



**Steve Sherman, Lane Maintenance Manager**  
Cedar Bowl, Cedar City, UT

**20** USBC-Approved EDGE String pinspotters  
**6** USBC Sanctioned Leagues  
**240** League Bowlers

## EDGE String, a Modern Bowling Solution

Cedar Bowl, located in Cedar City, Utah is where good friends, great times and competitive fun come together. It has six sanctioned USBC leagues, with approximately 240 sanctioned league bowlers. Steve Sherman is not only the Lane Maintenance Manager at Cedar Bowl, he also is a PBA Bowler.

### **The Challenge:** Aging Equipment

Built in the 1960's, Cedar Bowl had old machines that were constantly breaking down and in need of replacement. Steve states, "Rebuild cost of the A2s is almost the same as buying a new machine. We didn't like the financial aspect of replacing them with free fall and after a great deal of research we decided on EDGE String."



#### **EDGE String offers:**

- Provides stress-free operations
- Adds more working capital for the business
- Increases staff safety and morale
- Delivers an authentic bowler experience

### **The Solution:** A Good Product That Keeps Everyone Happy

Cedar Bowl is happy with their choice. Speaking about the product, "The machines are immaculate. If we ever need support, the sales team, customer service, technical support, all of them are there to answer our phone calls. The machines run what I would consider to be flawless to this point in time. So don't hesitate. And if you want to research, go bowl. Go bowl on a QubicaAMF string machine somewhere."

Their bowlers were another reason for choosing EDGE String because these machines are USBC-Approved. This allows their bowlers to keep their league averages and continue to bowl in tournaments which is important to the center's league base.



## The Results: It Just Doesn't Get Any Better

"The experience that we've had has been so phenomenal. We can't imagine it getting any better. It's comforting for us to know the quality we get from QubicaAMF on these EDGE String pinspotters," says Steve. "They'll save you time, money and anxiety. They're virtually stress-free."

### Put Money Towards Your Business

Switching to EDGE String pinspotters first and foremost makes it possible to reduce the center's operational costs. "All the talk about saving money is all true. Everything from operating costs to maintenance costs to repair costs, electricity, everything is down. Our leagues finish a half hour earlier, allowing for an extra half hour of revenue from open play," says Steve. "Our proprietor has started to move forward with several projects and upgrades within our bowling center because of those savings."

### Happy Staff

Employee morale is also much better today. Staff knowing they're not going to be confronted with an issue with a machine that is beyond their ability to fix is no longer a concern, whether it be during open play or league play. Now, employees are at ease when they're at work and they're able to concentrate more on customer relations and customer satisfaction, which is a huge benefit.

Staff are more productive in the center as well. "Our mechanic noticed right off the bat that his phone calls late at night, early in the morning were not happening. In fact, he's able to do a lot more for us now outside of having to work on the machines," adds Steve.

### Keep Customers on the Lanes

Keeping customers on the lanes has never been easier. The center no longer has problems that can't easily be fixed by any staff member. They no longer rely on one lead mechanic or wait for someone to clock in to fix a problem that nobody else knows how to do.

### Gift of Time for Customers

Another important aspect of the new machines is our customer interactions. According to Steve, "Customers aren't coming to the desk having to wait for a mechanic or somebody to go to the back to fix a problem while their kids are running rampant throughout the bowling alley. Our families, our customers, they can sit down, they can bowl a game and enjoy themselves because they don't have the aspect of lane breakdowns, lane maintenance issues to worry about because these machines are, in my opinion, they're flawless."



As far as pin action goes, we have seen little or no difference from a pin freefall pin setting machine to the USBC-Approved EDGE String pinspotters.  
- Steve Sherman



See why EDGE String Pinspotters  
are the Right Choice for Your Center.

To learn more: [www.qubicaamf.com/edge-string](http://www.qubicaamf.com/edge-string)

