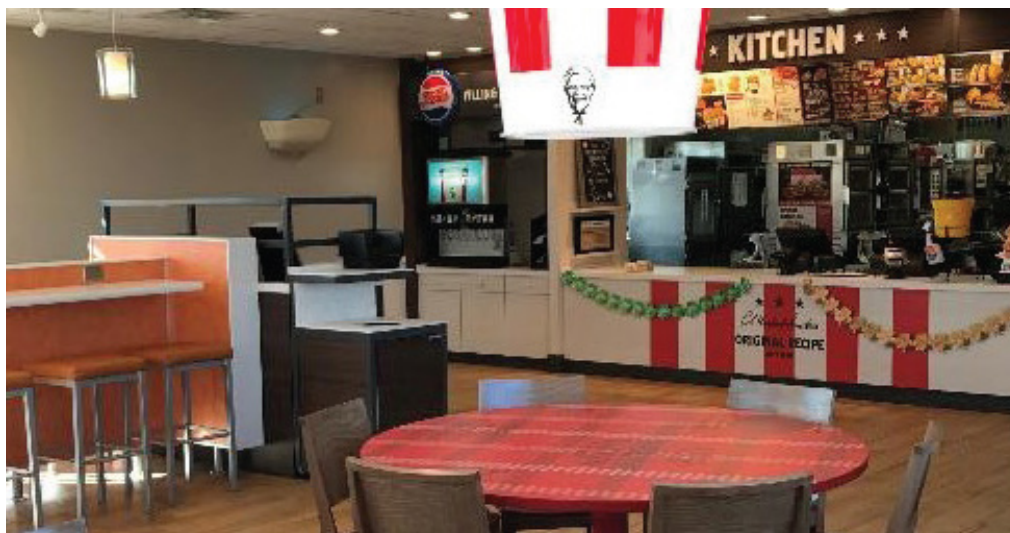


KFC Gauged Porcelain for Remodels

Case Study | Restaurant

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KFC

Kentucky Fried Chicken (KFC) Corporation, based in Louisville, Kentucky has been a well-known restaurant brand for more than 70 years. The cook that started it all with his secret recipe, Colonel Harland Sanders, is a well-known icon around the world. Currently there are more than 20,000 KFC outlets in 125 countries and territories around the world.

KFC has been utilizing Creative Materials Corporation's consolidated national tile supply program since 2016. Over the course of that time Creative Materials has become a trusted partner and resource to KFC.

CHALLENGE

When the KFC in Maiden, NC was going through a much-needed remodel, the tile installer on the project quickly determined that demolition of the existing tile was not going to be an option. The tile simply would not come up even with the best possible machinery. The experienced tile installer informed the owner that a new solution would need to be found. Creative Materials was contacted as an expert and consultant to help find a solution.

The Creative Materials team reached out to the tile installer directly and went on site with the installer and the owner to assess the best course of action. It was agreed that demolition of the existing tile was not an option, and Creative Materials suggested utilizing a relatively new technology and installation technique which involved installing gauged porcelain tile (thin tile) over the existing tile.

BENEFITS

The benefits of gauged porcelain tile in a remodel include:

- Two-day reduction of total remodel time
- Reduction in air and noise pollution due to demolition
- Elimination of dumpster and disposal fees
- Overall cost reduction

(CONT.)

Location

Maiden, NC

Project Type

Restaurant

Area Supplied

Dining Room floors
Restroom floors

Products | 1,500 SF

CMC Sanders Gold Thin Tile
8" x 32" x 6mm
Mapei Eco Prim Grip
Mapei Ultraflex LFT Rapid
Mapei Ultracolor Plus Grout

"The final cost for KFC, inclusive of demolition, surface preparation, and installation, totaled \$8.98 per square foot. This represents a 26% savings compared to the cost of demolishing and installing standard-thickness tile, and it also came in below Creative Materials' original cost projections."

~Ken Ahn

**Quality Assurance & Technical
Manager, Creative Materials
Corporation**

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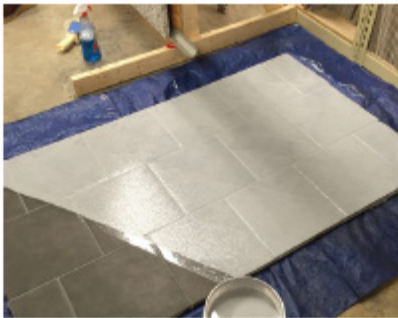
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SOLUTION: INSTALLATION

In a gauged porcelain tile installation, thinner tile (generally 6mm vs. 10mm for standard thickness tile) is installed directly over the existing floor tile. Installation is similar in complexity to installing standard tile. The most important element is ensuring that there is full coverage of mortar on the bottom of the tile. The following images and instructions outline how to install gauged porcelain tile.



Step 1: Applying Mapei Eco Prim Grip to existing floor



Step 1: Applied Mapei Eco Prim Grip



Step 2: Adhesive - applying Mapei UltraFlex LFT thin set



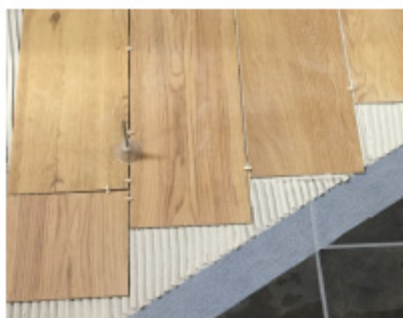
Step 2: Applying thin set with a notched trowel



Step 3: Back buttering thin tile



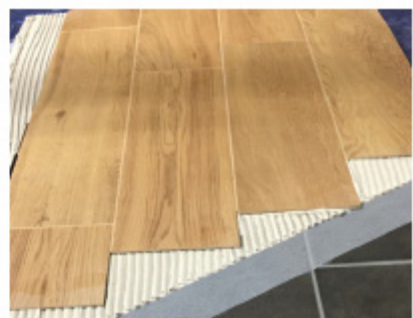
Step 4: Laying tile with spacers & leveling system



Step 4: Laying tile with spacers



Step 5: Applying Mapei Ultracolor Plus grout



Final: Shows all layers

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