



Brunswick's Epicenter Meets the Challenges of Small Spaces

The Arizona Entertainment Center, located in Damietta, Egypt, is quite a bit smaller than most family entertainment centers (FECs). But it has enjoyed success similar to its larger counterparts by featuring bowling as its anchor attraction and partnering with Brunswick Bowling Products.

Owner Yasser Salama was new to the bowling business when he set out to bring the first bowling venue to Damietta, a city of 337,000 people. With help from Brunswick distributor Rashad Waheed, Salama was able to overcome challenges and build a center that's so successful, he's hoping to open a second.

Challenges

Used vs. new equipment

Salama had received estimates for new and used equipment from another supplier, in order to compare costs. But given that the center was going to have only one lane, and that the closest bowling mechanic is located in Cairo, a three-hour drive away, an equipment failure would shut down all bowling at the center for an extended time. Ultimately Waheed and Salama were concerned that such a shut down could harm the new center's reputation.

Waheed recommended Brunswick's Epicenter™ reduced-length lane with StringPin™ pinsetter, which requires less maintenance and eliminates the need for an in-house mechanic.

Space

At just 3,767 sq ft (350 square meters), the new venue would have very limited space for its single lane; in fact, just 72 ft (22 m) in length was available for seating, the approach, lane, ball return machine, and pinsetter. Epicenter with StringPin was the ideal solution. Epicenter provides an authentic bowling experience—not an arcade-type game—using full-size balls and pins in a reduced length lane. Lanes are available in lengths starting at 56'-3".

Long-term cost-effectiveness

Compared to purchasing a used traditional pinsetter, StringPin provided the perfect cost-effective solution for both the short and long term. "With used equipment, any savings you might enjoy upfront can be spent, and more, on parts cost in the future," says Waheed. "By choosing new equipment, the customer enjoys a warranty and the place looks new and nice. StringPin offers reduced maintenance and energy costs and requires fewer parts and adjustments compared to traditional pinsetters."

Installation

Arizona Entertainment Center chose Brunswick Epicenter with Anvilane™ lane, StringPin pinsetter, Sync® scoring and management system, and Frameworkor furniture.

Results

"We have big waiting lists on weekends, with advance reservations required," says Yasser Salama. "It's always a pleasure being a partner with a reputable company like Brunswick."

"Yasser is so happy with the center's profitability that he is already looking for a larger facility, where he'll install two Epicenter lanes with StringPin," says Waheed.

Bowling is the ideal anchor attraction for Arizona, which also offers two escape rooms and virtual reality spaces. "Bowling is the core of the business," says Waheed. "People come for bowling, which exposes them to the other activities and increases the amount of time they spend, the money they spend, and their likelihood to return."

