

RESTAURANT



KFC Maiden, NC finished floor

Kentucky Fried Chicken (KFC) Corporation, based in Louisville, Kentucky has been a well-known restaurant brand for more than 70 years. The cook that started it all with his secret recipe, Colonel Harland Sanders, is a well-known icon around the world. Currently there are more than 20,000 KFC outlets in 125 countries and territories around the world.

KFC has been utilizing Creative Materials Corporation's consolidated national tile supply program since 2016. Over the course of that time Creative Materials has become a trusted partner and resource to KFC.

Challenge

When the KFC in Maiden, NC was going through a much-needed remodel, the tile installer on the project quickly determined that demolition of the existing tile was not going to be an option. The tile simply would not come up even with the best possible machinery. The experienced tile installer informed the owner that a new solution would need to be found. Creative Materials was contacted as an expert and consultant to help find a solution.

The Creative Materials team reached out to the tile installer directly and went onsite with the installer and the owner to assess the best course of action. It was agreed that demolition of the existing tile was not an option, and Creative Materials suggested utilizing a relatively new technology and installation technique which involved installing gauged porcelain tile (thin tile) over the existing tile.

Location

Maiden, NC

Project Type

Restaurant

Area Supplied

Dining Room, Restrooms

Products

CMC Sanders Gold Thin Tile

8" x 32" x 6mm

Mapei Eco Prim Grip

Mapei Ultraflex LFT Rapid

Mapei Ultracolor Plus Grout

Quantity

1,500 Square Feet (SF)

Tile Installer

Griffin Flooring, LLC

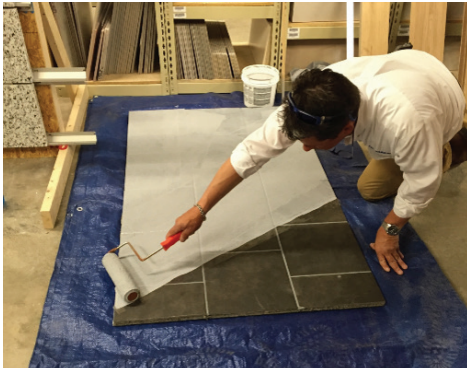
"KFC's actual cost including demo, prep and install wound up being \$8.98/SF which was significantly lower than the cost to demo and install standard thickness tile (~26%), and even lower than Creative Material's initial cost estimates."

*- Ken Ahn, Quality Assurance
Project Manager,
Creative Materials Corporation*

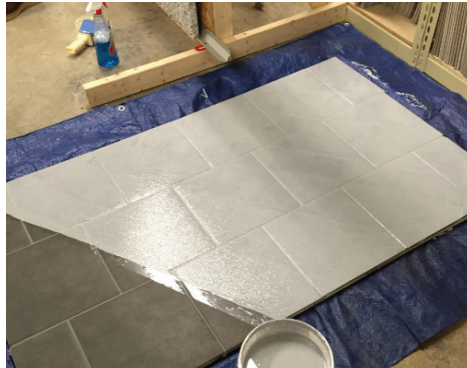


Solution: Installation

In a gauged porcelain tile installation, thinner tile (generally 6mm vs. 10mm for standard thickness tile) is installed directly over the existing floor tile. Installation is similar in complexity to installing standard tile. The most important element is ensuring that there is full coverage of mortar on the bottom of the tile. The following images and instructions outline how to install gauged porcelain tile.



Step 1: Applying Mapei Eco Prim Grip to existing floor



Step 1: Applied Mapei Eco Prim Grip



Step 2: Adhesive - applying Mapei UltraFlex LFT thin set



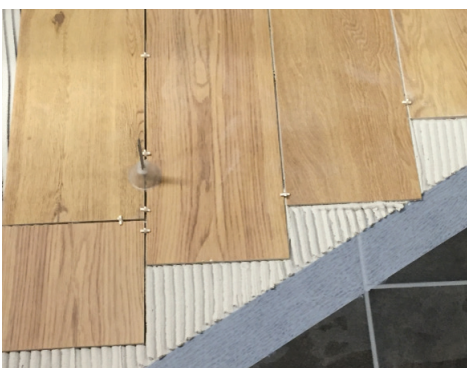
Step 2: Applying thin set with a notched trowel



