

F I B E R T Y MATERIA



By
CHORUS

CATALOG
2026

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FIBERTY

MATERIA

REBRANDING



REBRANDING CONCEPT AFTER 6 YEARS OF MARKET PRESENCE,
FIBERTY IS EVOLVING.

THE NEW FIBERTY MATERIA IDENTITY POSITIONS THE BRAND WITHIN THE
"MIDDLE-PREMIUM" FIBER CEMENT CATEGORY, FOCUSING ON MATERIAL
HONESTY AND MINERAL AESTHETICS.

Fiberty Materia RAW

The beauty of raw texture

A textured surface that celebrates the raw and tactile nature of the material.



Fiberty Materia LUNAR

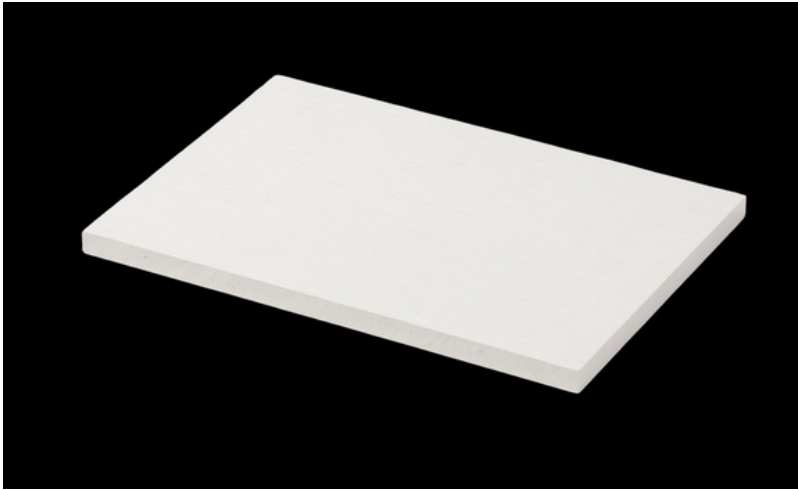
The depth of misty tones

A polished finish that offers depth and hazy nuances to modern facades.

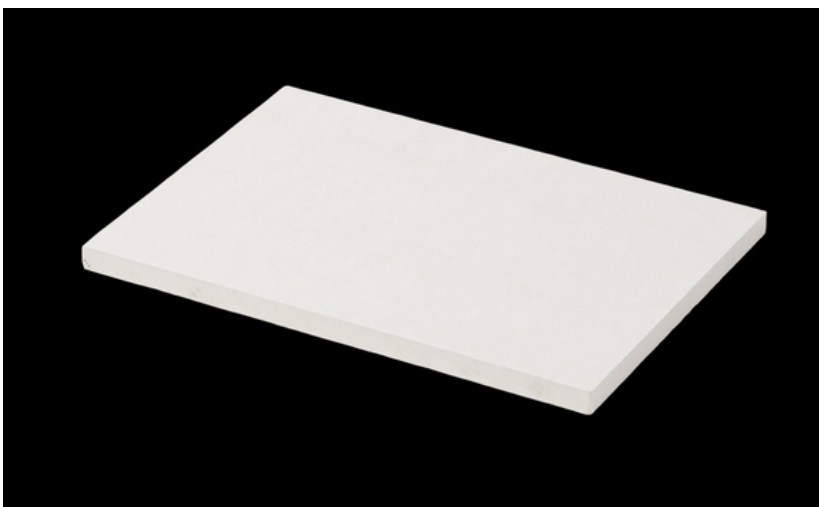


QUARTZ

Fiberty Materia RAW



Fiberty Materia LUNAR



Available as

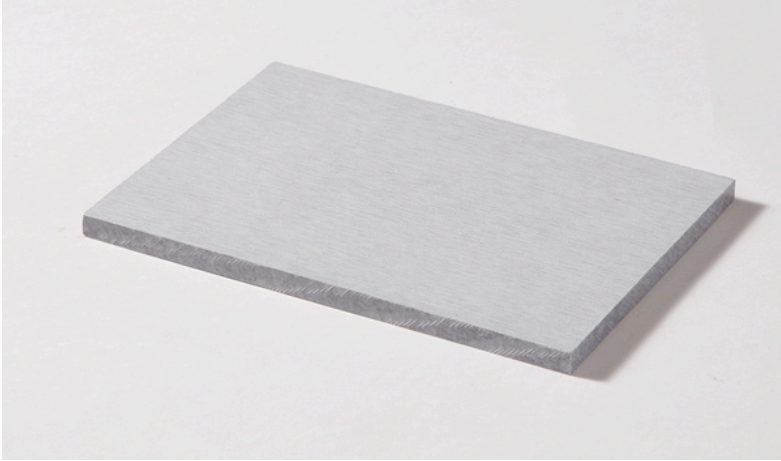
1220x2400mm

1220x3050mm

Mineral white, crystalline,
with subtle light variations.

