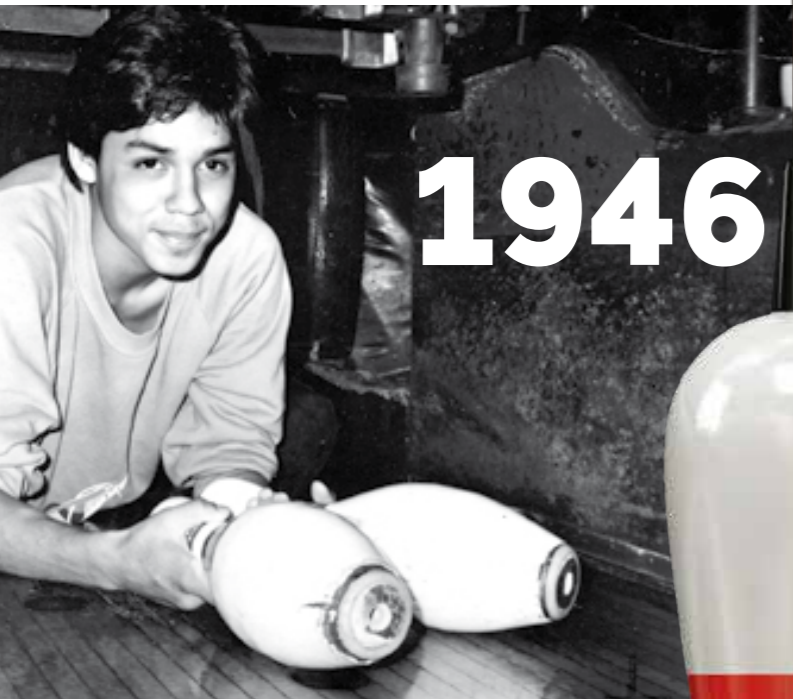


EDGE
STRING

Say hello to **EDGE String**



QUBICA AMF



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2024



EDGE
STRING



The Business Case for **EDGE String**

Introduced in 2019, EDGE String revolutionized string pinspotter technology and transformed the industry by providing an amazingly simple and cost-effective way to offer bowling. **Today, EDGE String is the #1 selling string machine in the world with over 11,500 machines installed in more than 600 centers in over 50 countries.**

And string machines, as a category, have become the top-selling pinspotting technology worldwide - far exceeding traditional free-fall machines as the preferred choice to replace older pinspotting equipment in existing bowling businesses, and for new projects that include bowling.



“

EDGE String has been a huge win for our guests, our employees, and our business.

Graham Blackwell,
Chief Commercial Officer,
Tenpin, UK

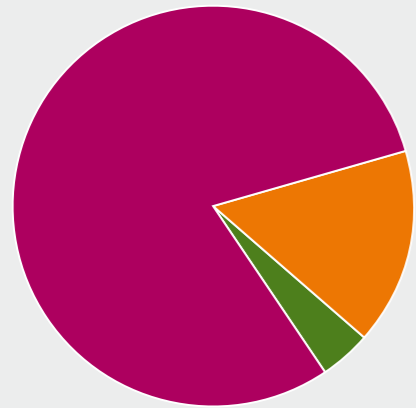
Let's take a look at the business case for replacing older free-fall machines with EDGE String and what this means for your business and the game of bowling.

Operational Cost Savings

Pinspotter operating costs consist of three primary drivers: maintenance labor; replacement parts; and electricity expense. The breakdown of these costs for the typical center is shown below, along with the expense reduction EDGE String customers are seeing.



Free-fall operating cost drivers-typical bowling center



80%
MAINTENANCE
LABOR EXPENSE

6%
ELECTRICITY
EXPENSE

14%
REPLACEMENT
PARTS EXPENSE

EDGE String operating cost benefits VS free-fall

**MAINTENANCE LABOR
EXPENSE**



80%-90%
LESS

**REPLACEMENT PARTS
EXPENSE**



65%-85%
LESS

**ELECTRICITY
EXPENSE**



70%-90%
LESS

Maintenance Labor Expense

This is the time bowling technicians spend on maintenance and day-to-day operation, and the cost of that labor. Maintenance labor is by far the largest operating cost driver and centers that switched to EDGE String are seeing 80-90% reduction in labor expenses – and no longer struggle to find qualified technicians because it's much easier to find people to operate and maintain EDGE String.

Conversely, EDGE String customers lucky enough to have talented technicians are retaining them and still realizing significant labor cost savings with EDGE String. How? By reassigning them to areas that eliminate other business costs and add value to the business.