Step 3: Back buttering thin tile



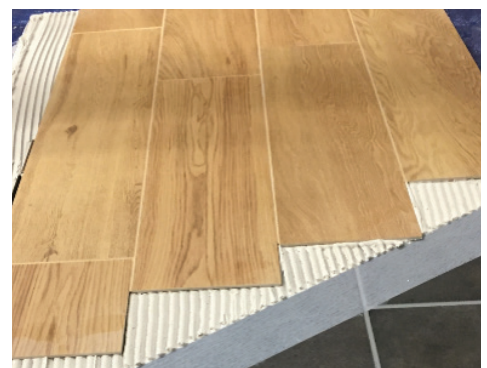
Step 4: Laying tile with spacers & leveling system



Step 4: Laying tile with spacers



Step 5: Applying Mapei Ultracolor Plus grout



Final: Shows all layers

Solution: Benefits

The benefits of gauged porcelain tile in a remodel are:

- Two-day reduction of total remodel time
- Reduction in air and noise pollution due to demolition
- Elimination of dumpster and disposal fees
- Overall cost reduction (see detailed cost comparison on the following page)

Solution: Cost savings of 23% on average

Estimated National Cost Comparison of Standard Thickness Tile vs. Gauged Porcelain Thin Tile


Includes demolition, preparation and installation cost estimates.

		Standard	Thin
Demo Labor		\$3.00/SF	-
Removals/Dust Mitigation		\$.50/SF	-
Demo Equipment		\$.50/SF	-
Demo Total		\$4.00/SF	(No Demo)
Prep Labor		\$1.00/SF	\$.50/SF
Prep Self Leveling Materials (est. 10 bags, if needed)		\$.50/SF	\$.50/SF
Prep Total		\$1.50/SF	\$1.00/SF
Tile Materials, Delivered Pricing	6" x 36" x 10mm	\$2.44/SF	8" x 32" x 6mm \$4.29/SF
Setting Materials, Delivered Pricing		\$.41/SF	\$.29/SF
Materials Total	(6" x 36")	\$2.85/SF	(8" x 32") \$4.58/SF
Install Labor		\$3.75/SF	\$3.75/SF
Total Estimate Without Demo		\$8.10/SF	\$9.33/SF
Total Estimate With Demo		\$12.10/SF	\$9.33/SF
Total Days		6 days (Including Demo)	4 days
Thin tile eliminates two days from the construction schedule. It also reduces noise, dust, dumpster fees, and health issues. Labor prices are national averages.			

After reviewing the installation instructions, benefits, and cost analysis provided by Creative Materials, KFC and the tile installer decided to proceed with the gauged porcelain tile solution.

