



Brunswick 
Bowling with a capital B.

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THE BENEFITS OF BRUNSWICK

INDUSTRY-LEADING INNOVATION

For more than 168 years, Brunswick has manufactured and perfected the equipment that has driven the rise of the bowling business—from automatic pinsetters to Cosmic Bowling®. No other equipment manufacturer has contributed so much ingenuity to the game over so long a time. And that tradition of game-changing innovation continues to this day. Indeed, no one beats Brunswick for the intelligence, functionality and overall value that we build into each and every piece of bowling equipment.

EVERYTHING YOU NEED

Whether you're modernizing an existing center or building a brand-new one, Brunswick offers every major system and type of equipment you need. Our complete line of top-performing products ranges from Vector+HD Center Network System—the smartest center management system in the game—to the latest model of our legendary and reliable GS® series pinsetters to higher-scoring/longer-lasting synthetic lanes to the very latest styles in bowling center furnishings. With this comprehensive line, you can literally outfit your center from wall to wall with Brunswick products, knowing that everything will work together seamlessly and that your investment will pay back handsome returns year after year.

AT YOUR SERVICE

Besides making the world's top line of bowling center equipment, we offer a full range of support services that center owners need to maximize their effectiveness and profitability. We're here to help analyze which investments are best suited for you, expertly install your new equipment, professionally train you on its use and maintenance, offer 24/7 product support, and even help with marketing your center. The bottom line is: No matter what assistance you need to get the most out of Brunswick products, you can count on us to deliver it.

PEACE OF MIND

To have a successful bowling center, you have to create an environment that draws customers in and keeps them coming back year after year. To do that, you need a strategic partner that's here to stay. With more than 168 years of experience and products installed in more than 70% of the world's bowling centers, Brunswick is the best-known and most-trusted name in the game—adding value to every aspect of your business.

VECTOR+HD

VECTOR+HD CENTER MANAGEMENT SYSTEM IS PACKED WITH HIGHLY FUNCTIONAL AND PRACTICAL FEATURES THAT HELP YOU BETTER MARKET, MANAGE AND GROW YOUR BUSINESS.

GET DOWN TO BUSINESS

You've probably heard the hype that more bowler entertainment at the lanes in the form of games and gimmicks is the way to increase revenue and profits. At Brunswick, we have over 168 years of experience telling us otherwise.

Our research suggests that open play customers visit their local bowling center only once a year and that they have an almost universally good time once they get there.

So you see, the most critical challenge facing most proprietors today is not to make bowling more entertaining, it's to create an environment that draws customers in and keeps them coming back. That's where the new Vector+HD comes in.

The Vector+HD system combines state-of-the-art components, ingenious design and extreme functionality to give you unmatched control and flexibility. The core traits described here make Vector+HD the most capable, dependable and powerful system in bowling today. No other system can raise your center to such heights of success and profitability — all backed by Brunswick — the most stable name in the game.

KEY MARKETING FEATURES

Internet Reservations

This newly enhanced feature gives you a direct line to droves of Internet-age convenience-cravers, letting them make reservations at your center online, anytime.

Media Manager

Until now, centers had to be experts in digital media to create their own ads and custom scoring graphics. With uChoose Media

Manager, you can easily create your own graphics or choose from an array of preloaded and creative new ads to promote fun bowler features.

Digital Signage

The Brunswick Digital Signage system can help you drive incremental revenue and improve customer service by

allowing you to better communicate with your customers and cross-sell products and services.

Database Marketing

There's no quicker way to increase your revenue than to effectively market to existing customers. A comprehensive customer database increases customer visits, the time customers spend at your center, and the amount of money they spend every time they come.

Promotional Kits

Now you have all the tools you need to market your center and drive incremental revenue right at your fingertips with this comprehensive in-center marketing kit. This turnkey program will help you promote everything from uChoose™ Theme Selection to Internet Reservations with ease. Go to brunswickbowling.com to download the Promotional Kits.



KEY MANAGEMENT FEATURES

Event Host Manager

Parties and events are big business. Event Host Manager has everything you need to build and manage a highly successful and highly profitable event business. The system is loaded with easy-to-use tools, such as comprehensive task lists and automated emails to keep attendees informed of activities.

Advanced POS

With Vector® Plus, Point of Sale (POS) stations can be dedicated to operate specific areas, such as bowling, bar and snack bar, or assigned to control multiple areas—great for lighter staffing hours or small centers where products are sold from one location.

POS Interfaces

The system will interface with numerous applications, including Micros® POS, Azbar, Berg Beverage Control, and is compatible with Embed and Sacoa Game Card Systems.



Wait List

The newly enhanced Wait List function lets customers prepay for their bowling, then go spend their time (and money!) doing other things in your center. You can record waiting bowlers shoe size and ball weight, so you'll be ready to serve them as soon as their spot comes up. You can now print tickets for your wait-listed customers, too.

TimePro Labor Management

With Brunswick's TimePro Labor Management, you can take advantage of simplified labor-management reporting and controlled labor costs through more efficiently scheduling and forecasting.



WORLD-CLASS TECHNOLOGY

Vector+HD is built using the world's best technology and a highly compatible "open-architecture" integrating everything from Intel®-powered hardware, to Microsoft® software to Samsung monitors. With these proven technologies at its core, the performance of Vector+HD is unbeatable.



- Windows® operating system
- Dell® server-grade hardware
- Samsung LED monitors
- HD video distribution
- HD scoring hardware with solid state drives
- Rugged and reliable bowler consoles



VECTOR+HD



HD VIDEO DISTRIBUTION. DISPLAY MULTIPLE CHANNELS ON ANY MONITOR IN UP TO 1080P HD.

FULLY ENGAGE CUSTOMERS AND MEET THEIR HIGH-TECH EXPECTATIONS WITH THESE SPECTACULAR MONITORS THAT DISPLAY ALL SCORING ELEMENTS, TV SPORTS, MUSIC VIDEOS AND MORE IN 1080P HD.

HD

SCORING MONITORS

Our latest-generation Samsung® LED overhead scoring monitors will dazzle guests by displaying everything in eye-popping HD. And you can count on these commercial-grade workhorses to give you years of visually stunning, trouble-free performance. Go to brunswickbowling.com, visit the Scoring and Management section, and click on Gallery to see photos of scoring installations.