Fiberty Materia RAW

TITANIUM



Fiberty Materia LUNAR



Available as

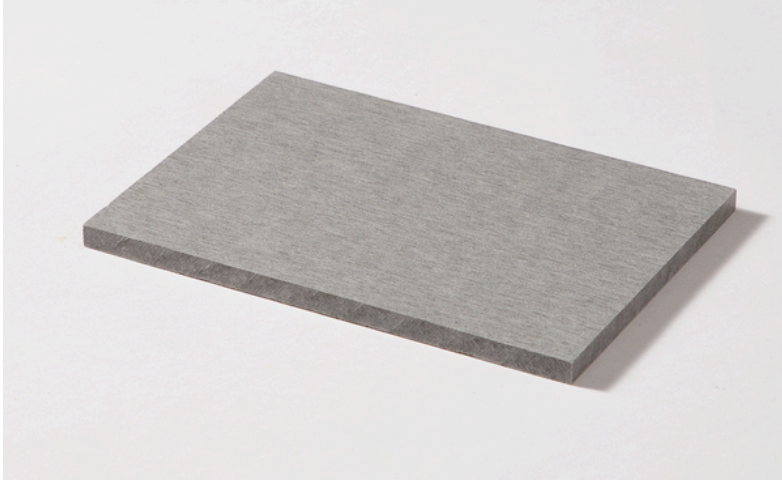
1220x2400mm

1220x3050mm

**Modern light grey, with an oxidized metal
or pure concrete look.**

STEEL

Fiberty Materia RAW



Fiberty Materia LUNAR



Available as

1220x2400mm

1220x3050mm

Industrial mid-grey, versatile and dense.

BASALT

Fiberty Materia RAW



Fiberty Materia LUNAR



Available as

1220x2400mm

1220x3050mm

Somber elegance, with natural charcoal reflections.

BONE

Fiberty Materia RAW



Fiberty Materia LUNAR



Available as

1220x2400mm

1220x3050mm

A warm, organic white with historical depth.

SAND

Fiberty Materia RAW



Fiberty Materia LUNAR



Available as

1220x2400mm

1220x3050mm

Sedimentary texture, reminiscent of moving dunes.

OCHRE

Fiberty Materia RAW



Fiberty Materia LUNAR



Available as

1220x2400mm

1220x3050mm

Earthy yellow, rich, with a natural patina.

AMBER

Fiberty Materia RAW



Fiberty Materia LUNAR



Available as

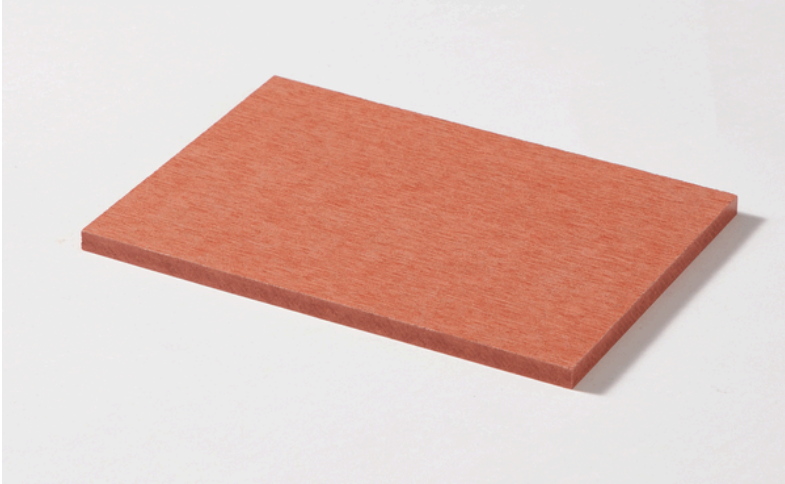
1220x2400mm

1220x3050mm

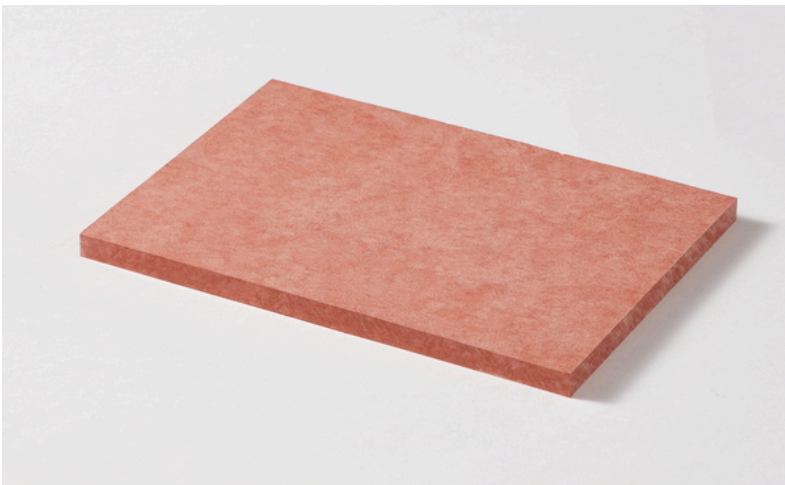
Mineral warmth, with raw amber gradients.

TERRA

Fiberty Materia RAW



Fiberty Materia LUNAR



Available as

1220x2400mm

1220x3050mm

Clay red, evoking the strength of burnt earth.

Fiberty Materia RAW



Fiberty Materia LUNAR



Available as

1220x2400mm

1220x3050mm

Intense, precious brown, with uneven mineral veining.

KEEP IN TOUCH

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