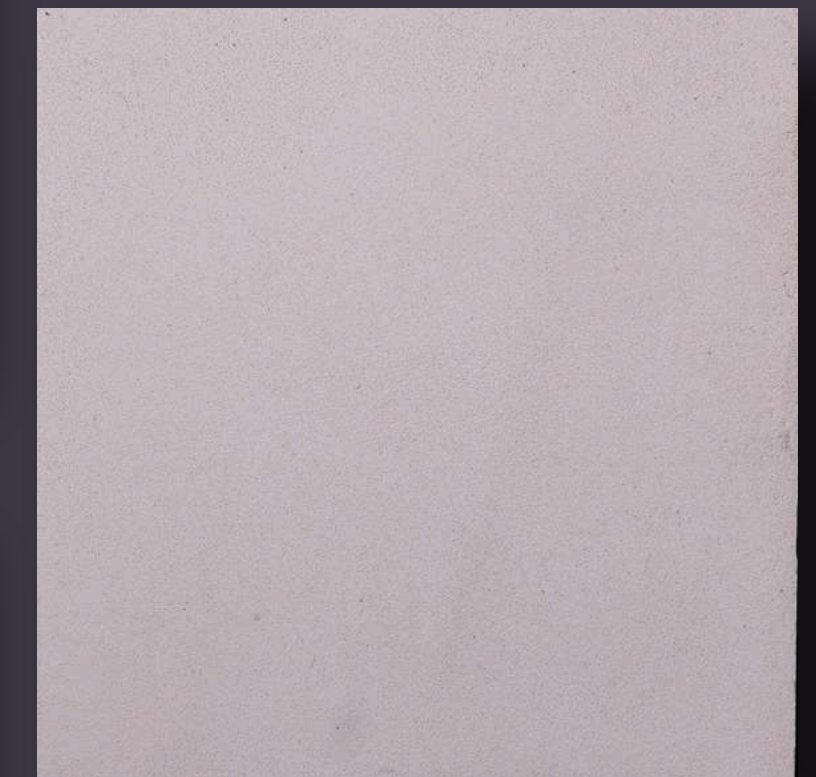


Hybrid & Icon®



RAW EARTH

 Alma LONDON is Hybrid & Icon® official dealer

RAW EARTH

Raw earth is the oldest, most ecological, and sustainable building material, used throughout the entire history of architecture.

TEXTURE

To achieve the desired finish, the raw material is sieved and then applied in several stages.
Here are the three main types of texture.

Smooth



Medium Textured



Textured



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LONDON

Our innovative "Raw Earth" technique is born from a modern reinterpretation of Roman Cocciopesto. This patented and certified natural mixture is made from carefully selected raw materials, including raw earth, clays, stones, and metals, and is completely free of lime, cement, and acrylics.

Raw Earth
Lava and Azole



The material is skillfully crafted to minimize energy consumption during both production and application, creating continuous surfaces that have a low environmental impact and are free from technical limitations while showcasing timeless charm.