- HD video distribution allows you to display multiple channels on any monitor in up to 1080p HD
- Ideal to display Vector scoring, TV, advertising, Bowling Music Network and Digital Signage content
- Ability to scroll text messages or display banner ads during play
- Control monitors remotely from front desk
- Best-in-class, commercial-duty Samsung LED monitors deliver 16+ hrs/day operation
- LED monitors are up to 50% more energy efficient than LCD
- HD monitors covered by a three-year limited warranty with on-site service and support
- Available in 32", 40", 46" and 55" in 1920x1080 HD resolution
- Single, double or triple configurations using standard or continuous support structure
- Direct-lit LED technology for sharp, detail-rich images and crisp, easily legible type
- .68"-thin bezels maximize screen viewing area and give monitors a more sleek, stylish look
- Compact display controllers with Intel® core processors deliver stunning visuals and tireless dual-core performance.
- Each display controller drives up to two monitors and has a fanless, all-solid-state design with no moving parts and dual HDMI connections.

BOWLING MUSIC NETWORK—OPTIONAL

Stream the hottest entertainment programming for your customers 24/7 while giving yourself a compelling media outlet to advertise internal products and services as well as outside businesses. Bowling Music Network is your own cutting-edge entertainment network, allowing you to entertain customers with the latest music videos and utilize "captive audience advertising" to maximize your communication and drive revenue. To learn more about Bowling Music Network go to www.bowlingmusic.com.

- Display on Digital Signage, scoring monitors, Video Masking Units and other monitors throughout your center or only on selected screens
- Play thousands of music videos with multiple channels
- Play in-center promotional videos and advertisements
- Build additional revenue selling and playing outside advertising
- Show bowling instructional tips to help your customers
- Show bowling and equipment safety videos to lower risk and reduce liability



Standard Support Structure



Continuous Support Structure



NORTH AMERICA
ONLY

Upgrade

WE OFFER NUMEROUS UPGRADES AND SUPPORT FOR LEGACY SYSTEMS.

VECTOR+HD



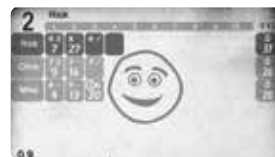
Easy-to-read score sheets



Preloaded digital ads



Custom score sheets



Wishbone with Vector LCD

DISPLAYS ADS, **OVER 100 SCORE SHEETS** AND
AN ENDLESS ARRAY OF CUSTOM SCORE SHEETS

PUT BOWLERS IN THE DRIVER'S SEAT AND KEEP THEM FULLY INFORMED WITH NUMEROUS FEATURES THAT ALLOW THEM TO VIEW EVERYTHING FROM BOWLER STATISTICS TO BOWLERS ON ANOTHER LANE.

SCORING CONSOLES

These scoring consoles deliver outstanding performance, quality and incredible style. Choose between easy-to-use keypad or high-tech touchscreen consoles. The sleek design will look great in any environment, and the small footprint gives you the ultimate in flexibility during installation. Keep bowlers fully informed with numerous features that allow them to view everything from bowler statistics to bowlers on another lane.

Software Features

- The friendly, simple user interface will delight bowlers and keep them coming back for more
- Over 100 easy-to-read score sheet designs and an endless array of custom score sheets
- Bowlers can select uChoose themes designed for every age
- Display ads when lanes are not in use with uChoose Media Manager
- Input and display in 23 languages
- Configure in open-play, cross-lane and league modes
- Choose five- and ten-frame views, up to eight bowlers at once
- Ability to skip or move current bowler
- Multiple colors to track league game status
- Easy access to bowler game scores, score statistics and league results
- Bowlers can view two score sheets at a time or scoring on another lane
- Standing pin indicator and ball-speed reporting (with pinfall cameras only)
- Quick and easy score correction from lane or front desk
- Bumpers can be assigned to individuals at the lane
- All content displayed on overhead scoring monitors is now rendered in full 1080p HD

Hardware Features

- The high-tech, stylish look and feel fit perfectly in any environment and will make your center look great
- Our single pedestal, wishbone pedestal or tabletop mounts offer you endless installation flexibility
- Choose from high-tech touchscreens or keypads
- The glow-in-the-dark effect will enhance your cosmic experience
- The two-way intercom allows bowlers and the front desk to communicate freely
- Highly durable construction will withstand high-traffic use
- Scoring computers feature a removable solid-state flash drive with no moving parts, making maintenance a breeze
- The only system that backs up scoring data every two seconds for the ultimate in security



Wishbone with Vector LCD



Triangle Table with Vector LCD

Upgrade **WE OFFER NUMEROUS UPGRADES AND
SUPPORT FOR LEGACY SYSTEMS**



uChoose™

NOW **BOWLERS CAN CHOOSE** THEIR
OWN THEMED ENVIRONMENTS RIGHT AT THE LANE.

DELIVER A CONSTANT STREAM OF FUN WITH THIS HUGE COLLECTION OF FAST-PACED, HUMOROUS, PERFECTLY TIMED GRAPHICS DESIGNED FOR EVERY AGE.



U CHOOSE THEME SELECTION

Now bowlers can choose their own themed environments right at the lane, and themes are applied instantly so bowlers don't have to wait. Choose from an array of creative new themes designed for every age and skill level—from kids to adults and from casual to competitive bowlers. And now every frame of every theme is rendered in full 1920x1080p resolution for the most vivid picture possible.

- Corresponds to specific occasions, such as birthday parties, holidays and open play
- Cued to every bowling frame and situation—open, foul, split, spare, strike, strikes in a row, turkey, welcome, stay and bowl
- Hundreds of standard animations and graphics included

High Seas—NEW—OPTIONAL

This silly, fun cartoon theme is loaded with lovable undersea characters and scenes that will delight small children.

Top Dogs—NEW—OPTIONAL

With shots of top-pro Brunswick bowlers in action and bold typography, this theme appeals to sports fans who love the game of bowling.

Jungle Jive

Kids will dig watching these mischievous monkeys, tantalizing tigers and grumpy gorillas romp through the jungle, bowling with boulders and crashing through pins.

The Keglers

The Keglers are all about having good, old-fashioned family fun, and they do it with pin-smashing success. You might even see a resemblance to your own family.

