



Proprietor's Dream, League Bowler's Delight EDGE String Delivers for Woodlawn Bowl



- Center:** Woodlawn Bowl Family Fun Centre
- Location:** Guelph, Ontario, Canada
- Lanes:** 24 lanes of ten-pin and 8 lanes of five-pin bowling
- Attractions:** Bowling, arcade games, plus a fully stocked snack bar and bar/lounge



Bob McKay
Owner
Woodlawn Bowl
Family Fun Centre

Opened in 1992, Woodlawn Bowl Family Fun Centre is the preeminent place of its kind in Guelph, Ontario, Canada. Their mission is delivering exceptional, family-friendly fun in a clean, wholesome environment. Along with 24 lanes of ten-pin and eight lanes of five-pin bowling, Woodlawn offers a 7,000 square-foot arcade and redemption center complete with a high-end sports bar and grill.

Bowling generates about 50% of their revenue and the center has about 400 certified sport league bowlers.

Woodlawn's Challenges with Free-Fall Machines

For 25 years Woodlawn Bowl provided memorable family fun to the folks in Guelph, Ontario, Canada and surrounding areas. Until they didn't. Eventually, poor reliability of their pinsetting machines made it hard to achieve their mission. Technicians couldn't maintain them properly. Consequently, they were constantly breaking down, frustrating bowlers and, at times, causing entire lanes to be closed.

"The tipping point was when I started seeing a lot of complaints on social media about the pinsetters and poor bowling experience," says owner Bob McKay. "My rating had dropped to 3.4 out of 5 stars. I was extremely worried about losing customers."

Bob ascribes much of the reliability issues with his free-fall machines to the difficulty in finding technicians with the proper skill set. His free-fall machines demanded one full-time and five part-time technicians dedicated to maintaining them. "On top of that," he notes, "I was spending a lot of money on parts and electricity, and also struggling with how to bring my old machines into compliance with today's workplace safety expectations."

Bob first learned that string machines might be a good alternative when visiting QubicaAMF at Bowl Expo in 2017. By early 2018—at his wit's end dealing with Woodlawn's aging equipment, he began seriously investigating this alternative.

He needed to know:

- **Would sport league bowlers accept string pinspotters?**
Woodlawn stood to lose a significant portion of their business if not.
- **Are they truly robust, reliable and easy to maintain?**
Or would they ultimately put him in the same predicament he was now?
- **What do operational costs look like?**
How much less would the cost be compared to his current machines?

Bob started off by letting his leagues know he was considering replacing his free-fall machines with string machines. He met with them face-to-face to discuss how both he and they would



benefit—namely, that through easier maintenance and better reliability the machines would provide a more consistent and overall better bowling experience.

He then invited his league players to experience string machines first-hand by joining him on a visit to a center running them. The verdict? Bowlers loved how they performed.

Next, Bob bowled at a center operating the QubicaAMF EDGE String pinspotter. He talked to the proprietor about operational costs and maintenance needs and spoke with guests about their bowling experience. Both groups had great things to say.

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With Support of Their League Bowlers Woodlawn Chooses EDGE String

After considerable research, traveling, networking and comparing, there was no doubt in Bob McKay’s mind: QubicaAMF EDGE String pinspotters would solve his maintenance and reliability issues and deliver the consistent performance his league bowlers demanded.

- 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!

In July of 2019, 24 lanes of EDGE String pinspotters were installed at Woodlawn Bowl.

“With innovative design features, robust construction and cutting-edge technology like the Tech Wizard smartphone app, there was no doubt,” Bob proclaims. “EDGE String was the best choice.”

EDGE String Delivers a Fantastic Guest Experience... and Higher Revenue

Woodlawn Bowl and its guests are benefiting greatly from the switch to QubicaAMF EDGE String pinspotters. Here’s why:

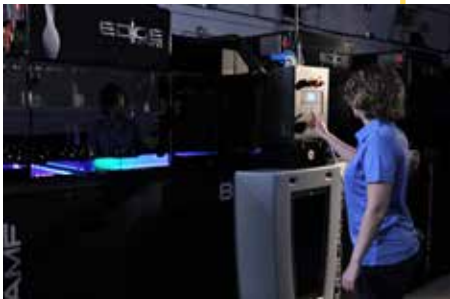
A Fantastic Guest Experience

With very positive feedback from open play and league bowlers alike, Woodlawn is now positioned to deliver on their promise of exceptional family-friendly fun. “Our reviews on





“Our 2019 summer leagues bowled a portion of the season on free-fall and finished on EDGE String. The overall average came in at just 1.4 pins higher versus the previous year.”
–Bob McKay



operating costs are down

↓ 95%

revenue is up

↑ 23%



social media are tracking upwards,” Bob explains. “After six months our rating has increased from 3.4 to 4.5 out of 5 stars.”

Happy Sport League Bowlers

While Woodlawn actually lost a few sport league bowlers because of the poor performance of their old free-fall machines, they’ve gained more than they lost thanks to EDGE String. Bowlers are thrilled to be finishing four-game sessions 45 minutes faster than before. Also, overall scoring is in line with the free-fall machines.

Higher Revenue

Because lanes are no longer down, and guests no longer turned away, Woodlawn’s revenue is up 23% on average since installing EDGE String.

No Struggles to Maintain Machines

Thanks to EDGE String’s excellent reliability, Bob no longer needs to assign a staff member to watch over them. His customer service employees are able to take care of any operational issues and basic maintenance, which have been minimal.

Lower Operating Costs

After four months of using EDGE String, Woodlawn’s pinspotting machine operating costs are down 95%, with electricity costs alone down about 50%.

Woodlawn Bowl has reassigned five part-time employees once dedicated solely to pinsetter maintenance. Their remaining fulltime technician now spends less than 20% of his time on bowling maintenance.

Reinvestment in the Business

With added revenue and cost savings courtesy of EDGE String, Bob McKay has actively been investing in improvements. When Woodlawn Bowl opened 28 years ago it was a fully Brunswick equipped center and now it is a fully QubicaAMF equipped center, with BES X scoring, Harmony Energy seating, Harmony ball returns, CenterPunch pin deck and capping lights and EDGE String pinspotters.

The decision to replace declining free-fall machines with EDGE String was not an easy one for Woodlawn Bowl. But it was the right one, scoring a huge win for their customers and business overall.

Bob McKay says it best: “I am incredibly happy with the EDGE String pinspotter along with the service and support I have received from QubicaAMF.”



Join the EDGE String Revolution!
www.qubicaamf.com/edgestring