

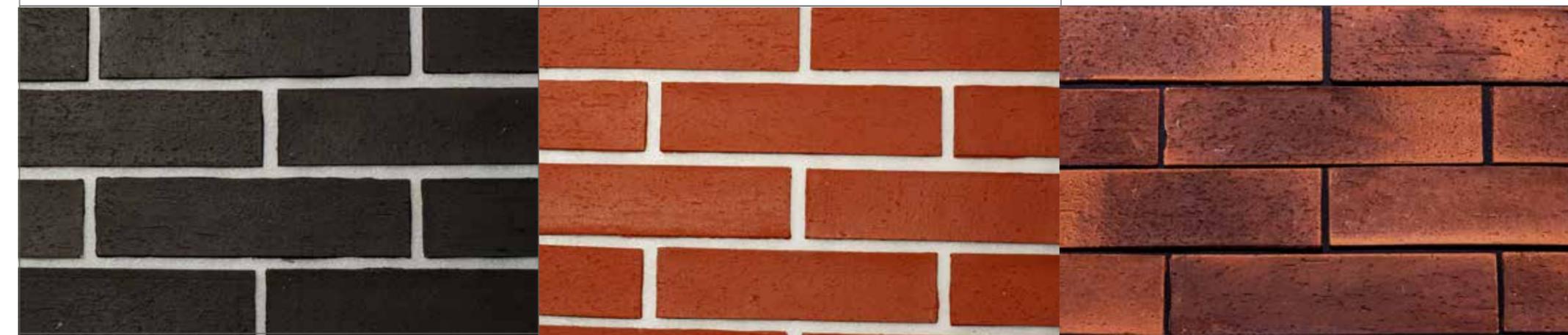


Earth Blush

Monreal

Pop Noir

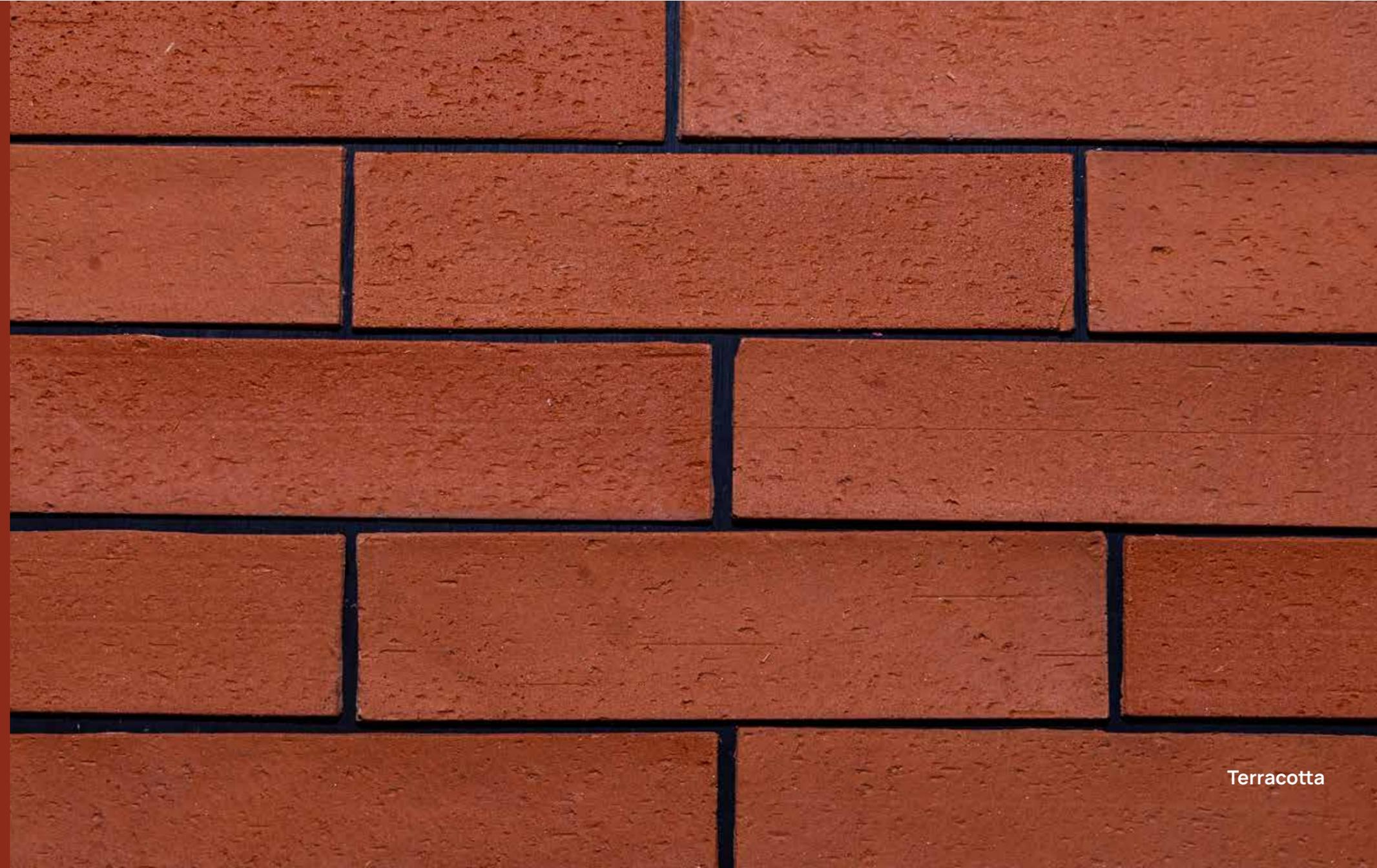
Wirecut



Charcoal

Terra Ember

Hestia



Terracotta

Wirecut

Maison Brick



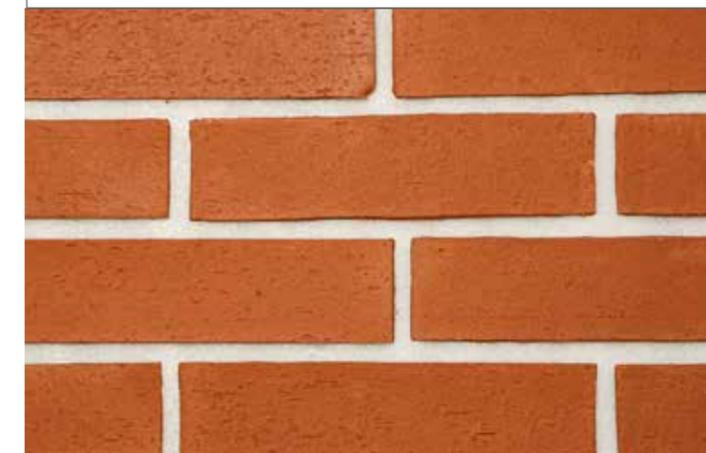
Marsala Blenda



Lunar



Almond Cream



Solar Burst



Burnt Buckwheat

**Dimension:**  
235mm X 52mm



Flexura

**SAVOY  
FLUTE**

Square



Graphite Sky

Square

Savoy Flute

			
Frosted Cream	Raven Cloak	Ivory Dune	Mimosa Light
			<p><b>Dimension:</b> 2800mm x 580mm</p> <p><b>Sheet per sqft:</b> 17.48 sqft per sheet</p>
Graphite	Saddle Brown	Graphite Frost	

