



Location
Nationwide

Project Type
Automotive Retail

Area Supplied
Showroom/Retail Floors
Restroom Floors & Walls

Products
Mosa Core Collection

Design Agency
ChangeUp, Inc.

When Honda set out to develop a new dealership prototype that would reflect the strength and sophistication of its brand, it turned to Creative Materials Corporation to identify a surface solution that could meet the highest design and performance standards. The result was a nationwide tile program built around Mosa tile—a product that offered technical excellence, clean aesthetics, and durability for even the most demanding retail environments.

THE ORIGIN OF THE PARTNERSHIP

This successful specification was sparked by a pivotal visit to Mosa's headquarters, where Doug Salatino from Creative Materials invited Ashley Floyd, Amanda McAllister, and Alison Clark of [ChangeUp](#) to experience Mosa firsthand. That trip proved transformative, as the team was immediately impressed by Mosa's technical superiority, sustainable practices, and elegant design language. When Ashley began designing Honda's new prototype, she saw a clear solution—Mosa tile was the only choice.

CHALLENGE

Honda needed a tile product that could meet the heavy-duty demands of an automotive retail environment—where tiles not only had to support high foot traffic, but also endure the weight and wear of vehicles driving across the showroom floors. They were looking for a product they wouldn't have to worry about, with long-term durability and visual consistency across a national rollout.

SOLUTION

Creative Materials collaborated with ChangeUp and Honda's project team to develop a tailored material program anchored by Mosa tile. The selection met all technical requirements—resistance to scratches, chemicals, and heavy loads—while also achieving a refined, contemporary aesthetic that aligned with Honda's elevated brand vision. (CONTINUED)

"It's incredibly rewarding to collaborate with ChangeUp on the Honda program—pairing their creative vision with the unmatched performance of Mosa tile to deliver beautiful, durable spaces that stand up to the demands of an automotive showroom."

—Doug Salatino

**Business Development Lead,
Restaurant & Retail Brands**

Creative Materials Corporation

(CONTINUED)

As a strategic tile supplier, Creative Materials managed every detail of the program—from product vetting and specification through logistics and jobsite support. Their programmatic approach enabled Honda to standardize the design across locations while adapting to specific project needs.

WHY MOSA?

- **Technical Superiority:** Mosa's rigorous manufacturing process ensures flatness, strength, and precision fit—ideal for showroom conditions where performance is non-negotiable.
- **Design Excellence:** The aesthetic versatility of Mosa's collections appealed to the design team, offering clean lines and timeless neutrals that elevated Honda's interior environments.
- **Worry-Free Durability:** Mosa's porcelain tiles are made to withstand extreme use—including vehicles driving over them—giving Honda peace of mind.
- **Sustainability:** Mosa's Cradle to Cradle Certified® tiles supported Honda's broader sustainability goals while delivering lasting value.

"Mosa's thicker and denser porcelain floor tile is an ideal choice for car dealerships thanks to its exceptional strength, durability, and ability to handle heavy rolling loads. The increased thickness adds structural stability, reducing the risk of cracking under the weight of vehicles and equipment. Its extra-hard, low-porosity construction resists tire marks, chemicals, and wear from constant use, all while maintaining a sleek, high-end look. With slip-resistant options and long-lasting performance, Mosa delivers a flooring solution that meets both the practical and visual needs of today's automotive spaces." [Ashley Floyd](#), Design Director, [ChangeUp, Inc.](#)

RESULTS

Creative Materials has successfully supplied dozens of dealerships across the U.S., with the program continuing to expand. Thanks to the strategic alignment between Honda, ChangeUp, and Creative Materials, the rollout has been seamless—delivering consistent results, on time and on brand.

CONCLUSION

This case study is a testament to the power of partnership—between designer, supplier, and client. By aligning on both performance and design, and trusting in the quality of Mosa tile, Honda created a showroom experience that reflects its brand values while standing up to the realities of a rugged commercial setting. With Creative Materials as their partner, the road ahead remains smooth.

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