



Tenpin Strikes Big *with* EDGE String



Chain: Tenpin
Location: United Kingdom
Lanes: 1,100+ lanes across 45 bowling centers

Attractions: Bowling, arcade games, table tennis, soft play, laser games, pool tables plus F&B



Graham Blackwell
Chief Commercial Officer
Tenpin



With an unwavering focus on providing a fantastic family experience, Tenpin has become the second largest tenpin bowling operator in the UK with 45 centers and over 1,100 lanes. Bowling represents about 50% of their revenue on average.

Along with casual and league bowling, Tenpin centers offer arcade games, table tennis, soft play, laser games, pool tables plus high-quality food and beverage service to over five million visitors every year.

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Tenpin's Challenges with Free-Fall Machines

Tenpin worked hard to become the go-to place for UK families looking to have fun. Yet, in 2014 , Graham Blackwell, their chief commercial officer, was finding it increasingly difficult to deliver an exceptional bowling experience.

Problem number one: their free-fall machines. Chief among many other issues, unreliable performance and downtime was becoming a source of frustration for players. Problem number two: finding and retaining experienced technicians to service those machines had become a huge challenge.

“We were struggling,” says Graham, a 30-year bowling industry veteran. “Our guest experience, revenue and brand reputation were all suffering.” On top of that, maintenance of their free-fall machines had become an ever more significant operating expense. Plus, it was challenging to bring their older machines in line with current HSE workplace safety regulations.

Something had to be done.

Tenpin's Key Problems with their Free-Fall Machines:

- Finding technicians with the proper skill set
- Poor reliability hurting the bowling experience
- Lanes down resulting in missed revenue during peak times
- High maintenance costs
- Workplace safety challenges



Tenpin Chooses QubicaAMF String Pinpotters

With free-fall machines topping his list of major headaches, in 2014 Graham began seriously looking at ways to solve the problem. He'd heard of string machines but had no direct experience with them. So, in 2015 he embarked on a disciplined international quest. His goals: to experience bowling on string machines firsthand; to hear what players thought about them; and to understand reliability and maintenance needs.



QubicaAMF EDGE String Pinpotters 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!

After bowling his way across Europe—speaking with operators and players alike, Graham felt confident that string pinpotters were the way to go. “I did not find pin-fall to be meaningfully different,” he says. “Most customers either didn’t notice or mind that they were bowling on a string machine.”

“QubicaAMF’s use of innovative technology... smart design features and robust construction as compared to the string machine alternatives... were the deciding factors.”
—Graham Blackwell



Energized by these discoveries, and after testing string machines in one center, Graham presented a business case and a wider trial plan to the Tenpin Board of Directors. Soon, after researching options, Graham chose QubicaAMF to be the exclusive string pinpotter supplier for the Tenpin chain. QubicaAMF string machines were then installed across six Tenpin centers of varying size, performance, technical competency and league participation. Three things became immediately clear:

1. String pinpotters delivered a better guest experience
2. Revenue was up
3. Center managers and employees were happier and less stressed

Tenpin began installing QubicaAMF’s acclaimed TMS string pinpotter in 2016, then transitioned to the revolutionary new EDGE String in early 2019.

To-date Tenpin has replaced over 800 of their 1,100 lanes of free-fall machines with QubicaAMF string pinpotters.

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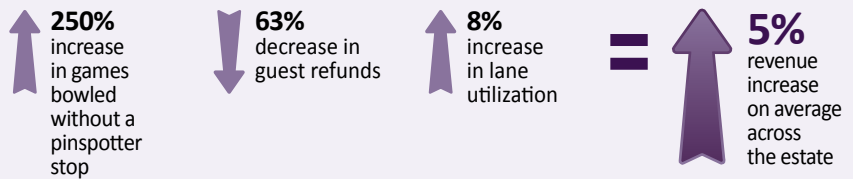


EDGE String Delivers for Tenpin

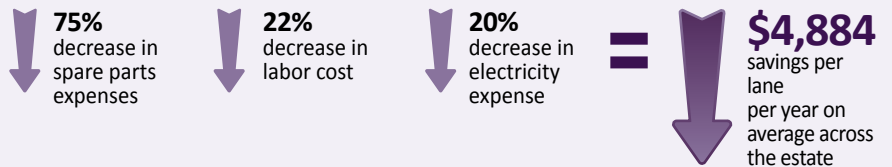
Tenpin is reaping incredible benefits from the switch to QubicaAMF EDGE String pinspotters:



Fantastic Guest Experience, Higher Revenue



Lower Operating Costs



The QubicaAMF EDGE String pinspotters have provided reliable game performance while making life much easier for Tenpin’s bowling center managers and staff. Icing on the cake? Compared to free-fall pinspotters EDGE String also costs significantly less to purchase and operate.

Here’s how EDGE String Pinspotters have helped Tenpin:

A Fantastic Guest Experience

Since installing EDGE String the guest experience at Tenpin has greatly improved. They’ve seen over a 250% increase in games bowled without a pinspotter stop and seen little impact on their sport league business—retaining nearly all of their sport leagues after the switch.

Happier, Less Stressful Employees

Tenpin centers have always been great places to work. But EDGE String’s simplicity has made them even better. Staff consistently rave about the Tech Wizard smartphone app offering complete guidance on operation and maintenance.

Higher Revenue

Tenpin’s revenue is up 5% on average across the centers that have completed the transition from free-fall to EDGE String. The reduction in pinspotter-related customer complaints has resulted in an 8% increase in lane utilization and 63% decrease in refunds.

“It would behoove every bowling operator to invest time to understand the benefits of replacing their free-fall machines with EDGE String and decide if it is right for them. It unequivocally was for us.”

–Graham Blackwell



Tenpin no longer struggles to find pinspotters thanks to the operational simplicity of EDGE String Pinspotters.

Operational Simplicity

Tenpin no longer struggles to find pinspotters technicians. Thanks to the operational simplicity of EDGE String they have a larger labor pool to draw from. Plus, now their technical staff at each site can handle maintenance for the entire facility, not just pinspotters.

Lower Operating Costs

EDGE String pinspotters have greatly improved Tenpin's bottom-line profitability. Enterprise-wide they've realized a 75% reduction in spare parts expenses, 20% reduction in electrical expenses and a 22% reduction in labor expenses associated with their pinspotters.

Reinvestment in the Business

The operational cost savings from EDGE String has given Tenpin more cash to plow back into their centers. "We're investing in bowling improvements, like new scoring systems, plus facility improvements and new attractions for our guests," Graham explains.

Tenpin is saving an average of \$4,884 (£3,884) per lane per year as a result of the switch to EDGE String.

Graham Blackwell and the entire Tenpin team "couldn't be happier" with their decision to replace free-fall pinspotters with EDGE String from QubicaAMF. The new machines have been a huge win for their guests, employees, and their business overall. The team is also "elated" with the service and support they've received from QubicaAMF.

