



**Chris Keane, Owner**  
Lehigh Lanes, Lehigh Acres, FL

**12** USBC -Approved EDGE String pinspotters  
**48** players in full-house leagues  
**150-200** bowlers on a weekly basis

## The First Ever PBA Tournament on String Machines Utilizes EDGE String

Lehigh Lanes recently hosted the first ever PBA tournament held on string machine lanes utilizing EDGE String, at the Lehigh Lanes PBA50 Open. We spoke to Chris Keane, who with his partner Dennis Bush, are co-owners of Lehigh Lanes. Their business consists of recreational bowlers and leagues. Full-house leagues consist of 48 players. The full-house night leagues, the competitive leagues are all USBC-certified. A lot of the leagues are overlaps, with 150 to 200 bowlers in total on a weekly basis.

### The Challenge: Too Much Lane Downtime

Lehigh Lanes was having problems getting repairs done due to staffing issues which impacted the bowler experience, and they made the decision to switch to the USBC-Approved EDGE String pinspotter.



The types of problems we had with the original machines were a lot of pin setups, a lot of ball return issues, just a lot of downtime, a lot of bad experience where the customer would have to wait while we sent our technician from lane to lane, and it was becoming chronic." - *Chris Keane*



### The Solution: EDGE String Standout Service & Support

QubicaAMF's outstanding customer service is just one reason why Lehigh Lanes chose EDGE String. Chris mentions one of the benefits is that they have access to QubicaAMF for any assistance that they need and they get their questions answered.

When comparing EDGE String with other pinsetters, EDGE String stood out from the rest. Chris states, "We saw a couple of the other types of string machines at some different bowling centers. When we had the opportunity to bowl on the EDGE String USBC-Approved pinsetters, we were very impressed at how close they were to free fall."

Chris is also impressed how the Tech Wizard technology simplifies operations of the machine, providing notification guidance and it can be used as staff training tool reducing the need for a dedicated technician on duty during leagues. He said, "We were definitely swayed by all the things made available using the Tech Wizard (app)."



## The Results:

### Enhanced Revenue, Excellent Customer & Staff Experience

#### Increases Savings

Chris highlights that Lehigh Lanes is seeing a significant reduction in maintenance costs. The center used to have a technician or pin chaser on duty for approximately 120 hours a week, which is now down to only 25 hours a week. "The labor savings are ridiculous. Also, we have not ordered parts since the installation, we're ecstatic about it because we were spending a lot of money on parts. We definitely have a reduction in our electric bills. There's no doubt about it. So financially it's wonderful."

"I think the greatest benefit of EDGE String pinspotters, as a proprietor, is the value," said Chris. There is value in having lanes open and bowlers and staff alike happy.

#### Provides an Excellent Customer Experience

Casual and league bowlers are much happier that the machines never stop and work properly. Chris explains, "We send bowlers out there. They bowl. They have a great experience and they're done. There's no waiting. There's no ball return issues, no pin setup issues, no tie ups, especially for people who are paying by the hour, open play. In the past, anytime they had a hold up, it was always kind of a controversy. You were taking up their time with repair time. We don't experience that anymore."

#### Pins on Spot for Bowlers

Bowlers are guaranteed to have a better experience. According to Chris, the main benefit to all the bowlers with the EDGE String machines is the pins are on spot every time. "There's no such thing as a bad rack. There's no such thing as downtime for a pin in the gutter or a reset. If there is anything they need to do, they can do it from the BES X console. They can set up a pin. They can do anything they want. They have complete control over it."

#### Heightens the On Lane Experience

Prior to the installation, Lehigh Lanes had a small ratio of people concerned about string pins, so they held an open house where people could test it out themselves. The bowlers were happy with how EDGE String performed and how real the pinfall action was. "We've had people come in to bowl in a tournament that never bowled on them before that said, 'My God, these things really are good, I'll be back', so if anything, it's probably increased our attendance," says Chris.

#### Positive Staff Morale

The switch has a positive impact on the center staff. Chris notes the front desk staff is so much happier not to have to deal with any issues. "Anything that may occur, a tangle, the machine basically takes care of on its own. It detangles itself. We really run everything but our classic leagues with no technician in the back at all now."

Safety for the staff has improved because with EDGE String there is no climbing in and out of the machines for fixes. In addition, no one risks injury lifting heavy parts.



All our bowlers and staff are happy. They come and they go, there are no issues, no problems. They've really become accustomed to a very simple, easy experience now. And it's just plus, plus, plus. There's no downside to it - *Chris Keane*



## 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)