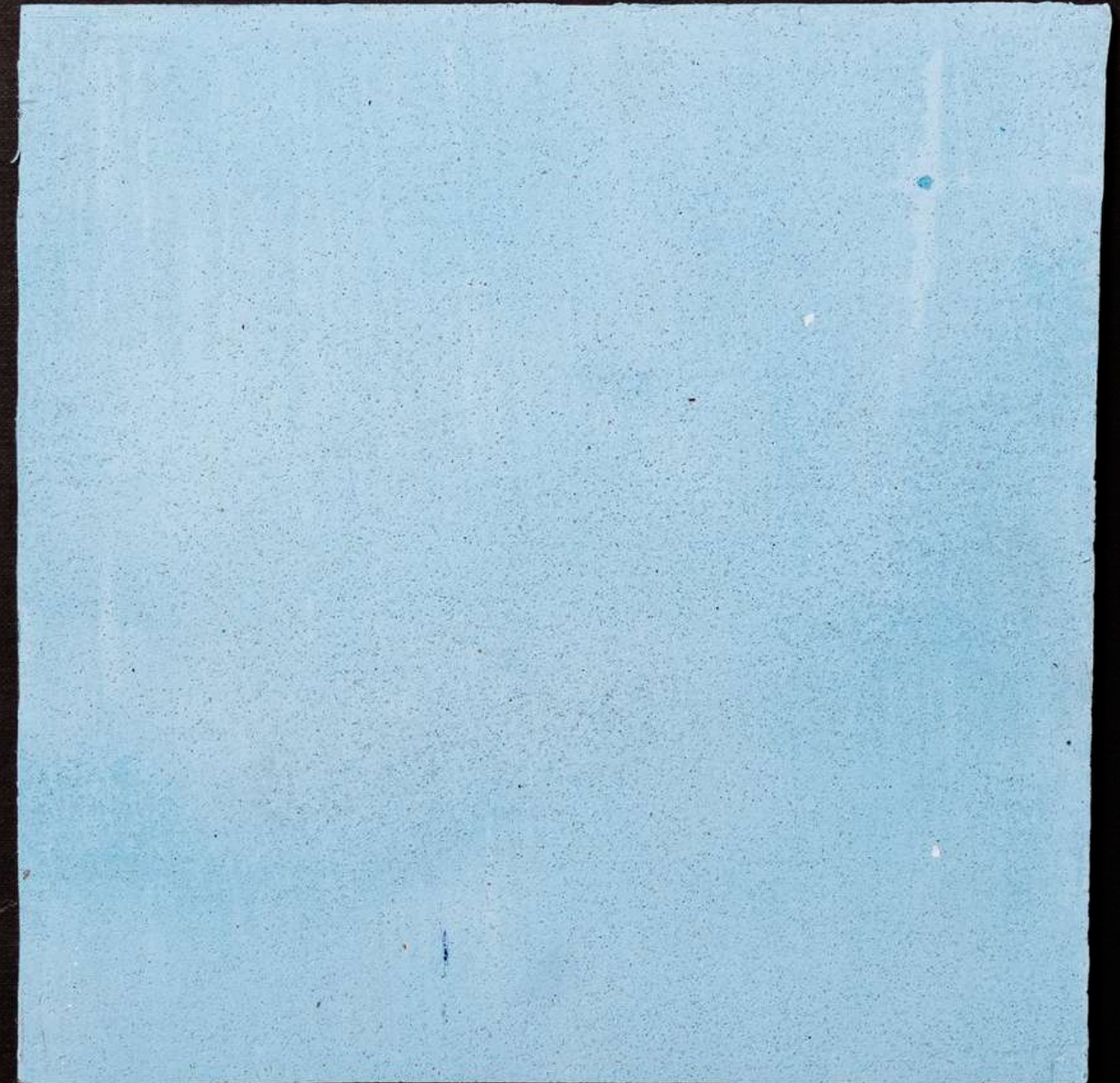
Raw Earth
Lava and Copper



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