



Stephen & Cassie Hoehnen, Owners
Foxx View Lanes - Waukesha, WI

16 Lanes of USBC-Approved EDGE String
683 League Bowlers
400 USBC Certified Leagues

EDGE String Delivers Modern, Simple-to-Use Technology

Host of the PBA Foxx View Open in October of 2024, Foxx View Lanes has recently been selected to be the host of the Professional Bowlers Association (PBA) All-Star Weekend in 2025. This event will also be held on lanes with EDGE String pinspotters. This bowling center has a large number of leagues with 683 league bowlers. They also welcome recreational bowlers. They have 16 lanes of USBC-Approved EDGE String.

The Challenge: Needing to Move Forward

Owners, Stephen and Cassie Hoehnen were coming to a crossroads with their free fall machines, whether to keep them or move forward with EDGE String. Parts for their current machines were becoming obsolete, maintenance more expensive, and finding staff qualified to safely run and maintain their machines was becoming a challenge. It was really a no-brainer to upgrade to EDGE String.

The Solution: Carefree Operations

Foxx View Lanes chose the EDGE String pinspotter and it's no longer a struggle to obtain parts or find qualified mechanics. Now they can handle operations and basic maintenance with their general staff. Operating expenses are projected to be lower in the long-term because they are benefiting from lower labor, parts and energy costs. Also, EDGE String syncs up nicely with their QubicaAMF scoring system and ball returns.





The Results:

Peace of Mind and Efficiency

Being able to run their day-to-day operations with peace of mind is another reason why Stephen and Cassie chose EDGE String. The overall technology, guarding and rear-operational design makes for a safer work environment. In addition, Tech Wizard makes operation and servicing efficient with notifications and expert guidance.

Streamlining Operations

Stephen and Cassie have seen multiple business benefits. They have cut costs associated with having to replace parts. They don't need a mechanic and have been able to repurpose some front counter staff. They have been able to take these savings and invest it back into the center with upgrades and provide incentives for league bowlers.

Winning Staff Over

When the staff over at Foxx View Lanes initially heard about the switch to EDGE String, they weren't sure and were 50/50 on it. Now, employees see and appreciate the benefits. They enjoy having more time to attend to guests and being utilized in different areas of the business.

Simple to Move Between Casual & USBC Sanctioned Play

Foxx View has the USBC-Approved EDGE String pinspotters. Stephen and Cassie appreciate the ease of switching between casual and league play. When the machines are in USBC mode for leagues, they stay in that mode until they are switched to recreational/casual mode through Conqueror X.

Positive Bowler Reactions

Try it, you'll like it. That is what Foxx View Lanes did. They invited people in to bowl on EDGE String. A lot of people were receptive to it including league bowlers. Stephen shares, "Last year we only had about 12 bowlers for summer league. We had over 80 bowlers participate in our summer leagues this year. So, there were a lot of people, eager to come try it out and check it out. And the response that we got back from them was positive overall."



Both of us will tell you, yes, it was 100 % worth it. We definitely like it. And we have another center that we're getting ready to put them in as well. it's not anything that we regret. And we would do it again in a heartbeat...absolutely.

- Stephen & Cassie Hoehnen



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

To learn more: www.qubicaamf.com/edge-string

