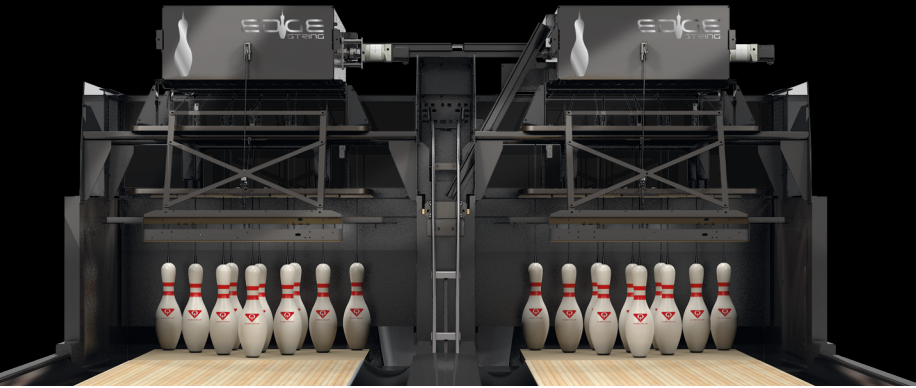




EMPIRE BOWL
REDLANDS CALIFORNIA

Will Mossontte, Owner
25-year industry veteran
Empire Bowl, Redlands, CA

24 USBC-Approved EDGE String pinspotters
Approximately **1,200** bowlers,
15 USBC-Certified Leagues



The Ultimate Bowling Destination

EDGE String Delivers Tremendous League Business

Empire Bowl is the ultimate destination for fun and excitement in Redlands, CA. Featuring 24 lanes of USBC-Approved EDGE String, this center draws a great deal of revenue from its 15 USBC leagues with approximately 1,200 bowlers. Owner, Will Mossontte is a bowling industry veteran with over 25 years in the business, plus he runs two other centers.

The Challenge: Keeping Lanes Open and Bowlers Playing

Empire Bowl had an issue with a tremendous amount of daily stops and breakdowns across all of their leagues and open play, frustrating bowlers and staff alike. The center had an A mechanic who moved, and they replaced him with a B mechanic who just couldn't keep up with the call situation the center was having. Will explains that "Mechanics are more and more difficult to find, with the A2s that we had originally, they're almost non-existent, it kind of forced us to make a decision on what we wanted to do with the pinsetters."

The Solution: Great Reputation in the Bowling Community

In April, Will decided to make the switch to the USBC-Approved EDGE String pinspotters. One reason for the decision was their long-standing partnership with QubicaAMF. "Customer service is fantastic, and the Sales team is great," said Will.

Compared to other string machines on the market EDGE String combines revolutionary electromechanical design and intelligent software, enabling you to deliver the fun of bowling with peace of mind and at a very low operating cost.

EDGE String provides Empire Bowl with:

- Operational cost savings
- Maintenance made easy
- Happier employees
- Improved bowler experience





The Results: Game Changer for Empire Bowl, Guests and Staff

Lowers Costs

Will notes their labor and energy costs savings since switching to EDGE String machines. "In the roughly three months that we've had them in, our energy consumption is drastically reduced. I would estimate it's 50 to 60% down from where we were prior to (installation)."

Easy Maintenance

Maintenance is easier than ever before. "We have two mechanics on duty now, before we had five who would have to be here open to close. Now our mechanics actually leave when leagues start, which is something that I never thought would be possible in my bowling career," adds Will.

"That's a dream come true because I've been in the industry 25 years and mechanics are definitely hard to find. So having that open up to where pretty much anybody can go in and take care of whatever needs to be taken care of is, I mean you can't really put that into words, how good of a feeling that is for a proprietor."

Increases Staff Morale

Their employees are thrilled with the switch. Will highlights that the staff are the face of the business for the league bowlers. "They were catching the most amount of slack from having the lanes break down. Essentially all of that has gone away. And it was really overnight. The first day we opened up, everything changed. They are over the moon. They're thrilled. They're having a better time at work."

"The staff was taking the brunt of the issues that we were having behind the machines, which was completely out of their control. Their morale is up a ton and they absolutely love them."

Improves Bowler Experience

Will states that the customer experience has been enhanced and bowlers are having a better time. Why?

"The benefits to the bowlers since we went to the USBC-Approved EDGE String pinspotters has been tremendous. First and foremost, they're done about 30 minutes quicker than they were done prior to the installation which in turn lets us turn over lanes quicker. We had a considerable amount of calls, I would say probably 30 to 40 stops per night for the leagues that range from 180's to ball return calls to, deadwoods, scoring corrections, all of which have completely been eliminated."

Bonus for League Bowlers

EDGE String has received a positive reaction from not only employees but bowlers including those in leagues. This is not your grandma's string machine, so tackling old misinformation out on the internet has been key to league bowler acceptance. "A lot of them watched videos on YouTube of machines that weren't the USBC-Certified machines."

The difference is drastic, and Will wanted bowlers to experience the lanes with EDGE String with an unbiased eye. He installed the lanes mid-season for leagues, so bowlers had to bowl on them. "The pinsetters function flawlessly throughout league bowling and there's something to be said for that. They're on spot 100% of the time, where with the older pinsetters that wasn't always the case. In my opinion, they realized very quickly there is little difference from free fall to string pins in the bowling aspect of it," Will stated.



My advice to any proprietor that's even considering these things is just do it. You're going to be two, three months down the road, you're going to say, man, I wish I did it sooner. That's my true advice. - Will Mossontte



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

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

