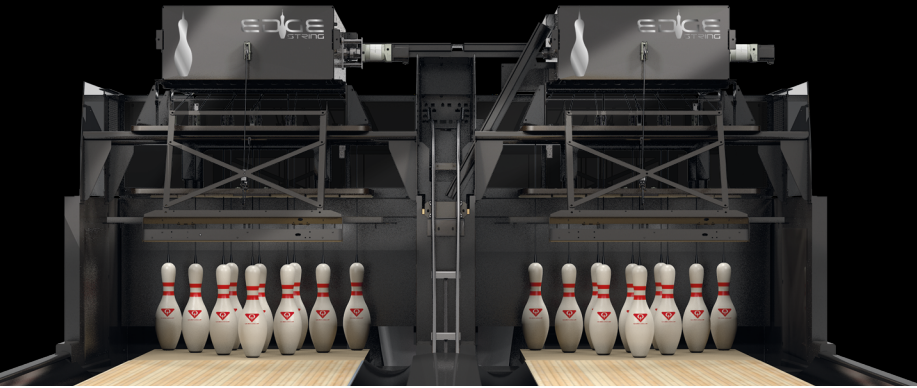




EJ & Natalie Tackett, Owners
EZ Bowl - Bluffton, IN

22 Lanes of USBC-Approved EDGE String
300 USBC League Bowlers



Played Host to a PBA Regional Tournament in the Fall of 2024 on EDGE String Machines

EZ Bowl was host to a recent PBA tournament, the EZ Bowl Central Open, bowled on EDGE String machines. This event was very well received by the professional PBA bowlers and bowling community. EJ Tackett is not only co-owner along with his wife Natalie, but a PBA Bowler. They have 22 lanes of USBC-Approved EDGE String pinspotters. Their business does very well with both league and recreational bowlers and is booked throughout the week.

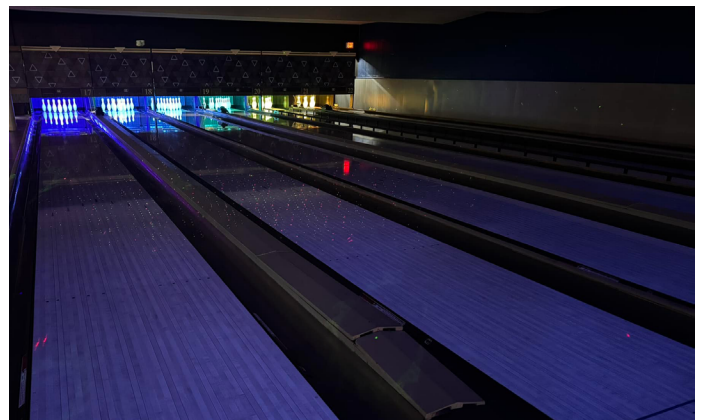
The Challenge: Replacing Older Machines and Acceptance of New Technology

EJ and Natalie felt the main challenge for EZ Bowl was finding the right solution to replace aging equipment. Parts were becoming scarce and more expensive for their older free-fall machines. Additionally, mechanics were becoming harder to find and breakdowns caused lanes to be down in their center for extended periods of time.

They were also seeking a solution to improve the guest experience and gain community acceptance of the change from free-fall to EDGE String. "Going to string machines is a big change, especially being in a small town with a lot of tradition. Once we talked with our bowlers about EDGE String, what its functions are, and how it can help our bowling center and the bowling experience, almost every single person was on board," according to EJ & Natalie.

The Solution: Lanes Stay Open

EJ and Natalie saw the EDGE String pinspotters at Bowl Expo." They saw a difference from earlier string machines and from all the other different companies that manufacture sting machines.. They had confidence that EDGE String would run properly and efficiently, saving money and keeping bowlers on the lanes. "League bowlers come in and they know what they're going to get when they come in and bowl that night," says EJ.





The Results: Greater Community Engagement and Improved Experience for Staff & Bowlers

Simple & Efficient

EJ and Natalie appreciate how simple EDGE String is to run and maintain compared to free-fall machines. Go to the back of the machine and issues are quickly fixed. "The amount of moving parts on the machine as far as from a maintenance standpoint and a mechanical standpoint is cut by a fraction. So, the amount of things that can actually go wrong is greatly minimized," adds EJ.

Natalie explains that they don't really deal with deadwoods anymore, but if there is a tangle or issue, "The troubleshooting is so quick and painless that it ties into that efficiency of your experience. It's kind of the next wave and just the simplicity of it is blowing my mind."

Everyone Knows What to Expect

EJ and Natalie like that they know that they will have more money in the bank because the EDGE String pinspotters keep running, energy costs are lower, and bowlers can bowl. Their league and recreational bowlers know they will have a great experience. "When they come in, they know what they're going to get. The machines are going to function and do exactly what they say they're going to do. And it just makes for a better time for everyone when they're bowling," EJ says.

Simple to Use for League or Casual Play

Patent Pending Adaptive String Length Technology enables EDGE String to effortlessly operate at two different string lengths – a longer USBC-Approved length mode for certified competition and a shorter length mode optimized for recreational play, maximizing performance reliability across all types of play. EJ says, "The ease of going back and forth between modes with the EDGE String is so easy and simple." When they open a league, it is already in the USBC mode. When the recreational bowlers come in for open play, it's automatically set up to go into casual play mode.

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

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

Staff Can Be More Customer Focused

EJ and Natalie are happy that their staff can focus more on the customer and less on maintaining the machines. EJ says, "It's been really good for everyone in our center for the bowlers and the employees. It just takes a load off of everyone at the front desk knowing that the machines are going to run pretty much by themselves."

Community Support

EZ Bowl has received great feedback not only from league bowlers, but from the community. This goodwill has certainly brought people in. EJ shares, "I think overall they're just happy that we're investing back into the bowling center. We're investing back in our community and that we truly care about our league bowlers and our open play bowlers that come in."



I would absolutely recommend EDGE Strings to other proprietors for, there is a laundry list of reasons. There are the financial benefits, but the biggest thing is just overall running of the bowling center. It kind of takes a headache away from a small bowling center or a manager of a larger corporate bowling center that you don't have to worry so much about what's happening on the back end and you can focus way more on the things that people can touch and see and experience."

- EJ Tackett

