

Alta New Carrollton

Case Study | Multi-Family

**creative
materials
corporation**



Location
Hyattsville, MD

Project Type
Multi-Family

Areas Supplied
Kitchen Backsplash,
Tub/Shower Surrounds

Products |
Omni, Ageless,
Cementitious

Developer
Wood Partners

Tile Installer
Koydol Inc.

The Alta New Carrollton project is a large-scale, high-profile development designed to bring modern residential living to the community. Creative Materials supported the project with cost-conscious, design-forward tile solutions and coordinated logistics to ensure timely delivery and seamless installation.

CHALLENGE | Budget, Material Availability

With a strict price point as a central driver, the Alta New Carrollton project required selecting materials that stayed within budget while still achieving the design aesthetic envisioned. Balancing cost and creativity meant ensuring the client didn't have to compromise on style to remain on budget.

Given the scale and visibility of this high-profile project, maintaining a reliable flow of materials was just as critical as selecting the right ones. Lead times, fluctuations in stock, and the potential for shortfalls posed risks that could disrupt the construction schedule. Ensuring materials were on hand at the right time was essential to avoid costly delays and preserve continuity of design.

SOLUTION | Product Sourcing, Delivery Logistics

Our A&D Consultant and Product Team worked to source a set of options that satisfied the aesthetic vision while falling within budget. This process involved evaluating multiple manufacturers and finishes, pinpointing selections that provided both visual impact and cost efficiency.

Logistical planning was also elevated to be a top priority. Dedicated transportation solutions were coordinated using full truckload deliveries. By eliminating intermediary stops and assigning each truck exclusively to Alta New Carrollton orders, we ensured that materials arrived in sequence, within just a few business days. This approach gave the subcontractor ample time to unload at their warehouse and stage materials for installation. Throughout the project, we managed reorders seamlessly, ensuring additional quantities arrived without disrupting the timeline.

"The focus was on balancing budget, design, and timing.

With careful coordination, Creative Materials ensured the right products were on hand, giving installers the confidence to keep the project moving seamlessly."

~Erika Whipple

Project Coordinator

Creative Materials Corporation

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RESULTS

The project was successfully completed in the Summer of 2025, meeting both budgetary and scheduling demands. Key outcomes included:

Cost Alignment: All specified products achieved the desired design intent while remaining within the established price point.

Reliable Supply Chain: Dedicated FTL deliveries and careful planning avoided stock shortages or delays, keeping the project on schedule.

Client Confidence: By balancing cost and design, we delivered a solution that supported the project's high-profile nature while reducing risks of disruption.

Alta New Carrollton serves as a strong example of how thoughtful sourcing and logistics can work in tandem to achieve both creative and practical objectives.