Round



Frosted Cream

Round

Savoy Flute



Graphite

Mimosa Light

Orange

Raven Cloak

**Dimension:**

2800mm X 595mm

**Sheet per sqft:**

17.93 sqft per sheet

Braided Line



Frosted Cream

Savoy Flute



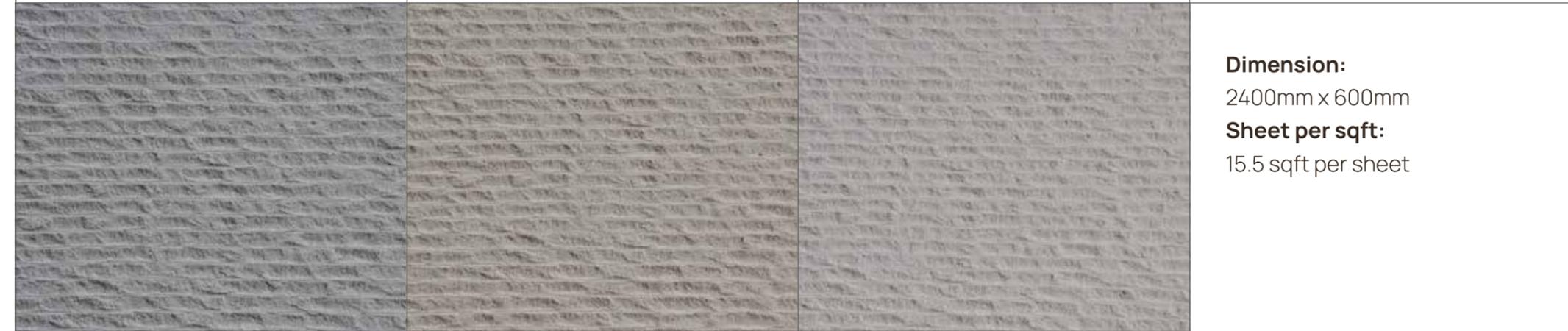
Ivory Dune

Raven Cloak

Mimosa Light

Pale Slate

Braided Line



Graphite

Concrete Grey

Graphite Frost

**Dimension:**  
2400mm x 600mm  
**Sheet per sqft:**  
15.5 sqft per sheet

Scooped



Mimosa Light

Savoy Flute



