

PEOPLE STORIES RESULTS

XLi/EDGE

All Aboard... The Success X-Press

See how QubicaAMF XLi EDGE
Pinspotters delivered a “grand”
ROI for this thriving Texas FEC

QUBICAAMF



**Grand Station
Entertainment**

College Station, Texas

USA

All Aboard... The Success X-Press

See how QubicaAMF XLi EDGE Pinspotters delivered a “grand” ROI for this thriving Texas FEC

Everything in the Lone Star State is expected to be bigger and better. Fortunately, Mike and Deanna Logan had the same “grand” idea when in June of 2007 they purchased the bedraggled Wolf Pin Bowl located near Texas A&M University—a fixture in the Bryan/College Station community for many years.

A one-stop fun spot—for folks from two to ninety-two

Leveraging their three decades in the bowling business, Mike and Deanna helped build the newly created Grand Station Entertainment into the thriving hybrid family entertainment center it is today—a true destination for Texans who want to have a great time in a safe, sensible but very exciting environment.

Amid the glow of black lights, plus 153-inch-wide monitors thrilling customers with their favorite sporting events and music videos, Grand Station now offers 40 state-of-the-art bowling lanes, laser tag, an arcade with more than 70 video and redemption-type games, miniature golf, along with a full café and two full service bars.

Thanks to the Logan’s vision, Grand Station has fulfilled its mission of becoming a “one-stop fun spot” for people from age 2 to 92. Plus, their open door policy, along with multiple event rooms, has helped foster strong relationships with families, schools, students, businesses and civic organizations throughout the Brazos Valley.



Ready to pick up the pace

As in all bowling operations, the pinspotting equipment sets the pace at Mike’s business. But aging equipment was becoming a barrier to growth and impacting the customer experience, too.

challenge

The Logan’s Grand Station Entertainment was a successful FEC by any measure. But, effective as they were in their prime, their used AMF 82-70 pinspotters—critical to their bowling operation—were approaching the end of their service life. It was not unusual for Mike to have four or five lanes down during peak weekend hours, frustrating him, his technicians and his customers. Broken parts often took hours to fix. Plus, the machines were noisy especially by today’s standards.

Prior to installing XLi EDGE Pinspotters, Mike Logan was spending \$60,000 per year on maintenance. With the EDGE machines his costs are now just a small fraction of that.

solution

In June of 2013, Mike and Deanna decided that they and their customers deserved better, and purchased new QubicaAMF XLi EDGE Pinspotters.

XLi EDGE Pinspotters helped Grand Station:

- Significantly reduce downtime
- Increase revenue by letting players bowl more games
- Ease mechanics’ frustration
- Deliver a better customer experience



Mike & Deanna Logan,
Owners
Grand Station Entertainment,
College Station, Texas



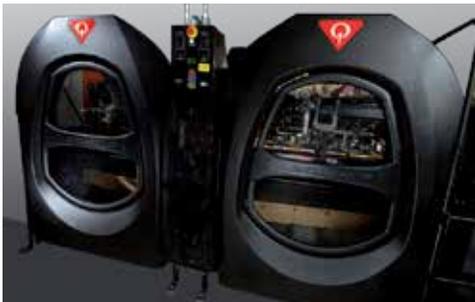
“Installing the XLi EDGE machines was the best move we could have made.”

Mike Logan, Owner



QUBICAAMF

result



QubicaAMF XLi EDGE Pinsetters are paying off in so many ways. The new machines are both faster and quieter, improving the customer experience, allowing players to bowl more games per hour, and giving Grand Station Entertainment more revenue each weekend.

When the machines need attention or maintenance the time spent is typically measured in minutes, as opposed to hours with their old machines. Plus, the XLi EDGE machines are so reliable that Mike was able to reassign his repair staff.

Prior to installing XLi EDGE Pinsetters, Mike Logan was spending \$60,000 per year on maintenance. With the EDGE machines his costs are now just a small fraction of that. The increased machine reliability is also generating additional lane revenue which Mike estimates is between \$1,500 - \$2000 per weekend.

Most tellingly, QubicaAMF XLi EDGE Pinsetters have improved casual and league game performance and the customer experience to such a degree that Mike has been able to raise his prices to pay for the cost of the new machines.

QubicaAMF's XLi EDGE Pinsetters are—

- The most cost effective pinsetters to operate
- The easiest pinsetters to operate
- The best pinsetter for the bowling experience

Watch the video to see what our XLi EDGE Pinsetter can do for your center:
www.qubicaamf.com/Products/Pinsetters/XLi-EDGE

Contact your QubicaAMF representative today to learn more
www.QubicaAMF.com