Replacement Parts Expense

This is the money spent to replace parts from wear and tear. It is typically the second largest operating cost driver, varying based on machine type and condition, the center's maintenance program, and experience level of the technicians. Typical centers with older free-fall machines spend between \$350 and \$700 per lane per year, and as high as \$900 in some cases. Conversely, EDGE String's robust and low complexity design saves the typical center 65% to 85% in replacement parts costs as compared to their old free-fall machines.

Electricity Expense

Older free-fall machines, with their large, inefficient motors and electronics, generate significant electrical costs for bowling centers, especially in regions of the world where the cost of electricity is remarkably high.

EDGE String uses modern, extremely efficient 24V DC electronics and drive systems, resulting in power consumption that is less than the typical household coffee maker and saving centers between 70% and 90% on electrical expenses – and proving a more environmentally friendly solution.



Additional Cost Savings

Working capital and technician hiring and training costs are two additional cost drivers that should be considered as part of the overall business benefits of EDGE String.

Working Capital

Centers with older free-fall machines typically keep between \$600-\$1 thousand per lane in spare parts inventory. This is cash tied up and unavailable to invest in things that could produce more meaningful returns. When centers switch to EDGE String, they free a lot of this cash previously tied up in inventory – typically \$400 or more per lane.



Typical free-fall machine spare parts inventory



Typical string machine spare parts inventory & maintenance area

Technician Hiring and Training Expenses

Older free-fall machines are complex and finding qualified bowling technicians to maintain them is getting harder each year. It can cost anywhere between \$2.5 thousand and \$4 thousand to hire new bowling technicians – a meaningful expense, especially for centers that struggle with high turnover. Additionally, it can take 8 to 12 months for technicians who are new to bowling to become competent on older free-fall machines like A-2 and 82-70s.

By comparison, with EDGE String most people can be trained and comfortable with daily operation in an hour, basic maintenance within a few days, and well-versed within a few weeks.

Beyond the Numbers – Happier Bowlers, Better Staff Morale

We have discussed how EDGE String can save your bowling operations significant money and drive up profitability – but how EDGE String improves the guest experience and the work environment for employees are also important considerations, even if they are not straightforward to put dollar figures on.



Many EDGE String centers report their bowlers are happier because of the improved reliability as compared to free-fall machines – no more lanes down for long periods and refunds to unhappy guests.

Additionally, the United States Bowling Congress (USBC) has introduced specifications and a certification for string machines in the USA, which has led a USBC-Approved version of EDGE String. Bowler score averages earned on USBC-Approved EDGE String are recognized by USBC, and are interchangeable with scores earned on traditional free-fall machines, for both USBC league and tournament play.

Lastly, EDGE String centers are reporting staff morale is up - their employees are happier, less stressed, and more likely to stay because the machines are easy, reliable and improve customer satisfaction rates.

The feedback from our league bowlers on the USBC-Approved EDGE String has been tremendous.

Rick Novak, Owner, Royal Family Bowling Center, VA

When I worked in a free-fall center upset customers were constantly badgering staff and we frequently gave refunds and free games. We don't have any of that with EDGE String.

Andrew Baldec, Cook, The Lanes Bowl & Bistro, MA

Staff morale and guest experience is at an all-time high. It's amazing how much better our center is running because we don't have breakdowns and we don't have to worry about what's happening behind the lanes.

Nick Jones, Owner, Cedar Bowling Center, UT

A Low-Risk Investment

We've seen over and over that **centers choosing EDGE String realize significant operational savings -**

\$2.75 thousand to \$4 thousand per lane per year, and as high as \$5 thousand in some cases - leading to increased profitability. Few investments are a sure bet; however, an investment in EDGE String is as close as you can get.

The typical EDGE String customer is seeing ROI within 3.5 years and often can essentially replace their free-fall machines for free or little cost because the monthly operational savings are close to, or exceed, the monthly loan payment. The ROI (return on investment) is predictable because it's based on a center's current operating cost (a known entity) and the expected operating costs with EDGE String (based on data from hundreds of centers).



Visit our website and see how much you could save with EDGE String in your center.



I understand the hesitation to switch to string machines, but EDGE String is the best decision a proprietor will ever make.

Rick Novak, Owner,
Royal Family Bowling Center, VA

Same Game New Era



Say hello to a new era of bowling - one where pinspotters don't break down and lanes stay open. An era where your alley generates thousands of dollars more per lane every year, and you sleep well at night knowing the good times will keep on rolling. Say hello to EDGE String. The game changer that doesn't change the game.



AMAZING
EXPERIENCE



SIMPLE
OPERATION



EXCEPTIONAL
PERFORMANCE