Natural Husk Raven cloak Concrete grey Frosted Cream

Scooped



Graphite Sandridge Graphite Sky

Dimension:  
2700mm X 600mm  
Sheet per sqft:  
17.438 sqft per sheet

Barcode Line



Frosted Cream

Savoy Flute



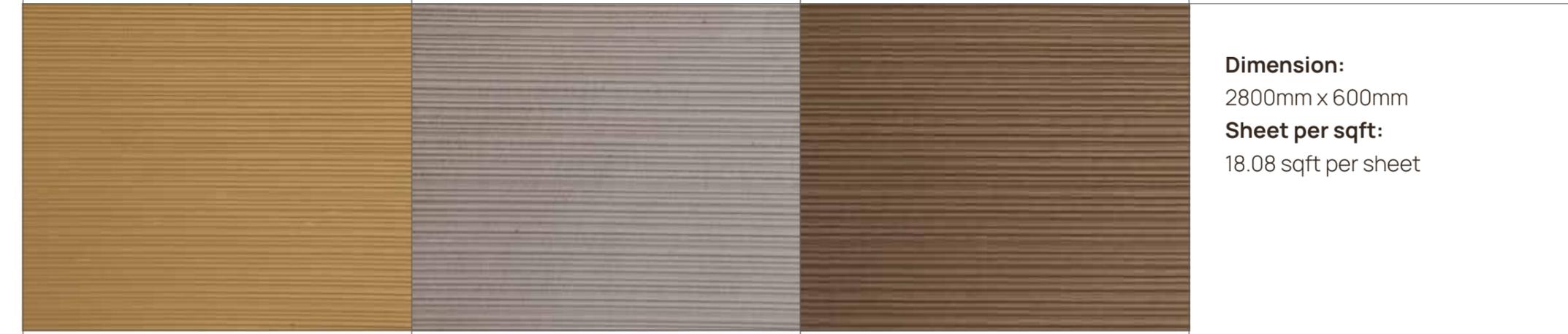
Natural Husk

Raven cloak

Ivory Dune

Graphite

Barcode Line

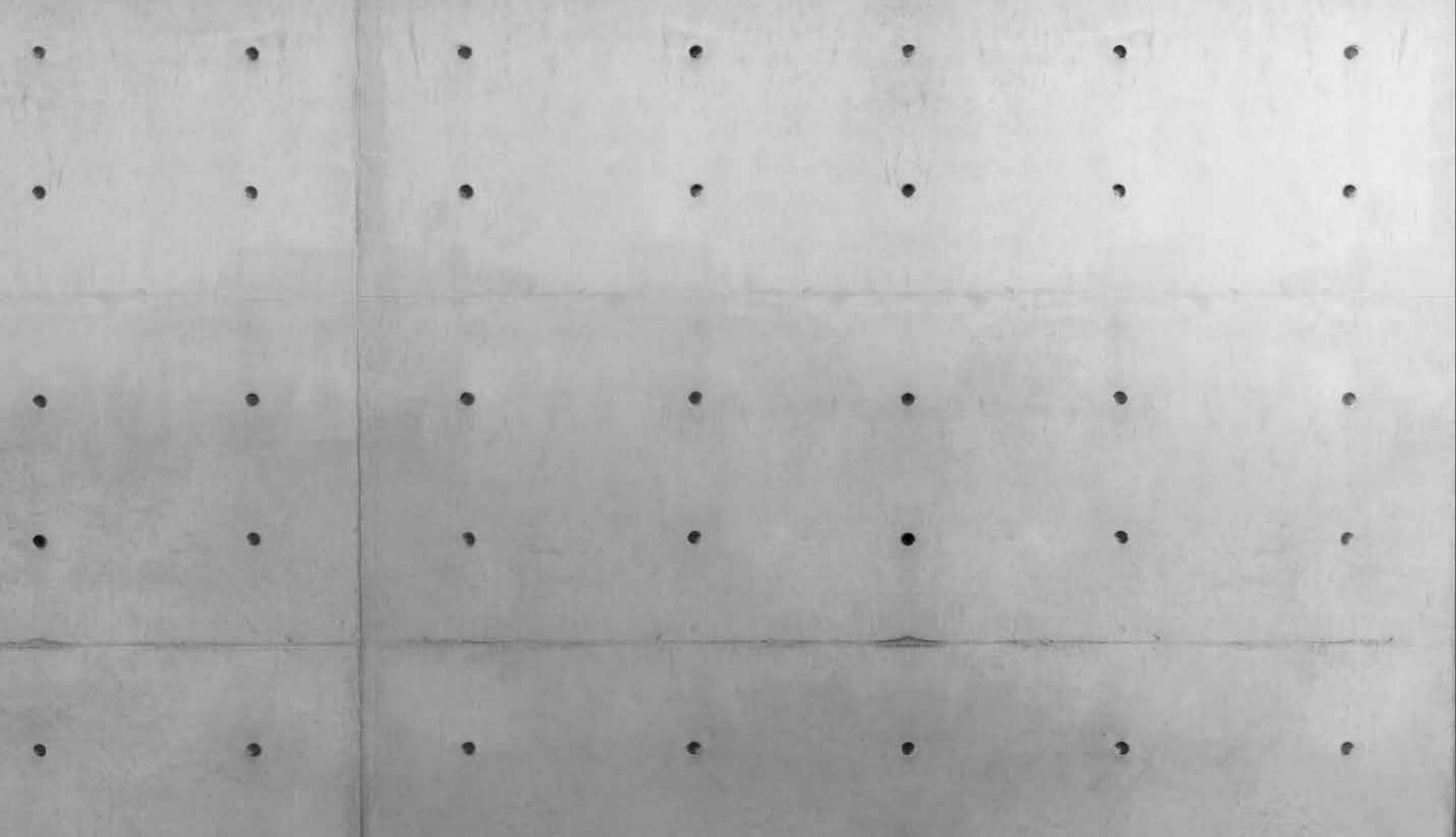


Mimosa Light

Chalk Grey

Deep Sandridge

**Dimension:**  
2800mm x 600mm  
**Sheet per sqft:**  
18.08 sqft per sheet



Flexura