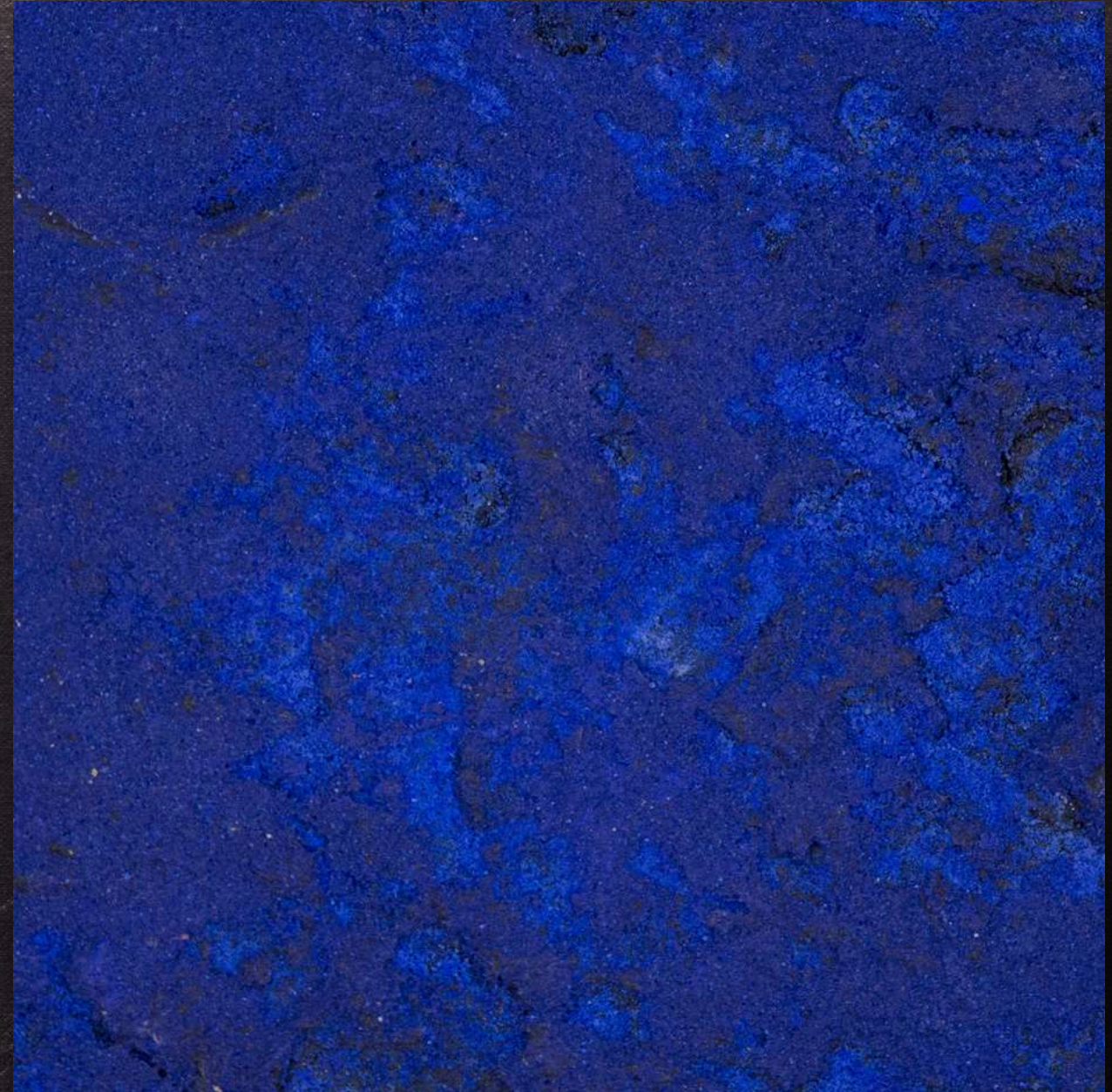
The uniqueness of the color arises from the blending of natural materials, resulting in one-of-a-kind shades and tones.