Jingle Balls

The holiday season is a great time to tune in to Jingle Balls—a collection of Christmas-themed graphics and animations that will get you in the holiday spirit.

Cosmic Crush

Designed to complement the cosmic experience, Cosmic Crush features glowing graphics, meteors and animations from outer space that will appeal to the alien in everyone.

Club 300

Your competitive bowlers will get a kick out of this collection of animations featuring muscular dudes and alley cats having a little grown-up fun on the lanes.

Ninja Strike—OPTIONAL

Everyone will enjoy watching these colorful and action-packed animations. Ninja Strike boasts 30 martial-arts-theme scenarios sure to thrill and entertain.

Monster Mischief—OPTIONAL

Kids will love watching these two monsters wreak havoc throughout the bowling center. Great for families with children and open-play customers of all kinds.

Schtick Man—OPTIONAL

The cool, retro stylings of Schtick Man will charm little kids and take adults back to their childhood. Full of distinctive animations that can't be found anywhere else in the industry.

DV8—OPTIONAL

This collection of black-and-white edgy images of today's young adults determined to live by their own rules will appeal to all who prefer to DV8 from the norm.

Love the Game—OPTIONAL

Love the Game captures all the raw emotions of the great game of bowling. From the thrill of a 300 game to the agony of rolling a gutter and everything in between, we've captured it all.

Bowlopolis*—OPTIONAL

A great way to enhance your Bowlopolis program, this theme features more than 65 animations designed to draw young bowlers into your center and keep them coming back.

* For BPAA Bowlopolis members

★ Go to brunswickbowling.com to download the uChoose Theme Selection Promo Kit.



TURN UP THE **FUN** WITH OUR COLLECTION OF
CLASSIC AND INTERACTIVE **GAMES.**

MULTIPLY THE FUN BY OFFERING BOWLERS ENTERTAINING GAMES WITHIN THE GAME, DISPLAYED ON SCREENS THROUGHOUT YOUR CENTER OR ONLY ON SELECTED LANES.

CLASSIC GAMES

Add variety and excitement to the game of bowling by allowing bowlers of widely varying skill levels to compete evenly while playing on the same lane.

3-6-9 Free Strike

- Level the playing field by giving bowlers automatic strikes in the third, sixth and ninth frames
- Perfect for Pro-Am tournaments or for groups with bowlers of different skill levels

Red Head Pin

- A red pin in the head pin position gives the bowler a chance to win
- If bowler rolls a strike, a winning animation is displayed
- Prizes such as free games or sodas can be awarded

No Tap

- Credits bowlers for strikes, even with lower pin counts
- Great for tournaments and special events
- Available in all open-bowling modes
- Can be combined with 3-6-9 Free Strike
- Six-, seven-, eight- and nine-pin No Tap settings

Best Frame—OPTIONAL

- An exciting, fast-paced, doubles-only tournament-style game
- The best score for each frame carries down to create the team score

Odd/Even (with GS® Series Pinsetters only)—OPTIONAL

- Fast-paced, one-ball-per-frame game
- Credits bowlers with a spare for bowling over an odd number of pins and a strike for bowling over an even number of pins
- Ideal for tournaments and special events

Power Scoring—OPTIONAL

- Extends play for bowlers who get three strikes in 10th frame
- Each subsequent strike adds 30 points to score
- Play continues until bowler does not strike or reaches 999 max score

INTERACTIVE GAMES—OPTIONAL

Dramatically enhance open-play fun and league competition by allowing bowlers to compete against each other from lane to lane. In-center marketing materials included.

Championship Racing

- Race your car to the finish line by achieving center-defined goals (strike, spare, frame count, etc.)
- Cross the foul line and the car moves backward
- First car to cross the finish line wins

Fast Lane

- Computer randomly selects goals (strike, spare, etc.)
- Points are only awarded for goals when they are displayed
- The lane with the most points at the end of the time period wins

Perfection

- Set a list of goals (strike, spare, etc.)
- Display a list of goals still needed to win
- The first lane to complete all goals wins

Pick-A-Prize Event

- The team simply selects one of three doors to reveal prize

Speed Strike

- The lane that bowls a strike the fastest after being cued wins
- Participating lanes and times of strikes are displayed

Tug-O-War

- The required number or a center-defined number of strikes is set at the start
- Each strike moves the rope in the team's direction
- First team to reach required number of strikes wins

Walking Pin

- As bowlers achieve center-defined goals, pin walks from lane to lane
- Three different ways to play and a variety of ways to win

GROW REVENUE BY INCREASING
FOOT TRAFFIC TO THE GAME ROOM,
OR OBTAIN THE **BENEFITS OF REDEMPTION**
WITHOUT A GAME ROOM INVESTMENT.

ENTERTAINING

Encourage bowlers to visit your center by making the game more entertaining for young children and the young at heart.

