



Location
Nationwide

Project Type
Restaurant

Area Supplied
Dining Room Floors,
Restroom Floors, Beverage
Counter Walls, POS Walls,
Restroom Walls, BOH
Floors

Products
[Preserve](#), Custom Green
& Grey Glossy Mosaic,
[Contempo](#), [Ageless](#),
[Oxidize](#), [Omni](#), [Quarry](#),
Promenade, [Nimble](#),
Rubber Base,
Setting Materials

As one of the fastest-growing quick-service restaurant brands in the country, Wingstop needed a materials partner capable of supporting both its evolving design standards and aggressive expansion goals. Since first connecting with the brand in 2018, Creative Materials Corporation has helped Wingstop enhance its restaurant environment through custom product development, dependable inventory management, and a supply program designed to keep pace with rapid growth.

Today, Creative Materials continues to support Wingstop's expansion by delivering tile and setting materials that help maintain brand consistency while simplifying procurement and reducing project risk.

CHALLENGE | Design Intent & Demanding Growth

When Creative Materials first engaged with Wingstop, the brand was preparing for significant growth and evaluating how its material specifications could better align with its desired customer experience.

One area of concern was an existing wall mosaic that no longer reflected the visual impact the brand hoped to achieve. The product featured a matte blend of greens and grays that lacked the vibrant, polished appearance Wingstop envisioned for its restaurants. At the same time, the company needed a supplier capable of supporting an increasingly demanding rollout schedule while maintaining consistency across locations.

As expansion accelerated, ensuring product availability, protecting design intent, and simplifying the material sourcing process became increasingly important to the brand's long-term success.

"From a custom mosaic that improved both aesthetics and cost to a supply program built to support rapid expansion, our partnership with Wingstop demonstrates the value of combining product expertise with dependable nationwide execution."

~ Doug Salatino

Business Development Lead –
Restaurants & Retail Brands

Creative Materials Corporation

SOLUTION | Custom Capabilities, Program Support

Creative Materials partnered closely with Wingstop to develop a custom glossy mosaic tile that aligned with the brand's aesthetic while lowering costs. The custom solution successfully replaced the existing material and demonstrated Creative Materials' ability to combine design expertise with supply chain value.

Beyond initial product development, Creative Materials introduced additional program enhancements that helped strengthen the brand's construction standards. This included recommending porcelain tile solutions for back-of-house environments and helping reinforce the use of specified installation materials to support long-term floor performance.

As Wingstop continued to evolve, Creative Materials remained a trusted partner through multiple design updates, maintaining its position as the brand's primary supplier while developing custom products that improved lead times, pricing, and overall program efficiency without compromising design intent.

Supporting the program required coordination across multiple departments. Marketing developed brand-specific materials and program resources, while inventory planning, logistics, fulfillment, and customer service teams collaborated to ensure dedicated inventory, streamlined ordering processes, and consistent support for franchisees and contractors nationwide.

RESULTS

Today, Creative Materials helps Wingstop maintain product availability across its growing footprint while supporting the speed and consistency required for ongoing expansion.

Key program advantages include:

- Custom product development tailored to Wingstop's design vision.
- Reliable inventory management to support aggressive rollout schedules.
- Improved lead times and pricing through strategic product sourcing.
- Bundled material solutions, including tile and setting materials.
- Consistent support across multiple design evolutions and brand updates.
- A dedicated national account program designed to simplify procurement and reduce risk,

CONCLUSION

What began as a custom mosaic solution has evolved into a long-term partnership built on responsiveness, innovation, and reliability. By combining product expertise with nationwide supply capabilities, Creative Materials continues to help Wingstop execute its growth strategy with confidence, ensuring every new location reflects the brand's vision while maintaining the consistency and performance required for long-term success.

