

HARMONY

REAL REAL
**PEOPLE
STORIES
RESULTS**

In the Strike Zone

To keep this baseball-themed venue profitable, QubicaAMF furniture really held up its end of the bargain

QUBICAAMF



the
Skybox

The Clubhouse

Statesboro, Georgia

In the Strike Zone

To keep this baseball-themed venue profitable, QubicaAMF furniture really held up its end of the bargain.

Named one of the Top 100 Golf Ranges in America by Golf Range Magazine for the past nine years, The Clubhouse in Statesboro, Georgia, has everything the active family could want in recreation, including a large 6 acre soccer complex, go-carts, mini-golf and batting cages.

Out-of-the-park entertainment

Perhaps the crowning glory of this mega-center is a baseball-themed FEC called the Clubhouse. The vision of owner Darin Van Tassell, it's a true state-of-the-art facility offering 20 bowling lanes, mini-bowling, laser tag, a full-service restaurant, snack bar, arcade gaming and a corporate sponsored go-cart track. Alive with vibrant high-def displays and a veritable laser light show, the place has become a magnet for thousands of entertainment-

savvy customers in the region.

Within The Clubhouse is a not-so-hidden gem called the Skybox—a private luxury bowling area which hosts parties and high-end clientele, and adds significantly to Van Tassell's profitability. But after spending thousands to replace four expensive leather couches in five years, Darin knew he had to find a solution. And he certainly wasn't facing the situation sitting down.

"We wanted to expand our party and event business, and discovered the leather couches were not built for the bowling environment."

Darin Van Tassell, Owner

Fact: A typical bowling foursome will get up and down off furniture an average of 40 times per game.



challenge

Sky-high possibilities

Darin Van Tassell was doing everything right as a businessman. He had developed The Clubhouse into a bustling regional destination. Based on solid market research he constructed a thriving FEC—The Clubhouse—in part to appeal to America's growing legion of bowlers. What's more, he created the luxury Skybox within that venue to attract upscale clientele, and furnished it accordingly with sumptuous leather couches.

Unfortunately, even high-end bowlers can deliver serious wear and tear on furniture, especially pieces not designed for the bowling environment. Darin found this out the hard way after going through four such couches in five years.

And, it was not easy to rearrange these pieces to accommodate different guest or game requirements. Typically, it was a two- or three-person job, distracting personnel away from more critical tasks.



INFINITY



After many rounds in Darin's Sky Box, the Infinity furniture is,

"still holding up like a champ."

solution

QubicaAMF's Harmony Infinity line of furniture helped this client:

- Attract and retain more high-end customers
- Accommodate more players
- Increase the life of his bowling furniture
- Maintain profit levels
- Better utilize personnel



Darin Van Tassell

*Owner Van Tassell's Clubhouse
Statesboro, Georgia*

"The value is that Infinity furniture can easily be reconfigured. It is also timeless...and the way it is designed it should never go out of date."



The Clubhouse
Statesboro, Georgia

Learn more about Van Tassell's Clubhouse at
www.clubhousestatesboro.com >>

QUBICAAMF

result



“The Skybox is booked up weeks in advance. Thanks to the Infinity furniture each event is a home run!”

Darin Van Tassell, Owner



“The personal cubbies add an unique touch to the VIP experience.”

Darin Van Tassell, Owner

Learn more
www.QubicaAMF.com/Harmony

Contact your QubicaAMF representative today!
1-866-460-QAMF

Harmony Infinity furniture helps the Skybox achieve its full potential

Darin knew he needed to do something to keep the Skybox from deteriorating, plus maintain revenue and profitability. QubicaAMF’s Harmony Infinity line of upscale, durable and reconfigurable furniture was the answer.

Everyone on Darin’s team loved the looks and flexibility of these products. For only slightly more than the price of conventional high-end pieces, the Skybox now has accommodations that will last significantly longer, fit more people, and move easily using just one person.

Success Rolls On

Van Tassell’s Clubhouse is booming, and the Harmony Infinity line is holding up its end of the bargain. Offering a better return on investment, **Infinity is actually saving them money in the long run, cutting labor costs while helping bolster profitability** by continuing to attract more lucrative customers to the Skybox.

An added bonus: bowlers rave about Infinity’s integrated cubby holes, which allow them to tuck their personal belongings out of the way and keep the Skybox looking great.

QubicaAMF’s Harmony Infinity Line Features and Benefits:

- Ideal blend of durability and elegance
- High-end appeal, perfect for VIP venues
- A versatile, moveable design for a multitude of settee layouts
- Striking color combinations to make your center stand apart

The Clubhouse Box Score

