

Orangetheory Fitness

Case Study | Health and Wellness

**creative
materials
corporation**



ORANGETHEORY FITNESS

CHALLENGE | RAPIDLY EXPANDING, MULTIPLE DESIGN SCHEMES

As one of the fastest growing U.S. franchises, Orangetheory Fitness required a reliable supplier who could keep pace with their rapidly growing number of domestic studio openings, while consolidating tile and setting material packages across three unique designs. In addition to providing a more cost-effective program and consistent, reliable lead-times, OTF also requested their chosen supplier provide an Account Manager to serve as the main point of contact for all things related to OTF.

SOLUTION | DEDICATED ACCOUNT MANAGER

Working closely with Orangetheory's design and construction teams, Creative Materials built three individual tile packages that met OTF's design intents and price points. Creative Materials also developed a supply chain model that guaranteed material for all three design schemes was readily available, ensuring a lead-time of no more than one week from time of order. A dedicated OTF Account Manager with in-depth knowledge coordinates all details, answers questions and protects brand standards.

SOLUTION | ALL OUT PARTNERSHIP

Since becoming the sole supplier of all three design packages in the summer of 2018, Creative Materials has supplied material for over 300 new and re-modeled Orangetheory Fitness studios.

Location

Nationwide

Project Type

Fitness Center Franchise

Area Supplied

Restroom walls & floors

Shower walls & floors

Products

Enlightenment

Limitless

Rensselaer

Custom porcelain floor tile

Custom glass wall tile

Setting materials

"Creative Materials developed a supply chain model that guaranteed material for all three design schemes and was readily available for all locations, ensuring a leadtime of no more than one week from time of order."

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