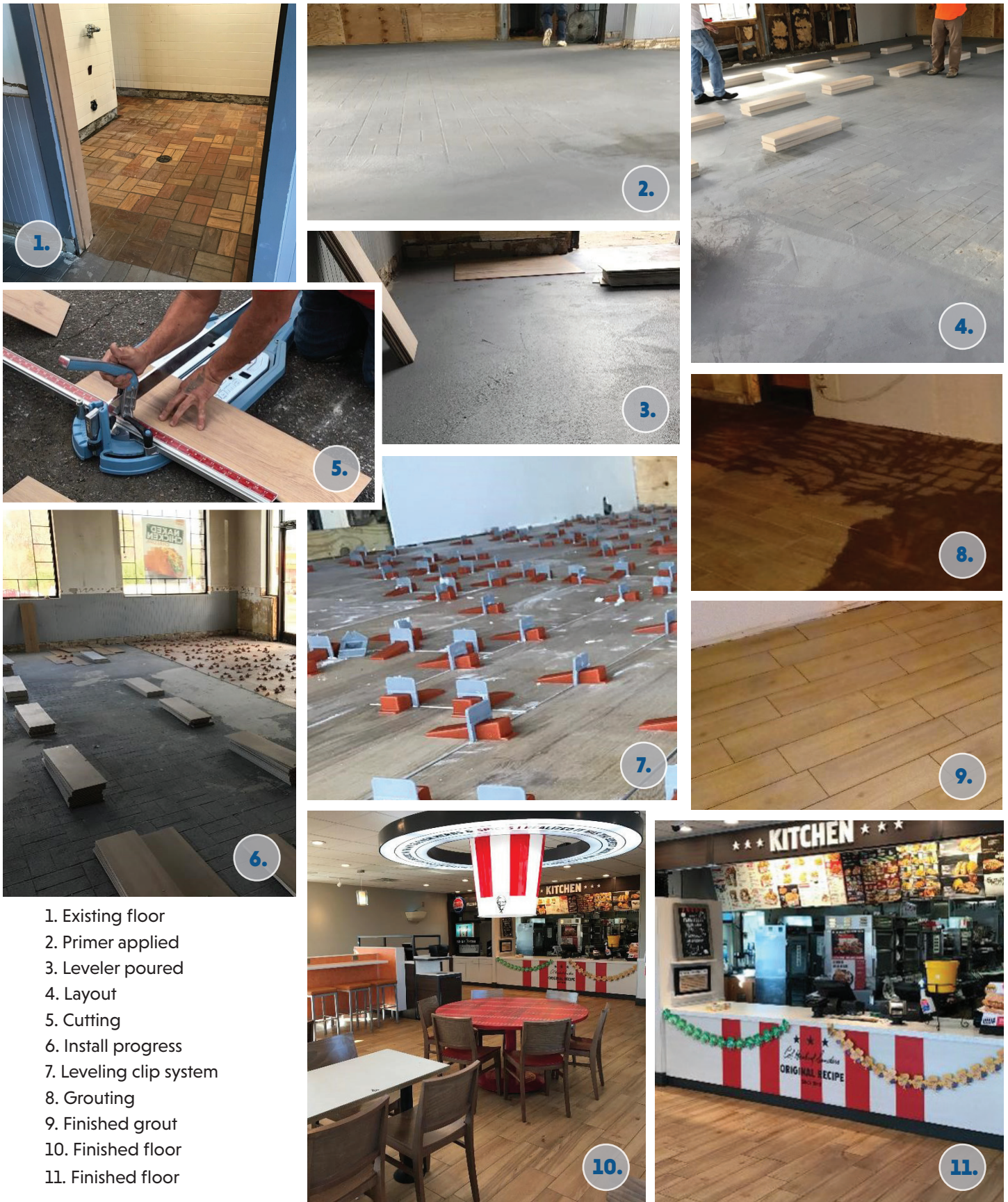
Creative Materials' Quality Control Department went onsite with Griffin Flooring to ensure that these installation techniques were understood and to be available for questions during installation. Installation went smoothly and the installers did not find any components to be more challenging than with traditional installations.

The project's actual cost including demo, prep and install wound up being \$8.98/SF which was significantly lower than the cost to demo and install standard thickness tile (-26%), and even lower than Creative Material's initial cost estimates.

		General Contractor: Venetian Group Tile Contractor: Griffin Flooring, LLC Submitted by: Ken Ahn - 3/8/17 Creative Materials Quality Assurance
	Cost per sf	Comments
Demo	N/A	Tile demolition started, would have required 1 week's time due to job condition
Prep Labor	\$0.37/sf	\$41/hour x 10 hours (includes degreasing of existing) 8 bags of Self leveler, 3 units of Primer, 1 bag of Concrete Patch
Prep Materials	\$0.49/sf	
Prep Total	\$0.86/sf	
Tile Materials - Delivered Pricing	\$4.29/sf	
Setting Materials - Delivered Pricing	\$0.59/sf	
Materials Total	\$4.88/sf	
Tile Install Labor	\$3.24/sf	5 days total (includes all cleaning and prep)
Total Unit Cost	\$8.98/sf	*CMC's report on 5/6/16 projected a total cost of \$9.33/sf

Result

KFC is extremely happy with the result which delivered a beautiful aesthetic and is virtually indistinguishable from standard tile. There have been no reported issues and the owner and installer now both strongly recommend the thin tile over tile solution.



Your Brand

Visit creativematerialscorp.com or call **800.207.2967**. Creative Materials will help you implement a consolidated national tile supply program.