

# Stewart's Shops

Case Study | Retail

**creative  
materials  
corporation**



## STEWART'S SHOPS

Stewart's Shops is a roadside convenience store and gas station with a near cult-like following of their homemade ice cream and farm-fresh dairy products. Stewart's believes that customers can expect better, friendlier service because almost 40% of the company is employee owned. They take great pride not just in their quality products, but in creating a quality guest experience as well.

Stewart's Shops has been in business for more than 70 years. Today there are over 335 Stewart's Shops employing 4,500 people in 31 counties across upstate New York and southern Vermont.

### CHALLENGE | SOURCE HIGHLY SLIP-RESISTANT FLOORING

When the recession hit in 2008, instead of putting on the financial brakes, Stewart's doubled down on the aesthetic appeal of its stores, more determined than ever to create a top-of-the-line shopping experience. While the intention was the right one, Stewart's found that there was room for improvement in the tile initially selected for remodels and new build outs. Although the tile initially selected met Dynamic Coefficient of Friction (DCOF) requirements for commercial applications, given the extreme weather conditions of the Northeast in the winter and the high volume of traffic in the stores, the tile was prone to becoming extremely slippery and dangerous.

Stewart's primary concern was that guests would be able to comfortably enjoy the stores without having to worry about slipping. Stewart's began searching high and low for a tile that would be suitable for guests and also fit the design scheme.

### SOLUTION | PRODUCT PROCURED + DESIGN PARTNERSHIP

Stewart's was relieved to find that Creative Materials could offer a wide variety of suitable options and alleviate the burden on the Stewart's team. As Stewart's was not working with a commercial designer, they relied heavily on Creative Materials Corporation's own in-house Design and Sourcing team.

#### Location

New York, Vermont

#### Project Type

Convenience Store

#### Area Supplied

Main Retail Floors  
Restroom Floors & Walls

#### Products

Vintage Wood  
Ethos

"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