**CONCRETE  
LUXE**

**MS Concrete Board**

**Dimension:**  
3060mm X 1200mm  
**Sheet per sqft:**  
39.53 sqft per sheet

**Ashen Grey**

**Smooth Concrete**

**Dimension:**  
2380mm X 1200mm  
**Sheet per sqft:**  
30.742 sqft per sheet

**Ashen**

## Smooth Wood Concrete

**Dimension:**

3000mm x 600mm

**Sheet per sqft:**

19.38 sqft per sheet

Smooth Wood Concrete

## Wood Concrete Board

**Dimension:**

2950mm X 1120mm

**Sheet per sqft:**

35.56 sqft per sheet

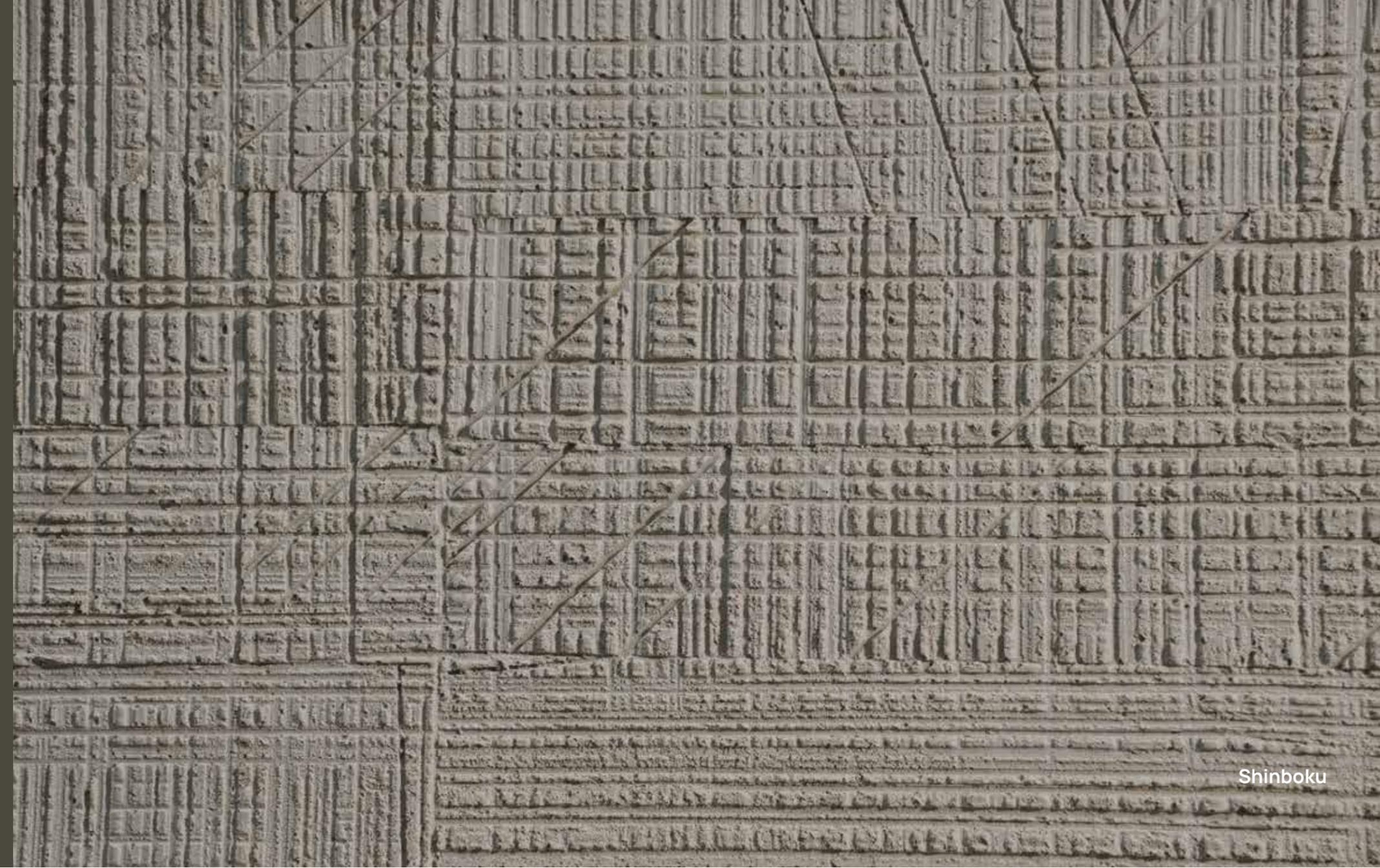
Wood Concrete Board



Flexura

WOOD  
ATELIER

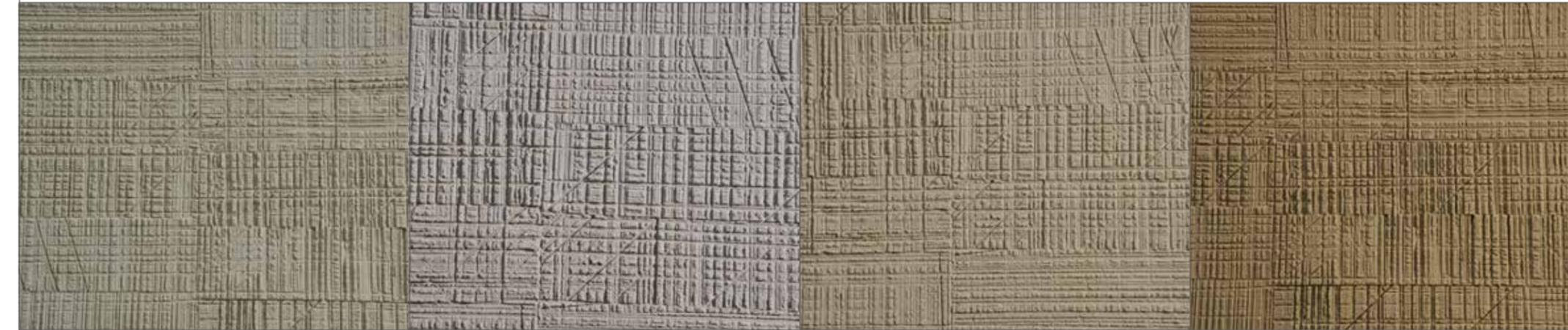
Sawing



Shinboku

Sawing

Wood Atelier

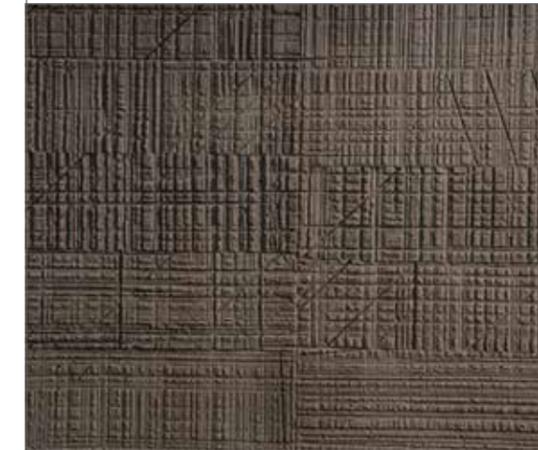


Keyaki Sand

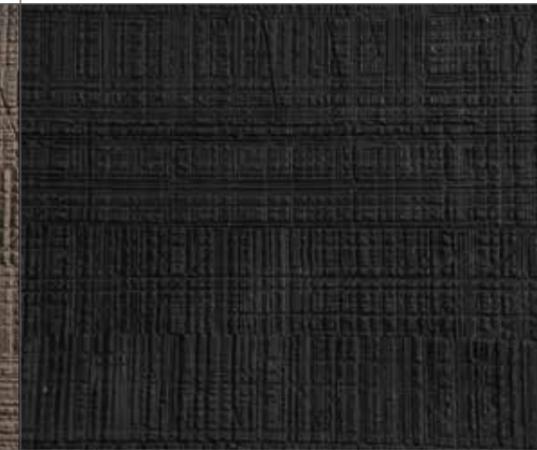
Kiri Shade

Shirokumo

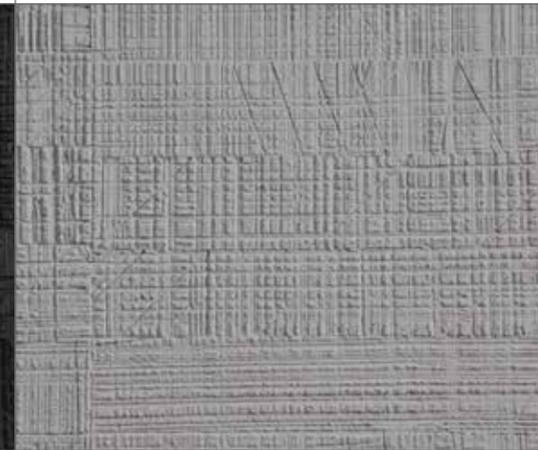
Hinoki Grain



Tachibana



Asahi



Kuroki Grey

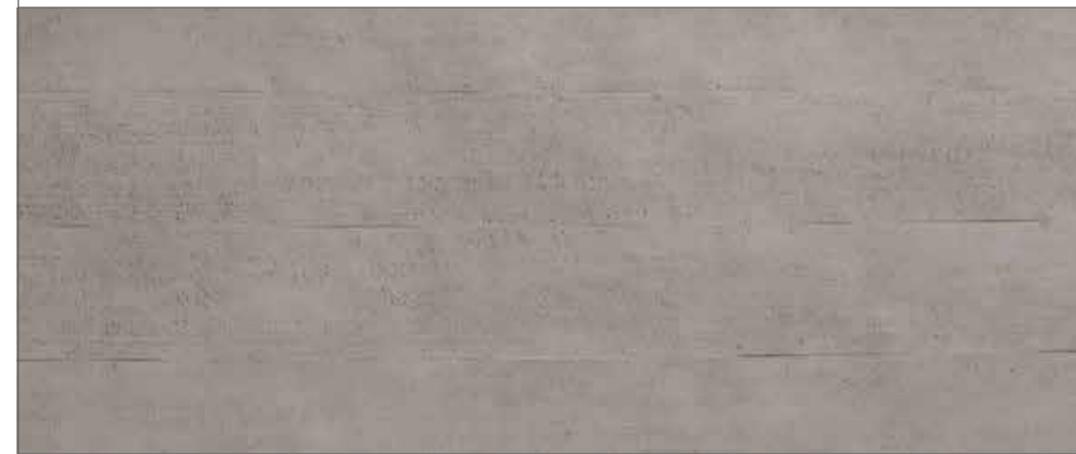
**Dimension:**  
3150mm X 580mm  
**Sheet per sqft:**  
19.67 sqft per sheet

