



Location
Nationwide

Project Type
Retail

Areas Supplied
Main Retail Floor & Walls
Restroom Floors & Walls

Products
Setting Materials
Custom Porcelain Tile

- Wall
- Floor

Sunoco has evolved from its modest beginnings as a small oil enterprise in Pittsburgh, PA, to emerge as one of the foremost fuel distribution firms in the United States. The iconic American brand, rooted in a rich 130-plus-year history, boasts a legacy marked by innovation and a steadfast commitment to local communities. Sunoco's markets its brand of gasoline through over 5,000 retail outlets in 30 states as well as roughly 350 APlus locations.

CHALLENGE | DISCONTINUED PRODUCT

Sunoco had been using a much-loved line of porcelain tile products in each of their APlus Convenience Stores. The preferred tiles were produced using roto-color; a technology quickly becoming obsolete in the industry due to the rapid advancement of digital printing technology. With virtually all tile manufacturers removing their roto-color production lines and replacing them with digital printing, it was only a matter of time until Sunoco's specified tile would be discontinued.

In 2015, the day finally came when Sunoco's prior tile supplier communicated that Sunoco's primary field tile would no longer be manufactured. Sunoco reached out to Creative Materials to see if a match could be found. Creative Materials tapped into our vast network of global manufacturing partnerships, seeking to accomplish three things:

1. Develop a custom match for Sunoco's primary field tile.
2. Ensure the custom tile would be compatible in size to the existing tile, as it would be utilized for repairs in all stores containing that tile.
3. Design an optimized Nationwide Tile Supply Chain Program that would provide a meaningful reduction to Sunoco's current product and logistics costs.

"Utilizing global manufacturing partnerships and an optimized nationwide distribution network, Creative Materials developed a tile supply program that helped solve Sunoco's challenge of having their current product discontinued - at a 35% cost savings."

**~ Craig Lansley,
Vice President, Supply Chain,
Creative Materials Corporation**

SOLUTION | CUSTOM MATCH, SAVINGS, IMPROVED SUPPLY CHAIN

Creative Materials consulted with several different manufacturing partners both domestically and internationally searching for a partner that would be able to replicate the aesthetic and texture of Sunoco's prior product. Ultimately, Creative Materials identified a domestic manufacturing partner with the ability to replicate the aesthetic and textural features Sunoco required - at a cost savings of more than 35%!

Additionally, this manufacturing partner had the technical capabilities to rectify the tiles via a secondary production process. This ensured that the new tiles could be implemented in any future repairs for existing stores, allowing the brand to utilize their original aesthetic and maintain their well-known image. In addition to the direct cost benefits, Creative Materials drove soft cost savings and efficiency by customizing a supply chain program that included the following:

- Improved material lead times from 10-14 days to 2-3 days from placement of order.
- Improved contractor bid/ordering process using centralized account management contact and consolidated product delivery of all tile and setting material products.

RESULT

With over 20 years of experience developing customized national tile supply rollout programs, Creative Materials understands the needs of regional and national convenience store brands like Sunoco. By utilizing global manufacturing partnerships and an optimized nationwide distribution network, Creative Materials developed a tile supply program that helped solve Sunoco's challenge of discontinued tile, and provided a 35%+ cost savings.

Key benefits to Sunoco include:

- 35%+ cost savings over prior material cost
- Consistent nationwide pricing
- Nationwide lead time of 2-3 days
- Dedicated product availability
- Consolidated jobsite deliveries of all tile and setting materials
- 25-year flooring system warranty

