

Five Guys Burgers & Fries

Case Study | Hospitality

**creative
materials
corporation**



Location
USA

Project Type
Hospitality

Products | 70,000 SF

Porcelain Tile
Ceramic Tile
Quarry Tile
Setting Materials: Grout,
Mortar, Waterproofing, Fabric
Reinforcement, Cleaner,
Schluter Dilex

CHALLENGE | SLIPPERINESS

Five Guys Burgers & Fries, one of the fastest growing better burger brands in the United States, approached Creative Materials Corporation to help them investigate slipperiness issues they were experiencing on the dining room floors which appeared after a change to their floor maintenance program. Five Guys engaged Creative Materials as their current tile program supply partner to help develop solutions to the slipperiness of the floors that would also allow Five Guys to continue to use their newly developed floor maintenance program.

SOLUTION | CUSTOM TEXTURED TILE

Utilizing our C-Suite level relationships with our manufacturing partners, Creative Materials worked with the current manufacturer of Five Guys' floor tile to develop a custom textured floor tile with the identical aesthetic to the existing product. In so doing, Five Guys was able to achieve a greater than 15% improvement to the Coefficient of Friction rating of the floor tile without any change to their well recognized restaurant environment.

RESULT | CLIENT-SPECIFIC SOLUTIONS

With over 20 years of experience serving the multi-unit restaurant industry, Creative Materials understands how to offer real-world solutions to fast-growing franchises like Five Guys Burgers & Fries. With a focus on offering client-specific solutions, Creative Materials ensures that each of its national tile supply programs is thoughtfully developed to meet the specific needs of each and every client.

The key benefits to Five Guys franchise owners include:

- 15% overall cost savings
- Consistent nationwide pricing
- Improved lead times (2 to 3 days)
- Guaranteed product availability

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~ Craig Lansley,
Director of Client Services,
Creative Materials Corporation