

# Case Study Highlight: “Spec Match” Pricing Strategy

## ***Blue Ocean Travertine (Commercial Tile Scope)***

### **Policy: Match the product that's already been spec'd**

On commercial jobs, The European Co follows a simple procurement policy: **If a product is already specified, we match it first** (instead of pushing substitutions). That keeps the project aligned with the architect/designer's intent, avoids re-approval delays, and gives the client immediate cost clarity.

### **The Situation**

A client came to us with **Blue Ocean Travertine tile** already spec'd and quoted through **Dale Tile**. The client's goal was to keep the same look and performance while reducing cost without risking schedule.

### **Pricing Comparison**

Supplier / Path	Price (per sq ft)	Notes
Dale Tile (as quoted)	\$21.00–\$22.00	Market pricing at time of quote
The European Co (delivered)	\$16.00	Including shipping

### **Cost Impact**

This pricing shift created an immediate reduction in material spend:

- Savings vs \$21/sf: **\$5/sf (~24%)**
- Savings vs \$22/sf: **\$6/sf (~27%)**

### **Why This Matters for Commercial Teams**

This approach helps owners, GCs, and designers:

- ✓ Keep the spec intact (no redesign, no substitution review cycle)
- ✓ Reduce product cost through direct sourcing
- ✓ Lower procurement friction (fewer middle layers, cleaner quoting)
- ✓ Lock in a real number faster (delivered price, not “material-only” pricing)

### **Sales / Proposal Soundbite**

“We match what's already spec'd, then reduce cost by sourcing direct. On Blue Ocean Travertine, the market price was \$21–\$22/sf through Dale Tile — we delivered it at \$16/sf including shipping.”

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