INTEGRATED

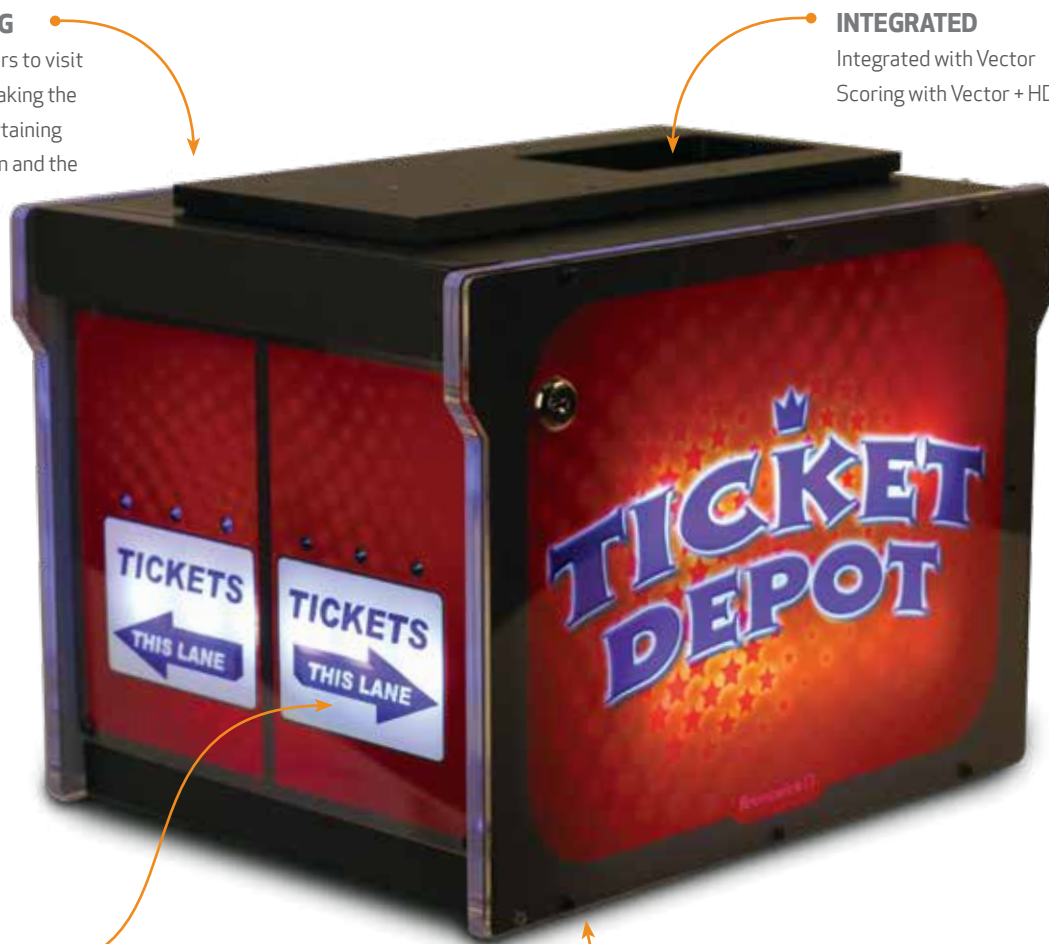
Integrated with Vector Scoring with Vector + HD

RELIABLE

Intelli-Triple dispensers for extreme reliability and redundant ticket dispensing

PORTABLE

Perfect for centers that want to remove the devices from the lanes for certain occasions



ENERGIZE YOUR OPEN PLAY AND TAKE YOUR BIRTHDAY PARTIES TO A NEW LEVEL WITH TICKET DEPOT.

TICKET DEPOT

Whether you already have redemption games or are looking to cash in on the popularity and growth of redemption games, Ticket Depot is right for you.

Bowlers are rewarded with tickets based on their score, spares and strikes. You'll be rewarded with the ability to grow your party, event and open-play business.

Entertaining

Encourage bowlers to visit your center by making the game more entertaining for young children and the young at heart. Grow revenue by increasing foot traffic to the game room, or obtain the benefits of redemption without a game room investment.

Reliable

Exclusively uses Benchmark Games' patented Intelli-Triple dispensers for extreme reliability and redundant ticket dispensing. Intelli-Triple dispensers hold three times the amount of tickets as normal dispensers and include mechanisms to increase reliability.

Portable

Ticket Depot can be easily moved—perfect for centers that want to remove the devices from the lanes for certain occasions, such as leagues or tournaments. One Ticket Depot device supports up to two lanes at a time and sits securely and unobtrusively under the ball return.

Integrated

Integrated with Vector Scoring with Vector®+HD, Ticket Depot is available as a game type, so it can be configured to activate/deactivate based on whether the bowler purchases the game.

Ticket Depot is compatible with Vector Scoring and requires Vector+ 5 service pack or later.



Patented Intelli-Triple dispensers increase ticket output reliability.



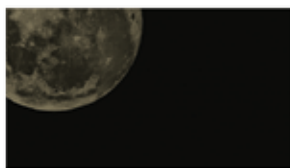
Ticket Depot is easily moved from lane to lane or removed when not in use.



Easily set payout settings.

★ Go to brunswickbowling.com to download the Ticket Depot Promo Kit.

EASILY CREATE **CUSTOM** SCORE SHEETS & EXCITER ADS!



+

10/29
Halloween
bowl and
costume
competition.

+

BOWLING
TERROR

=



Custom Score Sheet



Custom Exciter



uChoose Media Manager Design Tool Suite

MARKET YOUR CENTER, CUSTOMIZE YOUR SYSTEM AND DRIVE INCREMENTAL REVENUE LIKE NEVER BEFORE WITH UCHOOSE MEDIA MANAGER.

HD UCHOOSE™ MEDIA MANAGER

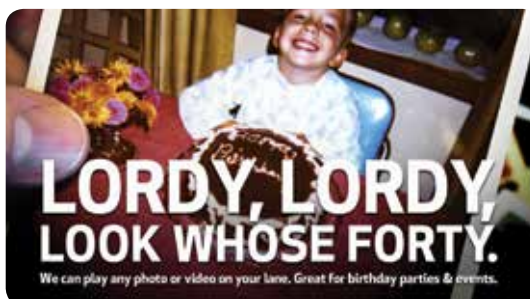
Until now, centers had to be experts in digital media to create their own ads and custom scoring graphics. With uChoose Media Manager, you can easily create your own graphics or choose from an array of preloaded and creative new ads to promote fun bowler features like Internet Reservations, Online Scoring, uChoose Theme Selection and custom scoring graphics.

Ads can be displayed easily throughout your center on scoring consoles, overhead monitors and Digital Signage. For centers with Internet Reservations, bowlers can even make their selections before arriving at the center. The options are practically endless.

- Create custom ads, score sheets and excitors
- Numerous, creative preloaded templates to choose from
- For kids' birthdays, choose from preloaded Happy Birthday templates with colorful balloons and clown faces designed for boys and girls
- Personalize the bowler experience by using bowler-provided photos, company logos or videos for special events like birthdays and company parties
- Create an infinite number of designs with uChoose Media Manager's easy-to-use, built-in layout tools and templates
- User-friendly search function and easy preview feature
- Uses any type of media (.jpg, .bmp, .mov, .mpeg, .mp4, etc.)
- Automatic file formatting, resolution and naming
- All included type fonts, photos, illustration and other graphics now rendered in 1080p HD



