

# KFC Gauged Porcelain for Remodels

Case Study | Restaurant

**creative  
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KFC

**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

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. 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 | Tile That Won't Budge

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 engaged directly with the tile installer and conducted an on-site evaluation alongside the installer and building owner to determine the most effective solution. Because removing the existing tile was not a viable option, Creative Materials recommended an innovative installation approach using gauged porcelain tile (thin tile), allowing the new flooring to be installed directly over the existing surface.

## SOLUTION | Tile-Over-Tile Using Gauged Porcelain

Rather than undertaking a costly and disruptive floor replacement, the client was able to transform the space by installing gauged porcelain tile directly over the existing flooring. This approach eliminated the need for demolition, reduced project downtime, and accelerated the renovation schedule while delivering the updated appearance the client desired.

By leveraging this emerging installation technology, Creative Materials provided a practical, cost-effective solution that minimized disruption to operations without compromising long-term performance.

**"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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The following images and installation details demonstrate how the gauged porcelain tile system was successfully implemented.



**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



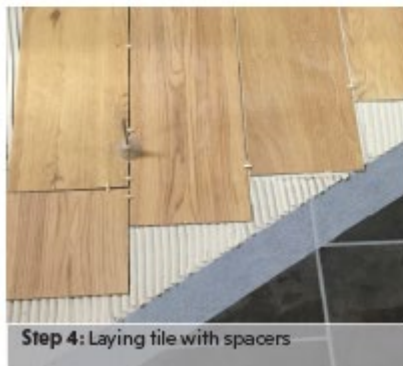
**Step 2:** Applying thin set with a notched trowel



**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

## RESULTS | Win-Win Solution

Creative Materials helped KFC overcome a challenging flooring renovation by implementing a gauged porcelain tile solution that eliminated the need for costly tile removal. This case study highlights the installation process, key benefits, and potential cost savings associated with installing thin tile over existing flooring.

[Click Here to Learn More About Our National Tile Supply Programs](#)