**Burnt Wood**

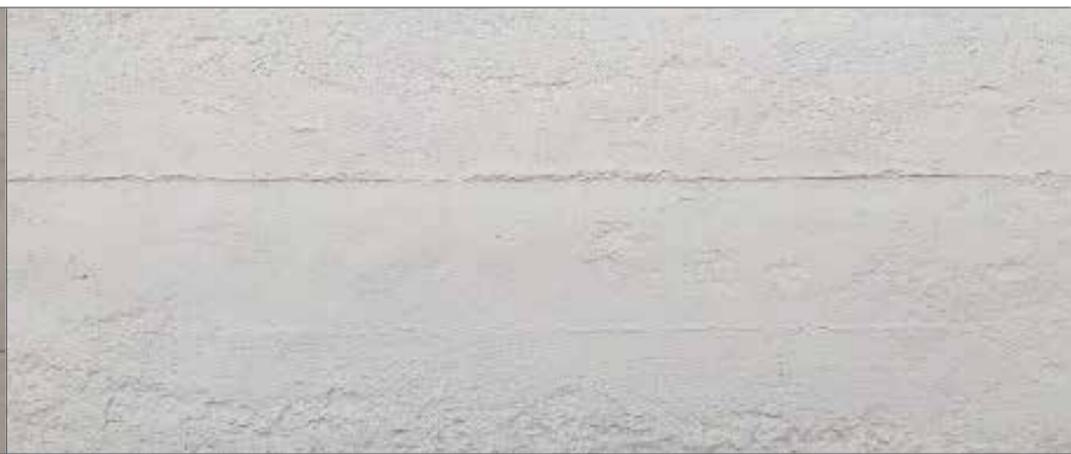
Charcoal

**Burnt Wood**

**Wood Atelier**



**Graphite**



**Fossil White**

**Dimension:**

3030mm x 550mm

**Sheet per sqft:**

17.94 sqft per sheet

Plank



Mahogany Char

Plank

Wood Atelier



Saffronwood