Custom Score Sheet

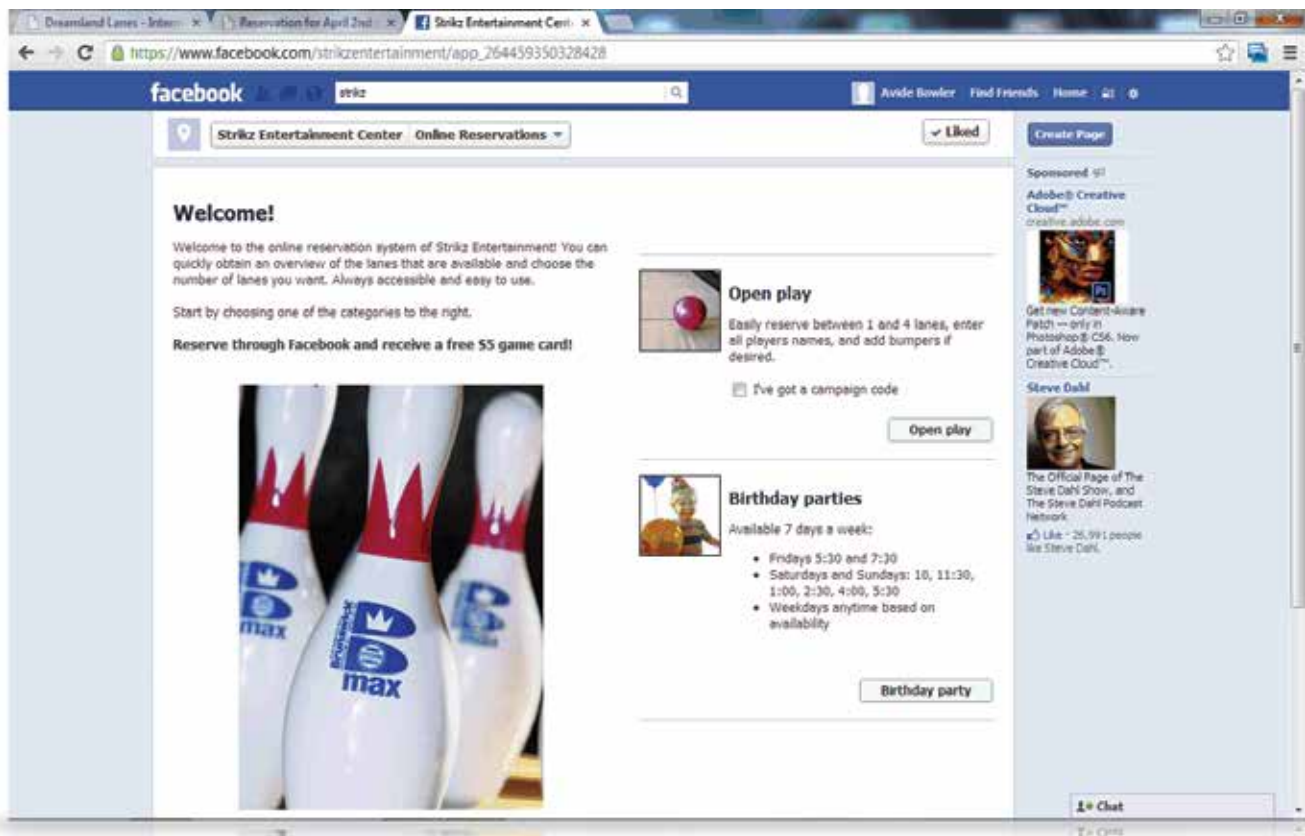


Preloaded Digital Ads



GO TO BRUNSWICKBOWLING.COM TO DOWNLOAD
THE UCHOOSE MEDIA MANAGER PROMO KIT.

VECTOR+HD



Now your guests can make internet reservations from your Facebook page



Using Internet Reservations you can share on Twitter® and other social networking, blogging and email sites.



With Internet Reservations bowlers can create an Evite invitation to send to friends

IT TAKES ONLY THREE INCREMENTAL RESERVATIONS TO COVER THE MONTHLY COST OF **INTERNET RESERVATIONS**. CENTERS USING THE SERVICE ARE AVERAGING 70 RESERVATIONS PER MONTH.

OPEN A DIRECT LINE TO DROVES OF INTERNET-SAVVY CONVENIENCE-CRAVERS, LETTING THEM BOOK RESERVATIONS AT YOUR CENTER FROM ANYWHERE AT ANYTIME.

EXCLUSIVE INTERNET RESERVATIONS—OPTIONAL

Guests can now make reservations right on your Facebook page, or using their own Facebook login info, without having to set up a login on your website. And the buzz for your center really takes off as bowlers share their plans on Facebook, Twitter and other social networking, blogging and email sites.

- App is designed and formatted for smartphones—a Brunswick exclusive
- Lets customers view lane availability and make reservations online—live, in real time
- Bowlers can add themselves to the wait list when no lanes are open at their reservation time
- Ability to pre order other items, including food and beverage and party packages
- Users can flow reservations data into Evite.com to easily generate party invitations
- Control/restrict availability by selected days, time periods and/or lanes
- System can be set to require/collect either deposits or full payment with reservations
- Player data can be sent to the lane automatically when lane is assigned
- Bowler data is captured to a customer database to use in future marketing

★ Go to brunswickbowling.com to download the Internet Reservations Scoring Promo Kit.



**INTERNET RESERVATIONS
NOW DESIGNED FOR
MOBILE PHONES**

EXCLUSIVE ONLINE SCORING—OPTIONAL

The Next Best Thing to Being There

Online scoring allows visitors to your website from anywhere to view live scoring action for any pair of lanes in your center. Your bowlers will love the high-tech convenience of allowing family and friends to follow their progress online during a tournament or league final. It's also a great way to reach potential customers and share the fun and excitement of bowling with the whole family.

FAST STAT!

Check out these amazing statistics from the 2010 Brunswick Euro Challenge in Paris

- More than 21,000 viewed the tournament live
- Almost 5,000 viewed online scoring during the finals
- Visitors originated from more than 60 countries
- Average visitor length was more than 30 minutes
- Every third visitor stayed for more than one hour

★ Go to brunswickbowling.com to download the Online Scoring Promo Kit.

VIVIDLY DISPLAY SALES-BUILDING ADS FOR ANY PRODUCT OR EVENT WITHIN YOUR CENTER, PLUS GENERATE ADDED REVENUE BY OFFERING IN-CENTER ADVERTISING TO OUTSIDE BUSINESSES.

