



QUBICAAMF
MAKING BOWLING AMAZING



Center: Strike 10 Bowling and Sports Lounge

Opened: 2015

Location: Hallandale Beach, Florida

Bowling Lanes: 11

Owners: Moises and Marcos Jafif

Attractions: QubicaAMF 10-pin bowling, Highway66 mini-bowling, arcade games, pool tables, live music and entertainment

Success Untethered: EDGE String Drives Revenue and Eases Worries

Strike 10 is the premier entertainment destination between Fort Lauderdale and South Beach. Owned by Moises and Marcos Jafif, it's a bustling place that offers something for all ages—bowling, arcade games, billiards, a full bar, live entertainment and more.

Bowling represents about 40% of Strike 10's total revenue, and lanes are busy most every night. But today's success was no sure thing on account of a challenge even the smartest operators could face.

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“One of the biggest threats to our business success was dependence on hard to find pinspotter technicians, and we did not have a solution.”
–Moises Jafif

The Challenge: Scarce Technicians, Scary Proposition

The Strike 10 Bowling and Sports Lounge that opened in 2015 had one notable difference from the center you'll see today: used free-fall pinspotters. The Jafif brothers heard that maintaining older equipment could be challenging. But they had a good lead technician and weren't too concerned. Until he decided to leave, at which point panic set in. “One of the biggest threats to our business was dependence on hard-to-find pinspotter technicians,” says Moises, “and we did not have a solution.”



The Solution EDGE String Pinspotters

As luck would have it, the technician's opportunity did not pan out and he came back to Strike 10. Still, the brothers had learned a valuable lesson and were determined to have better control of their business. After careful research they started considering string pinspotters. Until then, Moises had viewed them as more an “arcade” option than suitable for “real bowling.” In his words, “As a bowling traditionalist I never imagined replacing my free-fall pinspotters with string pinspotters. But I knew I had to keep an open mind if we were going to solve our business problem.”

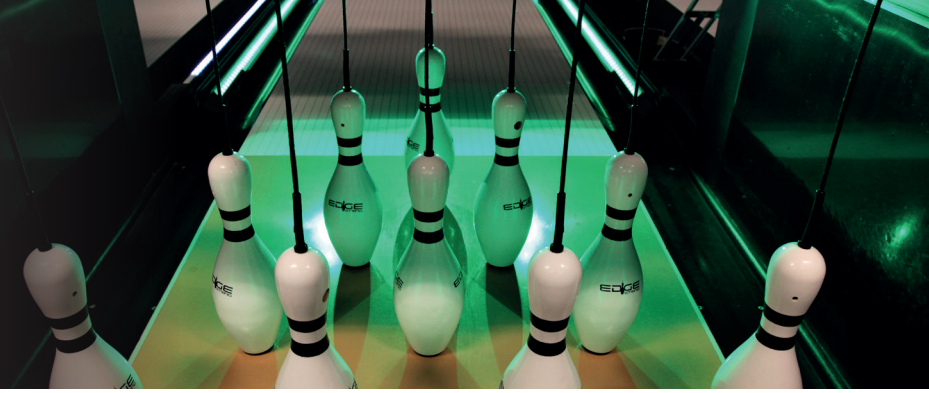
QubicaAMF Edge String Pinspotters provide:

- A pinspotter solution any member of your staff can easily operate
- An innovative app, Tech Wizard, that makes operation even easier
- A very authentic bowling experience
- An amazingly simple way to offer bowling!

While attending the 2018 IAAPA show (International Association of Amusement Parks and Attractions), the Jafif brothers were enthralled by the string pinspotters they saw from QubicaAMF—not just their ease of operation but the authentic bowling experience the machines promised. Yet the two hesitated, wondering what they would do if customers didn't like bowling on them.



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So they decided to conduct a test. They purchased an EDGE String demo from QubicaAMF, had it shipped to Strike 10, and for a month compared bowler reactions to string versus free-fall pinspotters. “Most people couldn’t tell the difference,” Moises explains. “At that point it was an easy decision to replace our 11 lanes of free-fall pinspotters with EDGE String.”

The Results: More Happy Bowlers, Less Sleepless Nights

Going “all-in” with QubicaAMF EDGE String pinspotters eliminated Strike 10’s labor dependency risks, while also reducing headaches and stress for the Jaff brothers. But the owners are reaping many more benefits:

Revenue Up, Operating Costs Down

Prior to installing EDGE String, Strike 10 struggled with down lanes due to pinspotter issues. Not any longer. Lane downtime has been eliminated, and **bowling revenue has increased by 7%**. What’s more, the center is on track to **save between \$9K and \$11K in pinspotter parts costs per year**.

Worry-Free Operation

Moises and Marcos are no longer dependent on increasingly scarce pinspotter technicians. **EDGE String requires very little attention; plus, any staff member can learn to operate and maintain them.** The Tech Wizard app also saves significant amounts of training and routine maintenance time.

Incidentally, the brothers have kept their pinspotter technicians but restructured their roles to focus on enhancing the greater Strike 10 operation.

A Great Customer Experience

EDGE String has improved the bowling experience at Strike 10 dramatically. “They are incredibly reliable, and our guests love the bowling experience...most of our customers don’t even realize they’re bowling on a string pinspotter,” says Moises, who especially loves the size of the pin shield, and how well it hides the strings during cycling.

A Future-Focus

EDGE String pinspotters have given the Jaff brothers the peace of mind they need to focus on growing their bowling enterprise. “I would never go back to free-fall pinspotters,” says a very satisfied Moises. “We have more freedom and control of our business than ever before.”

QubicaAMF Edge String Pinspotters helped this client:

- Eliminate labor dependency risks
- Significantly reduce downtime—and stress
- Increase bowling revenue 7%
- Save up to \$11K in annual pinspotter parts costs

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–Moises Jafif



Are QubicaAMF EDGE String Pinspotters right for your center?

To learn more visit: www.qubicaamf.com/EdgeString