Butternut



Burnt Walnut



Timber Ash

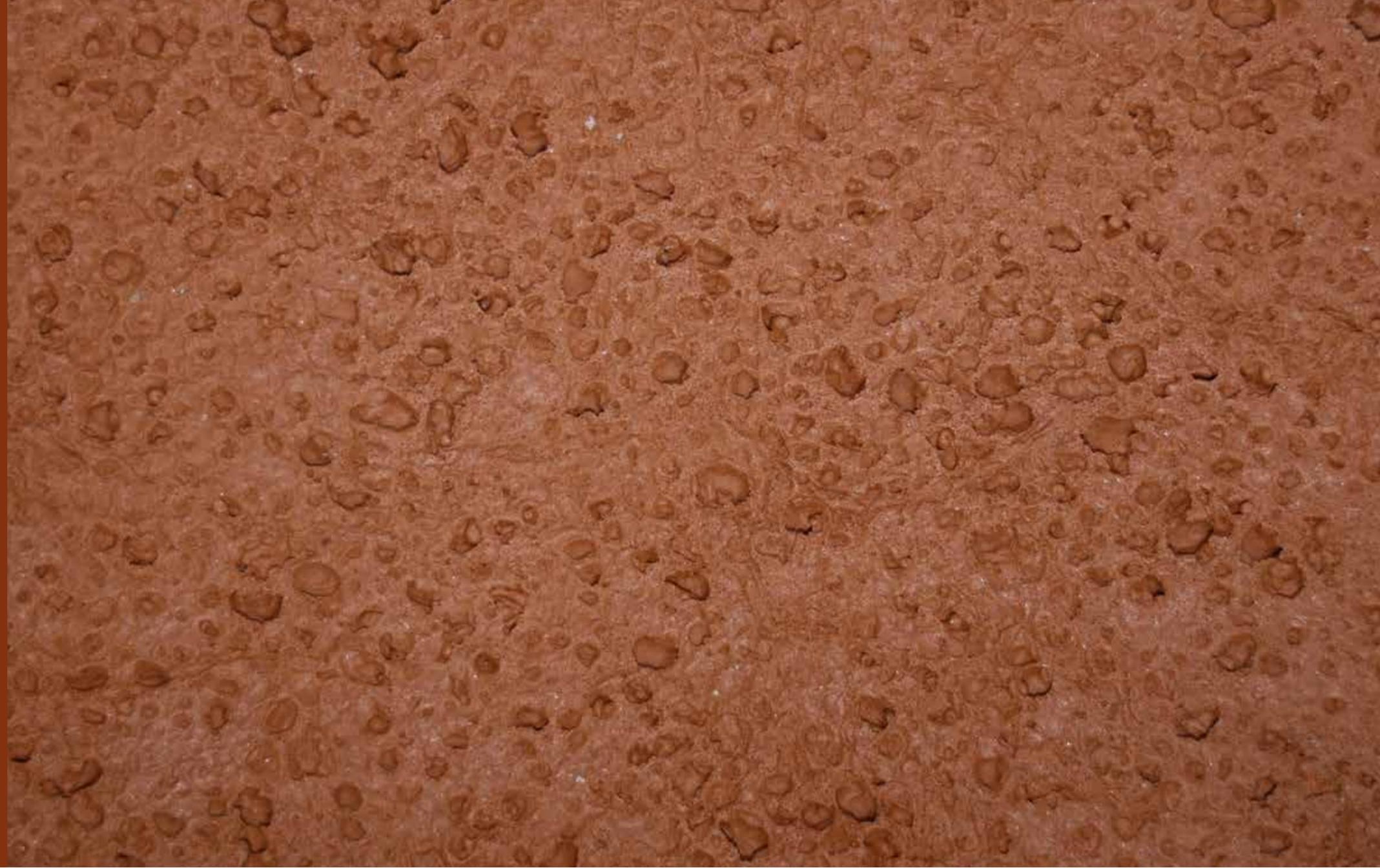
**Dimension:**  
900mm x 150mm  
**Sheet per sqft:**  
1.5 sqft per pcs



Flexura

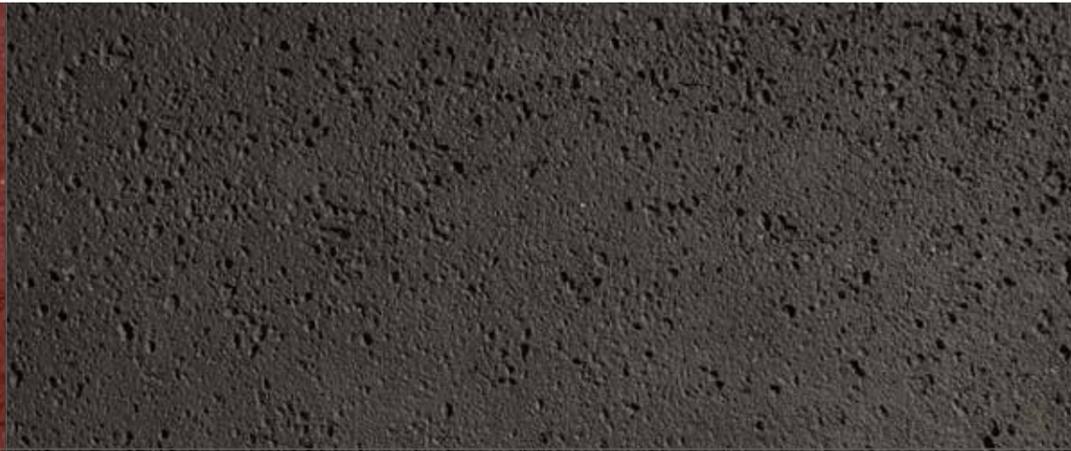
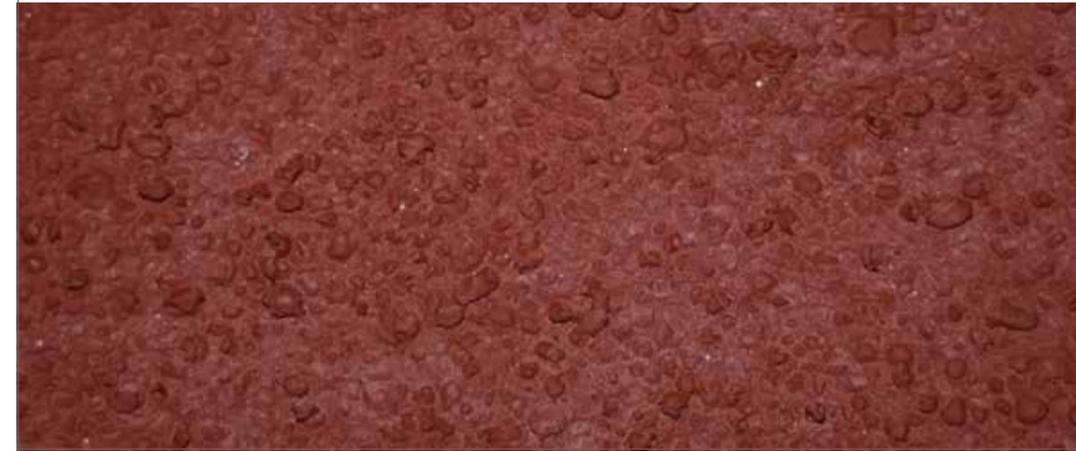
**METAL**  
**SERIES**