HD

DIGITAL SIGNAGE—OPTIONAL

EXCLUSIVE

The Brunswick Digital Signage system can help you drive incremental revenue and improve customer service by allowing you to better communicate with your customers and cross-sell products and services. Digital Signage software lets you display everything from a live waiting list to ads for your latest promotions. And available with new Samsung monitors, now it's all displayed in brilliant HD resolution.

- Intuitive user interface makes it easy to input/update display content and establish/modify display schedules
- Display wait lists and price menus in real time
- Display lane assignments, show live scoring and advertise products and services with continuous scrolling text messaging
- Comes with an extensive library of customizable ad templates, marketing and promotional videos, and promotional material for open bowling, league bowling, Cosmic Bowling®, snack bar, parties, pro shop and more
- Display live scoring to create added excitement during competitive play, rewarding competitive bowlers by showing high scores after each game or over the entire season
- Generate additional income streams through sales of advertising to other local businesses. Ads are automatically tracked and verified on the system with "proof of play" reports
- Manage your marketing from anywhere with full accessibility to your system via the Internet

★ Go to brunswickbowling.com to see more examples of Digital Signage.

LEAGUE LANE ASSIGNMENT		LIVE SCORES: TOP 10	
		Individual High Scratch Average	
1	Amendex Inc.	1	Frank 279
2	Gary's Bait and Tackle	2	Susy 211
3	Skrumptious Bakeries	3	Derek 210
4	Computer Repair Center	4	Donovan 208
5	Rosies Orthopedic Service	5	Arthur 201
6	Split Laboratories	6	Alex 190
7	Kroder Chiropractic Center	7	Terry 172
8	Prof. Green's Lawn Service	8	Miley 156

Sample League Status Board

WELCOME TO THE ZONE	
Party Package	\$24.99
Bowling Per Hour	\$18.00
Bowling Per Game	\$4.00
Shoe Rental	\$3.00
Socks	\$2.00

Dynamically displays Vector® Plus Data with complete flexibility

VECTOR+HD



CREATE TARGETED PROMOTIONS THAT INCREASE HOW OFTEN CUSTOMERS VISIT YOUR CENTER AND HOW MUCH THEY SPEND EACH TIME THEY COME.

DATABASE MARKETING

There's no quicker way to increase your revenue than to effectively market to existing customers. A comprehensive customer database will allow you to increase customer visits, increase the time customers spend at your center and increase the amount of money they spend every time they come.

- Automatically capture and powerfully manage valuable and actionable customer data
- Draw from database to implement targeted direct marketing programs
- Target campaigns based on gender, age, zip code/home address and marital status
- Create custom fields to track data, such as bowling score averages to target bowlers of different skill levels
- Generate detailed reports to examine data
- Database is BITS compliant for easy exchange of data with other systems
- Import and export data from Bowler TRAC® and CDE League Software

BOWLER'S REWARDS FREQUENCY PROGRAM—OPTIONAL

The Bowler's Rewards Frequency Program is a great way to turn new or occasional customers into repeat business. Reward customers every time they come to your center with points they can redeem for various rewards.

- Reward customers for purchases throughout your center
- Establish point levels and corresponding rewards
- Create valuable reports to track and analyze member spending
- Membership cards with bar codes speed up transactions

BOWLER'S REWARDS PROMOTIONAL KIT—OPTIONAL

- Customizable data collection form, flyer, coupon, poster, employee button and overhead monitor graphic
- Uses popular, standard page layout and graphics file formats that you can easily output yourself or supply as finished art files to quick printers or other budget production vendors

TARGET CAMPAIGNS BASED ON **GENDER,**
AGE, ZIP CODE, HOME ADDRESS
AND MARITAL STATUS.





MAKE BIRTHDAYS AND GROUP EVENTS A
SMASHING SUCCESS WITH CUSTOM
PROMOTIONS AND SCORE SHEETS.

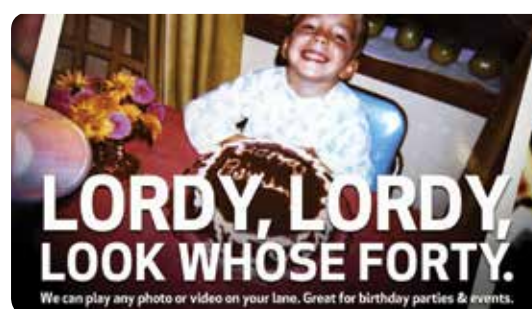
MANAGE BIRTHDAY PARTIES, CORPORATE OUTINGS AND SPECIAL EVENTS WITH EASE, AND ATTRACT MORE OF THESE LUCRATIVE GATHERINGS.

EXCLUSIVE EVENT HOST MANAGER

Parties and events are big business. Event Host Manager has everything you need to build and manage a highly successful and highly profitable event business. The system is loaded with easy-to-use tools, such as comprehensive task lists and automated emails to keep attendees informed of activities.

- The process-driven design makes managing events easy by breaking the process into a series of intuitive and sequential steps
- Easily manage multiple resources, including bowling lanes, meeting rooms, party rooms, laser tag and bumper cars with seamless Vector® Plus integration
- User-friendly dashboard allows you to see reservations and upcoming tasks at a glance on a daily, weekly or monthly basis
- Generate automated task lists for each step of the event management process
- Automatically produce brochures, contracts, surveys, thank-you letters and other materials to help you present an organized and professional image
- Quickly and easily create emails to keep all parties informed of pre- and post-event activities
- Customer database features and reports help you track ongoing sales and marketing activities

★ Go to brunswickbowling.com to download the Event Host Manager Promo Kit.



Customize score sheets with customer photos

VECTOR+HD

COUPON SCANNING

Our enhanced POS terminal now supports coupon scanning, including via smart-phone Interface

CUSTOM RECEIPTS

Allows up to 4,000 characters for text surveys, and offers bounce-back coupons and other messages.



INTERFACES

Seamless interfaces provide endless flexibility

ACCURATELY CALCULATE, COLLECT AND TRACK EVERY DOLLAR SPENT ANYWHERE IN YOUR CENTER—ALL VIA ONE CENTRALIZED AND EASY-TO-OPERATE SYSTEM.

