



Location
Nationwide

Project Type
Restaurant

Areas Supplied
Retail Floors & Walls,
Kitchen Floors & Walls,
Back of House Floors

Products
Globetrotting, Ageless,
Omni, Quarry Tile

Domino's Pizza, founded in 1960, started as a small pizza delivery business called DomiNick's. The franchise rapidly expanded, pioneering the concept of pizza delivery and becoming one of the largest pizza chains in the world with over 14,000 locations. This recognized brand is known for its commitment to fast delivery and consistent quality.

CHALLENGE | Tile Stock Outs, Long Lead Times

Domino's had gone through various iterations of tile supply but consistently relied on utilizing multiple suppliers in an attempt to ensure availability. Unfortunately for this multi-location brand, that strategy didn't always work. Prior to partnering with Creative Materials, the brand offered franchisees two options; a long-time regional distributor shipping tile out of a single location near Domino's headquarters; the other a manufacturer that could not offer centralized processing for orders or shipments, instead relying on a network of Sales Service Centers for order and supply. Their nationwide partner didn't really have a complete program – meaning they weren't able to reserve materials specifically for Domino's. Anyone who needed tile had access to Domino's inventory, resulting in Domino's facing availability issues related to quarry tile. If tile was available, lead times were longer than desirable.

SOLUTION | Dedicated Inventory, Strategic Stocking

For a company as large as Domino's with a solid brand identity, changing product vendors is multifaceted. Naturally hesitant and speculative, fearing the cure could be worse than the disease, Creative Material's expert transitioning soon proved worth the while. Providing Domino's complete transparency throughout the transition, reassured the client that Creative fully understood program requirements. Creative's tile supply program solved their availability issues by providing true program and product management – proactively stocking materials specifically for Domino's based on their needs. Additionally Creative provided built-in manufacturer redundancies, eliminated energy surcharges, and due to our strategic stocking process we were also able to reduce lead time from 2+ weeks to 2-3 business days.

“Creative's ability to demonstrate expertise transitioning clients to our program provided Domino's the confidence to change their tile program provider to Creative. Having now partnered on hundreds of locations together, Domino's reports they are “thrilled” with our partnership.”

–Deirdre Schuth
Business Development Lead,
Hospitality Brands
Creative Materials Corporation