Foamed



Foamed

Metal Series



Inferno Metal

Carbonium

**Dimension:**  
2400mm x 1200mm  
**Sheet per sqft:**  
31 sqft per sheet

Corten Steel



Patina Flame

Corten Steel

Metal Series



Forgefire

Oxide Bronze

**Dimension:**  
1180mm x 580mm  
**Sheet per sqft:**  
7.59 sqft per sheet

Bush Hammered

Oxide

Metal Series



Obsidian Rust

Ferox

Brassel

**Dimension:**  
3060mm x 1180mm  
**Sheet per sqft:**  
38.87 sqft per sheet

Bush Hammered

Plaid



Burnt Alloy

Plaid

Metal Series



Brassel



Oxide



Obsidian Rust



Rustwave

**Dimension:**

2950mm x 970mm

**Sheet per sqft:**

30.80 sqft per sheet



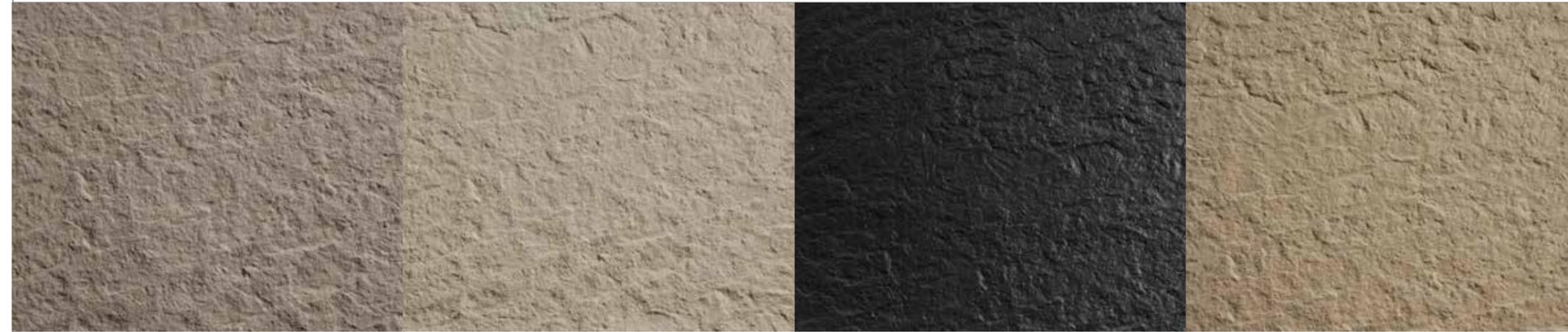
Flexura

# MOON SURFACE



Orbit Grey

Moon Surface



Stardust

Eclipse Beige

Lunar Ash

Luna Sand

Starmoon



Stellar Amber

Canyon Soil

Crater Dust

**Dimension:**  
3200mm x 1180mm  
**Sheet per sqft:**  
40.64 sqft per sheet



Crater Clay



Stellar Amber

Orbit Grey

Stellar Glow

**Dimension:**  
1600mm x 580mm  
**Sheet per sqft:**  
10 sqft per sheet



Flexura

# JUTE STORY

Mustard Twine

Jute

Jute Story



Pine Burl



Shadow Strands



Paprika Yarn



Wheat Weave



Stellar Amber



Terra Loom

**Dimension:**  
1480mm x 580mm  
**Sheet per sqft:**  
9.53 sqft per sheet

# PRODUCT APPLICATION STEPS

## Prep The Wall

Ensure it's plumb and level, plastered neatly, dust-free, dry, and non-leaking.

1

## Spread Adhesive

Apply **Artifix** uniformly with a toothed trowel, combing lines evenly.

2

## Place & Press

Set Flexura gently with clean hands; press/roll across the entire surface to expel air bubbles.

3

## Space Joints

Use 3 mm spacers on all four sides between pieces for even gaps and to prevent tension/cracks.

4

## Grout Cleanly

Mask edges/surfaces with tape; fill joints using a grout cone to keep the product stain-free.

5

## Finish

When grout is partially set, scrape or sink joints to depth; once fully dry, wipe the surface and apply Artiseal if needed.

6

**Disclaimer:** No two pieces are ever alike, these variations celebrate nature's craftsmanship and your product's uniqueness.