Raw Earth
Pastel Azole





*Raw Earth
Azole*



*Raw Earth
Textured Azole*



*Raw Earth
Bardiglio*



*Raw Earth
Lava and Bronze*



*Raw Earth
Billiemi*



*Raw Earth
Red Cocciopesto*



Raw Earth
Red Raw Earth



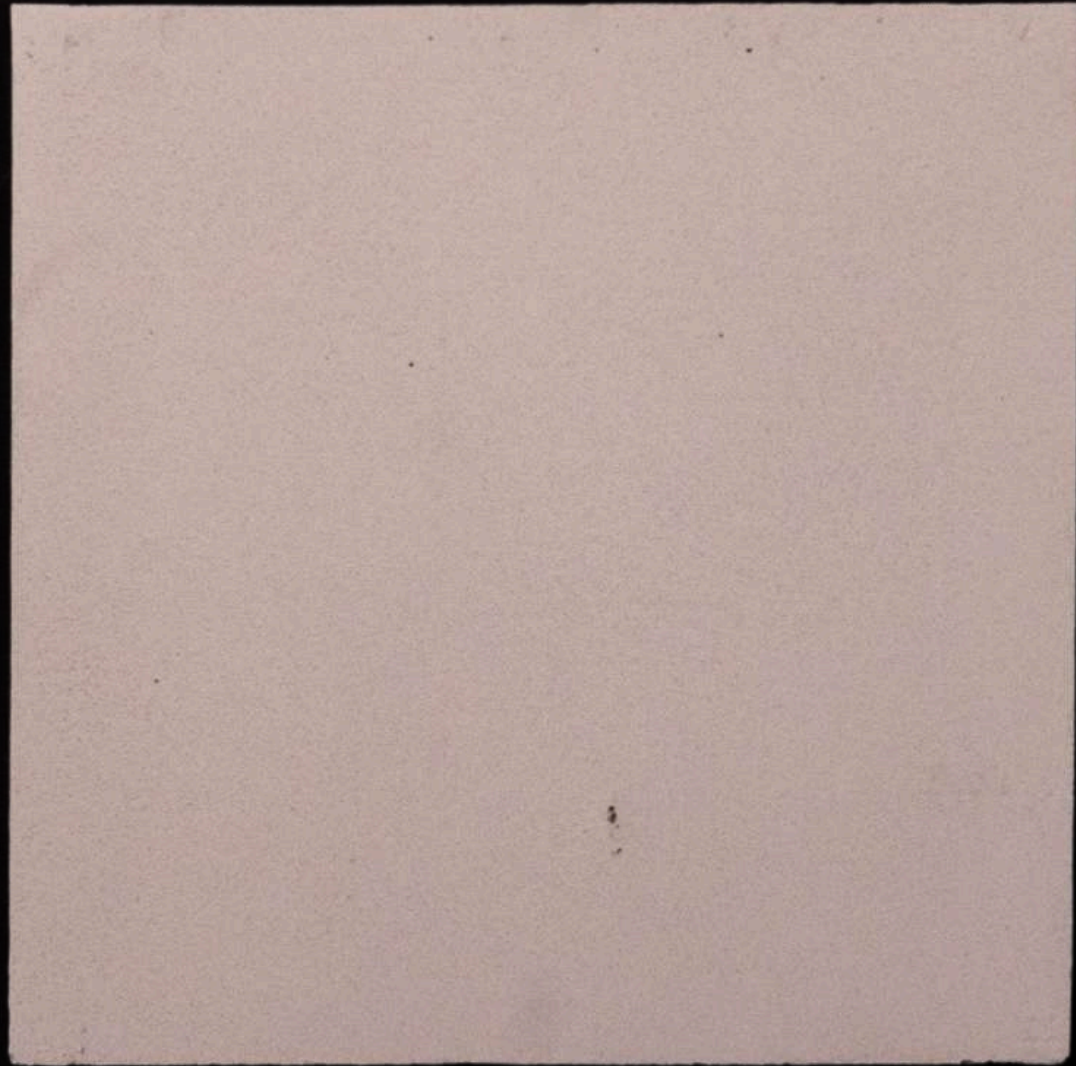
Raw Earth
Noto'Stone



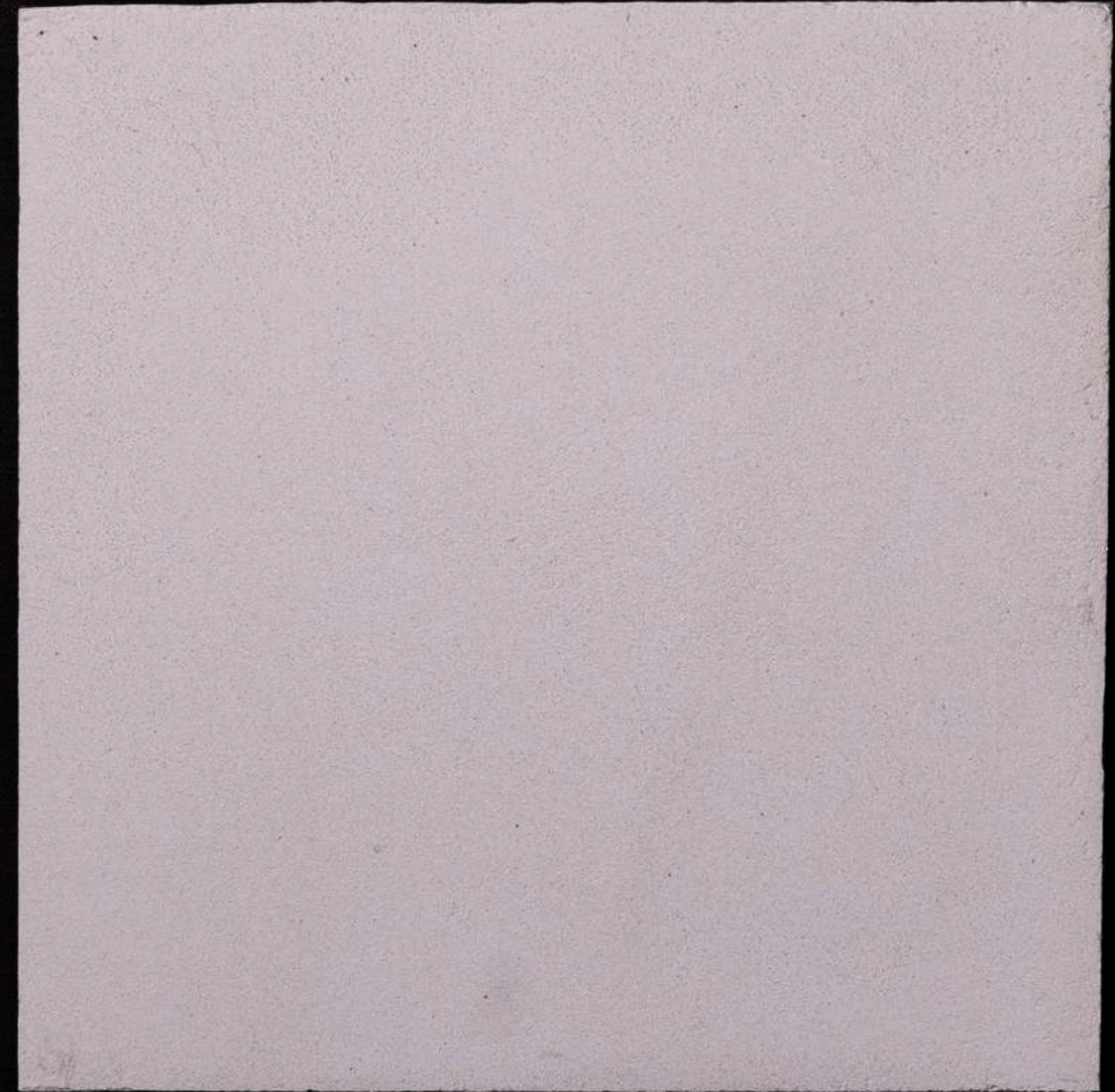
*Raw Earth
Quartz*



*Raw Earth
Customaci*



Raw Earth
White Pumice



Raw Earth
Carrara

PROCESS

- 1 EXTRACTION** of stone from quarries or excavation sites.
- 2 SIEVING:** The stone dust is sifted to achieve the granulation specifications required by the client.
- 3 MIXING:** The previously sifted stone is blended with other natural elements to achieve the desired color.
- 4 AGGREGATION:** The material is mixed with a completely transparent and natural binder known as Greek pitch.
- 5** The composite is transferred to ready-to-use containers for **APPLICATION**.
- 6** Coating of the **PANELS** and layering of the composite to achieve the desired texture.

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**EXPLORE THE COMPLETE COLLECTION OF RAW EARTH ON
ALMA LONDON, HYBRID&ICON OFFICIAL PARTNER .**

 info@alma-london.com