

# ***BOWLING STRIKES IT BIG WITH STUDENTS!***

*Looking for a way to update your student union, offer more amenities, and attract more students? Look no further than bowling.*

## **SINGLE SOURCE SOLUTION**

Brunswick makes it easy to get into the bowling business. Our Build-to-Bowl program is the original single source solution for new center development and re-imaging projects, offering comprehensive construction management services from the earliest planning stages to the grand opening. Through decades of experience, Brunswick has cultivated relationships with the industry's best planners, designers, architects, contractors, installers, and training professionals. We've established effective and efficient methods for coordinating their efforts to bring each new center development to life in a timely and cost-effective manner. The Build-to-Bowl team is dedicated to creating synergy among various resources to reduce cost, minimize risk, and ensure success.

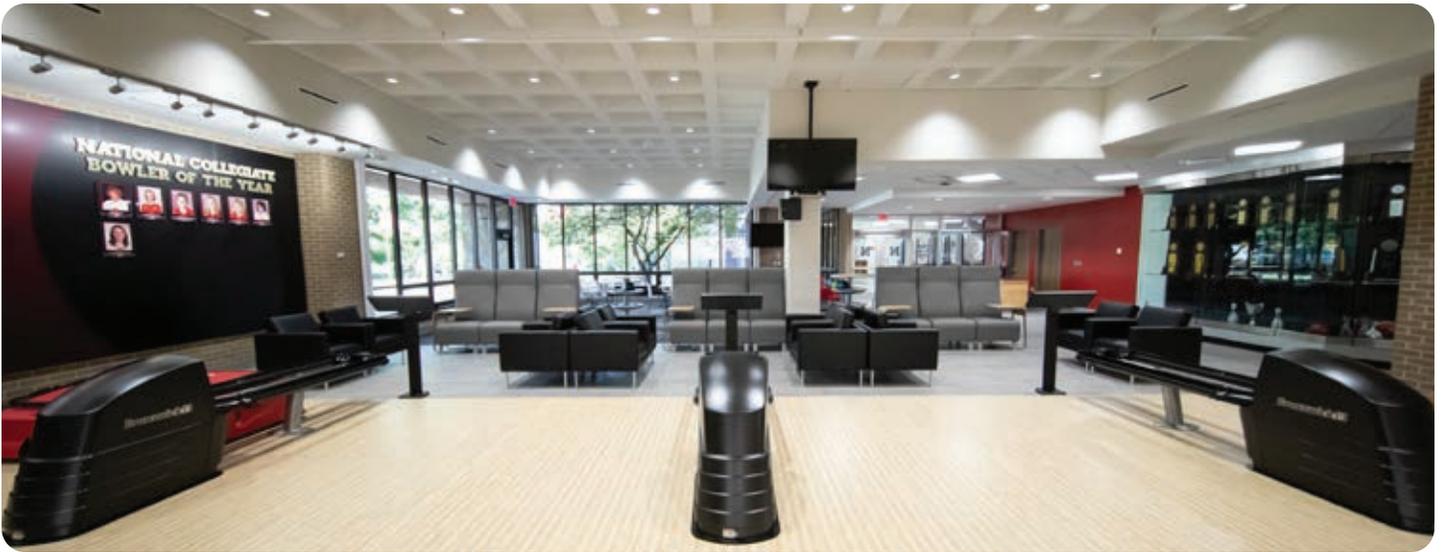
## **BRUNSWICK MAKES IT EASY**

*"I would definitely recommend bowling, and Brunswick in particular, to other universities," says Webber. "Working with Brunswick staff was like hitting the 'easy button.' Literally everything we needed was included and the pre-construction materials were easy to read and complete. Also, the Brunswick system as a whole was less expensive than other offerings."*

Discover the perfect way to refresh your facilities, attract more students, improve guest satisfaction and increase revenue with Brunswick bowling.

Visit [brunswickbowling.com/bowling-centers](http://brunswickbowling.com/bowling-centers) to learn more.

*"Adding bowling has increased our revenue ten-fold," says Robert Webber, director of the Lowman Student Center at Sam Houston State University in Huntsville, Texas. "Visitors come for the bowling and stay for the other amenities. Our traffic in the bowling alley and game room went from 14,000 to 60,000."*



## **HUSKERS WIN WITH STRINGPIN**

The University of Nebraska's award-winning Husker Bowling Center boasts six Brunswick Pro lanes equipped with Sync scoring and StringPin™ pinsetters.

*"We've used string pinsetters for the past 17 years," says Paul Klempa, head bowling coach of the five-time national champion Huskers women's team.*

*"Compared to traditional pinsetters, some of the benefits of the StringPin pinsetter include less up-front expense to install, much less daily or regular maintenance required, easier maintenance and lower costs. The machines are safe and easy to untangle. I believe the Brunswick StringPin pinsetter is a no-brainer for anyone looking for an easier alternative to more complex free-falling pinsetters."*



## **BOWLING GOES HIGH TECH AT SHSU**

The Lowman Student Center features eight bowling lanes and uses Brunswick Bowling's Sync® scoring and management system for scoring and games, center management, marketing, and as its point of sale (POS) system. Sync provides an unbeatable end-user experience with stunning visuals, experiences, and an optimized user flow that gets guests trying different games over 35% of the time. Sync provides a fast and streamlined method for guests to select their experience, call for a server, enter their email, and connect their phone. Paired with Brunswick's patented ability to connect a mobile device, Sync takes the bowler experience to an all new level.

*"Our students love the variety of games available and will often stay longer to see how many they can play through," said Webber.*

*"Sync is ridiculously easy to use. It's easy to train student staff and intuitive for customers."*