

# Love's Travel Stops

Case Study | Retail

creative  
materials  
corporation



**Location**  
Nationwide

**Project Type**  
Retail

**Areas Supplied**  
Sales floors  
Restroom floors & walls  
Shower floors & walls  
Back of house  
Service area walls

**Products**  
Custom USA-made  
porcelain tiles  
Wall tile  
Setting materials

Founded in 1964 and headquartered in Oklahoma City, Love's Travel Stops and Country Stores has more than 520 locations in 41 states. Love's Travel Stops provide professional truck drivers and motorists with 24 hour access to clean and safe places to purchase gasoline, diesel fuel, food, travel items and more

## CHALLENGE | SOURCE DOMESTICALLY, UPHOLD DESIGN INTENT

Love's originally worked with a brand design firm, developing a new store prototype that would become their brand standard across the US. Developing close relationships with both the firm and brand, Creative Materials facilitated the process and became acutely aware that the brand wished to achieve something not easily accomplished in the past - a prototype design that included the ability to domestically source as many products as possible.

## SOLUTION | CUSTOM PRODUCTION, CONSOLIDATED SUPPLY CHAIN

Utilizing a vast network of manufacturing partners and strategic sourcing to determine who could produce and procure the aesthetics most efficiently, Creative Materials built a program specifically for Loves: USA-based custom production for most items, coupled with consolidation through Creative Materials' flooring supply chain. This created the most efficient and most effective option for the brand to remain true to design intent, control costs, and control lead times across the US. Creative Materials' quality assurance team also consulted with Love's and recommended a specialized thin set mortar for large format tiles and grout to ensure installation success and flooring system longevity.

## RESULT | FEELING THE LOVE!

Custom products and consolidation streamlined Love's supply chain, reduced pricing by 15% over the originally specified prototype, and guaranteed lead times of one week or less to any jobsite in the USA. Love's now has its own custom tiles, made in the USA, and stocked by Creative Materials exclusively for Love's projects. We love making Love's happy!

**"Thinking through the best way to procure surface materials to help a brand achieve their aesthetic, budget and growth goals is truly what we do best. These new Love's locations check all the boxes."**

**- Doug Salatino,  
Business Development Lead -  
Restaurants & Retail Brands,  
Creative Materials Corporation**