

## CASE STUDY

# MATTRESS FIRM®

## Value Engineering Cuts Material and Labor Costs

### Challenge

Mattress Firm® began working with Storefloors™ in 2008 and in early 2012, they remained completely satisfied with the carpet specification and the porcelain plank racetrack on the sales floor. In late 2012 to address escalating store build-out costs, corporate demanded cost-cutting measures. The construction team, who already relied heavily on Storefloors, requested ideas to reduce the total floor covering spend while maintaining quality and design intent. .

### Solution

Storefloors conducted a value engineering initiative focused on the carpet. Keeping the overall design, Storefloors successfully specified a similar quality carpet at a lower cost. Not only did Storefloors consider material cost, but also took

*“Storefloors has been an incredibly valuable partner as we’ve aggressively expanded our national footprint from less than 400 to over 2000 stores.”*

- Bruce Levy, Senior Vice President, Real Estate Development

installation costs into consideration. The existing carpet spec had a pattern repeat that needed to be aligned at installation. The Storefloors’ re-engineered carpet spec eliminated the need for this pattern match. The new carpet spec can be “monkey matched,” meaning it is installed randomly as each carpet drop falls. The waste factor is significantly reduced and less material is needed. Actual install cost was also reduced because no pattern match was required. Storefloors far exceeded Mattress Firm’s cost savings initiative with a quality carpet that provided the original design characteristics.



### Summary

Mattress Firm, already working with Storefloors, requested recommendations to cut overall store build-out costs. Storefloors value engineered the carpet, maintaining the quality and design and eliminating the need for a pattern match.

**The result:** reduction of quantity, material cost and install cost.

### Savings

Quantity of material per store was reduced by 6%.

#### Materials savings

\$321 per store  
\$123,087 annually

#### Labor savings

\$609 per store  
\$233,120 annually

#### Overall Savings

\$930 per store  
\$356,206 annually



## The Results

Storefloors' solution reduced Mattress Firm's carpet purchase by 6,000 square yards generating per store savings of 6% in material quantities and \$930 [\$321 in material plus \$609 in labor]. The per-store savings translates to an estimated annual cost savings of approximately \$356,207 in flooring material costs, with a 6,000 sq. ft. reduction in material and associated installation expenses.



Storefloors' improvements to store interior's carpet and porcelain plank in action.

From 2013 - 2015, the Mattress Firm store count tripled. Storefloors has gone from executing 120 to over 300 stores annually. During some periods, Storefloors processes and ships over 120 stores in a 45 day period. Over a six year period, Storefloors saved Mattress Firm over a half-million dollars in carpet and installation costs. And that's just part of the story. At the end of the day, a thorough situational analysis, strategic flooring plan, and expert implementation, all provided by Storefloors, allows Mattress Firm to reap the benefits it offers its own customers: save money and sleep happy.

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