



Location
Nationwide

Project Type
Restaurant

Area Supplied
Full tile package for 3 schemes:
Explorer, Modern Explorer and Heritage

Products
Porcelain tile
Quarry Tile
Grout

Taco Bell partnered with Creative Materials Corporation to reimagine its tile and setting materials program across a nationwide footprint. Faced with the challenge of reducing build-out costs while preserving brand aesthetics, the initiative focused on strategic value engineering, supply chain consolidation, and improved material availability. The result is a streamlined, scalable solution that delivers measurable cost savings, accelerated lead times, and consistent design execution, demonstrating how a thoughtfully managed materials program can directly support operational efficiency and long-term brand growth.

CHALLENGE | Lower Costs, Maintain Modern Aesthetic

Driven by a corporate initiative to improve individual unit profitability and return on investment, Taco Bell embarked on a holistic effort to lower store build-out costs by value engineering the existing store design. When it came time to evaluate floor and wall covering materials, Taco Bell engaged Creative Materials to develop a consolidated nationwide tile supply program that would:

- Maintain existing design aesthetic
- Achieve lower material costs
- Improve existing lead times
- Eliminate stock-outs which occur using existing supplier

SOLUTION | 15% Savings

Utilizing our global network of tile manufacturing relationships, Creative Materials identified a U.S. based manufacturer with the ability to custom develop floor and wall tile products that maintained the aesthetic consistency of the existing Taco Bell design while achieving a 15% savings on material costs. Stocking the custom-developed products across our nationwide distribution center network exclusively for Taco Bell allowed us to

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~Craig Lansley

Vice President, Supply Chain
Creative Materials Corporation

improve lead times from 2-3 weeks to 2-3 days as well as guarantee material availability based on Taco Bell's construction development schedule. In addition to floor and wall tile products, Creative Materials partnered with an industry-leading setting materials manufacturer and consolidated the supply of grouts and mortars along with our tile products so that all materials are delivered together on one truck to the jobsite. Finally, included as part of this consolidated nationwide tile supply program, Taco Bell received a 15-year flooring system warranty from our setting material manufacturing partner.

RESULT | Transition Ease to New Supplier

With over 20 years of experience, Creative Materials knows what franchises like Taco Bell require. Simply providing an efficient and cost-effective alternative to the status quo, Creative Materials made the Taco Bell transition to a new tile supplier effortless.

