



Location

Southeast & Southern USA

Project Type

Convenient Store

Area Supplied

Interior Floors & Walls

Products

Ridgewood
Lava
Omni
Elegant Elements
Assent

Operating over 200 stores in the four states of Texas, Alabama, Mississippi and Florida, CEFCO prides itself on brightly lit stores, clean restrooms and friendly, helpful employees. Keeping its finger on the pulse of what customers need to most conveniently go about their day to day lives has generated a dedicated following and makes for a successful business.

EXPERIENCE | MANUFACTURER PARTNER NETWORK EFFICIENCY

Maintaining an expansive network with manufacturers around the globe provided unique insight into the knowledge that the primary tile manufacturer supplying CEFCO was pulling out of the US. When Doug Salatino, Senior National Account Manager, reached out to the design & construction department at CEFCO in March of 2023, he learned that CEFCO was not yet even aware of the planned departure. After facilitating communication between the tile manufacturer and client, CEFCO welcomed the opportunity to explore options with Creative Materials.

SOLUTIONS | PRODUCT AVAILABILITY & SERVICE EXCELLENCE

The work began - digging in to review each and every product in order to find viable solutions while maintaining brand identity. The process revealed some surprising results: The glazed porcelain and ceramic tile part of CEFCO's package included an outdated "builder-grade" technology in sizes like 13"x13", 16"x16" and 20"x20", which are just about obsolete in today's design and construction industry. Modern and efficient solutions of color-body porcelain; commercially-rated tile better suited for high traffic environments, with better test results in all important areas such as DCOF, breaking strength and water absorption etc. in 24"x24" and 12"x24" sizes, were presented to the client. Products put together for this program were directly compared to the old package from Interceramic to maintain design aesthetic but with improved technology. The Design Services and Product Sourcing team developed renderings and provided samples. Additionally, all tile product solutions are either made in the USA or domestically available, providing short lead times. This strategic convenience is poised to meet CEFCO development and accommodate the geographic construction schedule.

"When tile used by CEFCO was discontinued, the team at Creative Materials found and offered solutions. Industry insight allows for proactive management and brand solutions."

Doug Salatino,
Senior National Account Manager
Creative Materials Corporation

CEFCO can also now rely on one point of contact managing all aspects of their tile supply program as well as one-stop shopping for product. Ken Ahn, our Quality Technical and Assurance team leader went the extra mile and traveled to the first large CEFCO project supplied. This additional level of service provided reinforces our commitment to our partners.