POS

With Vector® Plus, Point of Sale (POS) stations can be dedicated to operate specific areas, such as bowling, bar and snack bar, or assigned to control multiple areas—great for lighter staffing hours or small centers where products are sold from one location.

Products, Departments and Accounts

- Create an unlimited number of products, departments and subdepartments for flexibility, control and precise accounting
- Create accounts for select customers, groups or companies
- Track special event deposits and league prize funds

Tabs

- Create a customer tab and add to it from any POS station
- Split tabs and take individual payments
- Track tabs by customer name, table or lane number
- Create one bill that combines bowling, food, billiards, etc.

Food and Beverage Modifiers

- Set up modifiers associated with appropriate products—such as pizza, hamburgers and other sandwiches—providing more accurate orders and reduced product waste.

Pricing

- Increase sales and speed operations by creating package pricing for unlimited products, such as two games of bowling, shoes and a pizza
- Establish rate periods so you can offer tiered pricing and day-part-specific products

Payments

- Accept and process credit card, debit, game and gift card payments
- Available integrated payment card interface (optional)
- Percentage or dollar discounts can be applied to individual products or transaction total
- Gratuity can be added on a bill or adjusted later with tip included
- Coupon scanning (including via smart-phone interface) and customizable receipts

Tax Management

- Tax control mode allows products to be switched from taxable to nontaxable status
- Select applicable taxes by product and add up to 15 taxes per product

Security

- New user roles for improved cash security and employee accountability
- Session control by terminal with manual and automatic logoff—perfect for F&B server stations
- New login/logoff features with optional access cards
- Supports virtual cash drawers for better tracking

Hardware

- Windows operating system
- Commercial-grade Dell computers, keyboards and mouse
- Laser printer, receipt printer, remote order printer (optional)
- Pole display cash drawer and bar code reader (optional)
- Magnetic card readers (optional)

INTERFACES

EXCLUSIVE

Micros® POS —OPTIONAL

- Seamless integration with Vector®+HD
- Scalable to meet the needs of both individuals and chains
- Perfect for high-volume businesses with multiple food and beverage points of sale

Azbar/Berg Beverage Control —OPTIONAL

- Substantially reduces shrinkage and minimizes lost bar sales
- Beverages will not dispense without direct accountability for each transaction in Vector+

Embed/Sacoa/ Intercard® Game Card System—OPTIONAL

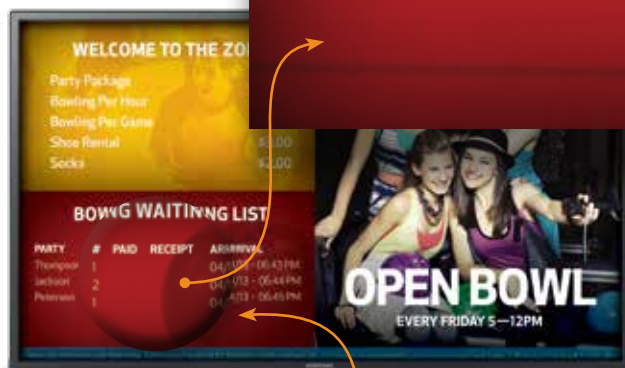
- Interface connects Vector+ to EMBED, Sacoa and Intercard equipment that loads credits/value onto magnetic-striped cards that can be used as payment for arcade games, laser tag or other amusements in your center
- Integrated payment system improves efficiency, encourages increased customer spending and builds profits throughout your center

WAIT LIST FEATURE ALLOWS
CUSTOMERS TO **PREPAY FOR BOWLING,**
THEN SPEND THEIR **TIME & MONEY**
ON OTHER ACTIVITIES.

Tracks party size and
arrival time

BOWLING WAITING LIST

PARTY	#	PAID	RECEIPT	ARRIVAL
Thompson	1			04/13 - 06:43 PM
Jackson	2			04/13 - 06:44 PM
Peterson	1			04/13 - 06:45 PM



**PRINT TICKETS
TO KEEP CUSTOMER
INFORMED**

Display your wait list on
Digital Signage—**OPTIONAL**

INCREASE REVENUE IN THE MOST DIRECT WAY POSSIBLE —BY KEEPING MORE OF YOUR LANES IN ACTION AND MAXIMIZING LINEAGE IN YOUR CENTER.

LANE MANAGEMENT

Increase revenue in the most direct way possible—by keeping more of your lanes in action and maximizing lineage in your center.

Lane Controls

Vector+HD lane controls allow you to monitor activity across your center at-a-glance. Quickly turn lanes on and off, check lane status and handle score corrections quickly and easily right from the front desk. Global settings support standard lane preparation for leagues and other scoring arrangements. Automatically display scheduled reservations and integrate seamlessly with optional Internet Reservations and Event Host Manager.

Wait List

The newly enhanced Wait List function lets customers prepay for their bowling so they can spend their time and money on other activities in your center while waiting for an open lane. You can record pertinent bowler information such as shoe size and ball weight, manage the order of parties, and create separate wait lists for bowling, billiards and lounge. When a lane is ready, bowler names are automatically downloaded to the console to speed service, and now you can print tickets for your wait-listed customers, too. Add optional Digital Signage, and you can display live wait-list status updates to keep customers fully informed.

Advanced Reservations

Staff members can take reservations and deposits at the counter or over the phone using Advanced Reservations. The user-friendly, drag-and-drop interface features color-coded reservation types and allows you to quickly add bowler names and products to any reservation. There's also a handy search tool to locate and modify previously made reservations. It even applies rates for designated days and times—automatically.

LEAGUE & TOURNAMENT MANAGEMENT

This system allows users to efficiently handle the additional record keeping and administration that go along with hosting bowling leagues and tournament play.

It integrates with Brunswick and CDE League & Tournament applications and provides easy league accounting and record keeping, including prize fund tracking.

It also gives you the ability to create "Lite Leagues" for leagues that don't use your administrative services or for regular non-league clubs and groups.

RENTAL MANAGEMENT

Now you can effortlessly manage traffic for time-based products, turning valuable assets into a non-stop revenue stream. When it comes to lockers, user-defined color-coding allows you to check status (vacant, reserved, overdue, rented, expired and storage) at a glance.

Locker Management

"Banks" of lockers can be created to closely match your center's layout and the system will even notify you of maintenance problems and generates invoice or utilization reports.

