

# Orangetheory Fitness

Case Study | Health & Wellness

**creative  
materials  
corporation**



**Location**  
Nationwide

**Project Type**  
Health & Wellness

**Areas Supplied**  
Restroom Walls & Floors  
Shower Walls & Floors

**Products**  
Enlightenment  
Limitless  
Rensselaer  
Custom porcelain floor tile  
Custom glass wall tile  
Setting materials

## CHALLENGE | RAPIDLY EXPANDING, MULTIPLE DESIGN SCHEMES

As one of the fastest growing U.S. franchises, Orangetheory Fitness required a reliable supplier who could keep pace with their rapidly growing number of domestic studio openings, while consolidating tile and setting material packages across three unique designs. In addition to providing a more cost-effective program and consistent, reliable lead-times, OTF also requested their chosen supplier provide an Account Manager to serve as the main point of contact for all things related to OTF.

## SOLUTION | DEDICATED ACCOUNT MANAGER

Working closely with Orangetheory's design and construction teams, Creative Materials built three individual tile packages that met OTF's design intents and price points. Creative Materials also developed a supply chain model that guaranteed material for all three design schemes was readily available, ensuring a lead-time of no more than one week from time of order. A dedicated OTF Account Manager with in-depth knowledge coordinates all details, answers questions and protects brand standards.

## SOLUTION | ALL OUT PARTNERSHIP

Since becoming the sole supplier of all three design packages in the summer of 2018, Creative Materials has supplied material for over 300 new and re-modeled Orangetheory Fitness studios.

"Creative Materials developed a supply chain model that guaranteed material for all three design schemes and was readily available for all locations, ensuring a leadtime of no more than one week from time of order."

- Craig Lansley,  
Vice President, Supply Chain,  
Creative Materials Corporation

