



POPEYES | CLIFTON PARK, NY

Location

Nationwide

Project Type

Restaurant

Area Supplied

Unit Bath Floors, Shower Walls,
Backsplashes

Products

Business Slate 2.0
Motivate Walnut
Walls White
Omni White Matte
Vintage Thin Brick
Flagstaff Thin Brick
Custom Logo Sets
Quarry Tile
Trim & Setting Materials

In 1970, Al Copeland opened the first Popeyes restaurant. Since then, over 2,700 locations around the world have brought the unique Cajun flavor of Louisiana to our lips. Popeyes redesign began in 2019 with a collaboration between the Product Sourcing & Design team at Creative Materials and the brand. The initial pilot design went through several iterations until landing on the final design update in 2021.

CHALLENGE | PRODUCT AND SUPPLY RELIANCE - ORDER UPI

Working through a complete redesign, aesthetics, surface cleaning and maintenance, and pricing are often the three most significant factors. This trifecta can make finding a solution for one outweigh the others, ultimately compromising an area. Additionally, when a brand sources from a manufacturer, limitations in production and supply may hinder aggressive growth. Popeyes required a partner that could meet all aspects of product and supply demand and kept coming up short.

SOLUTION | THE PERFECT COMBO OF MATERIALS & SUPPLY

Fortunately for Popeyes the team at Creative worked tirelessly to find the perfect recipe for the brand. Sourcing tile from both the USA and Italy offered the precise aesthetics Popeyes desired, with the maintenance ease inherently found in tile surfaces. Furthermore, with tile production on two continents, worries of supply in a supply-chain-changing world waned. Popeyes also wanted thin brick for interior and exterior surfaces, and delighted in the ability to source that through Creative as well. Perhaps most importantly, material price points were met throughout. This combo satisfied even more when trim and setting materials were added.

RESULT | LOVE THAT PARTNERSHIP!

Popeyes learned that not only could Creative Materials meet all of the brand's surface material supply needs, but that the custom supply chain program orchestrated specifically for them offered total satisfaction. The secret's in the supply chain, perhaps.