Rental Control

For billiards management, the screen layout can be designed to match your center's table layout and the universal AC power controller can even control lighting from the front desk.



Instantly communicate with the front desk, managers or mechanics using the wireless device.

Mechanics Wireless Handheld

Control any pinsetter using the wireless device.

"THE **GS-X™** IS THE EASIEST PINSETTER TO LEARN
AND BY FAR THE MOST **RELIABLE PINSETTER** THAT
I'VE EVER WORKED ON."

— CHUCK MC DONELL, HEAD MECHANIC—THE ALLEY, JOMA BOWLING CENTERS, WICHITA, KANSAS —

REDUCE LANE DOWNTIME, INCREASE EQUIPMENT RELIABILITY AND TRIM MAINTENANCE COSTS—WHILE SAVING YOUR STAFF COUNTLESS STEPS AND VALUABLE TIME.

EXCLUSIVE PINSETTER MANAGEMENT

Mechanic's System

- Runs on handheld, wireless devices
- Interfaces with any manufacturer's pinsetter
- Start, stop, reset, hold and bumper control
- Instant text messaging between the front desk and mechanic
- Tracks error information and generates error history reports
- Includes special features for Brunswick GS® Series pinsetters
 - Real-time mechanic error notification alerts
 - Set any pin combination from the handheld device
 - Stops Summary Report, including frames per stop
 - Stops by Error Code and Stops by Lane Report

EXCLUSIVE Spare Parts Inventory Software

- Manage inventory levels and reorder points
- Easily search inventory for specific part numbers, suppliers or categories
- Track pinsetter preventive maintenance to keep pinsetters operating at peak performance
- Manage supplier information
- Assign specific parts and orders to preferred suppliers
- Easily create and manage parts orders
- Automatically generate orders based on predefined inventory reorder points

Automatic Pinsetter Shutdown

- System automatically turns off power to pinsetters when lane is not in use
- Save energy costs and add more money to the bottom line

EXCLUSIVE GS-X On-Demand Pinsetting

- Set any pin combination on demand from the scorer during open play or from the front desk at any time
- Excellent capability to offer serious bowlers split/spare practice, as well as to reestablish pin positions after inadvertent resets
- Integrates with the Mechanic's Wireless handheld



GS-X On-Demand Pinsetting

VECTOR+HD

NORTH AMERICA ONLY

Dynamically manage labor costs and employee scheduling, and easily compare against budgeted sales and labor costs



TimePro Labor Management


TimePro®

Graphic User Interface (GUI) allows user to easily schedule employees for multiple shifts and multiple departments.

MANAGE YOUR CENTER'S EMPLOYEES MORE SYSTEMATICALLY TO HOLD DOWN PAYROLL COSTS, WHILE INCREASING WORKER PRODUCTIVITY AND EFFECTIVENESS.

TIMEPRO® LABOR MANAGEMENT—**OPTIONAL**

Better Management Brings Costs Down and Productivity Up

With Brunswick's TimePro Labor Management, you can take advantage of simplified labor-management reporting and controlled labor costs through more efficiently scheduling and forecasting employee hours, curtailing overtime hours, eliminating unauthorized hours and reducing manual processes.

The system offers seamless integration with Vector® Plus and provides variance analysis and labor forecasting tools. It's a great way to view sales per man-hour and measure employee efficiency.

Optional features also include a virtual or hardware-based time clock with card swipe and bar code clock and even biometric fingerprint readers.



Time Clock



Virtual Time Clock Solution



Internet Reservations



Birthdays



Group Events



Online Scoring



Ticket Depot



uChoose Themes

PROMOTE BIRTHDAY PARTIES, CORPORATE EVENTS,
INTERNET RESERVATIONS,
TICKET DEPOT AND MORE.



PROMOTIONAL KITS

PROMOTE ALL THE AMAZING FEATURES OF VECTOR® PLUS THROUGHOUT YOUR CENTER WITH OUR TURNKEY PROMOTIONAL KIT.

PROMOTIONAL KITS

Now you have all the tools you need to market your center and drive incremental revenue right at your fingertips with this comprehensive in-center marketing kit. This turnkey program will help you promote everything from uChoose™ Theme Selection to Internet Reservations with ease. It includes digital ads that can be displayed on monitors throughout the center and a complete set of digital files that can be printed on demand so there's no up front investment or inventory. You print only what you want at the quantity you need. Choose to go direct to print or monitors with graphics that are ready-to-go, or request editable files from your Brunswick representative that you can customize with your center logo.

Promotional material is available for:

- Pre promoting Vector+HD installation
- Custom score sheets
- Internet Reservations
- Online scoring
- Ticket Depot
- Birthday parties

Each kit includes artwork for:

- 11" X 17" Poster
- 8.5" X 11" flyer
- 5.5" X 8.5" table tent
- 3" button artwork
- Artwork for balloons
- Artwork for staff shirts
- Digital ads

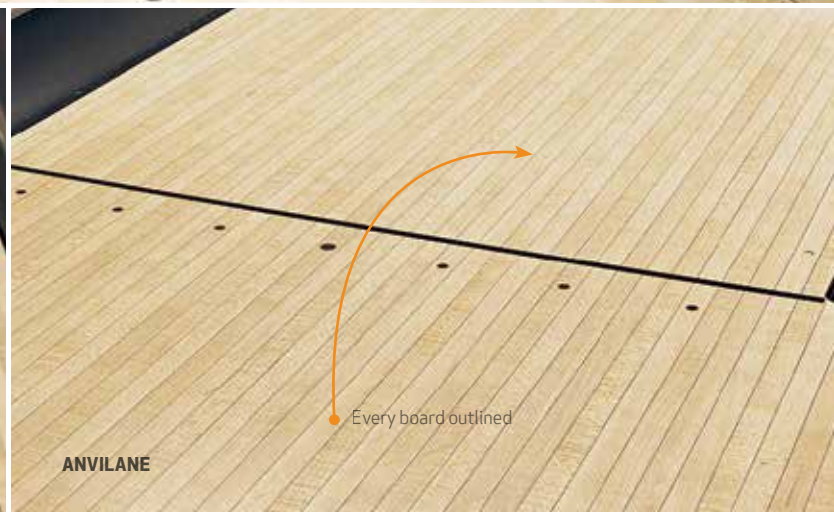
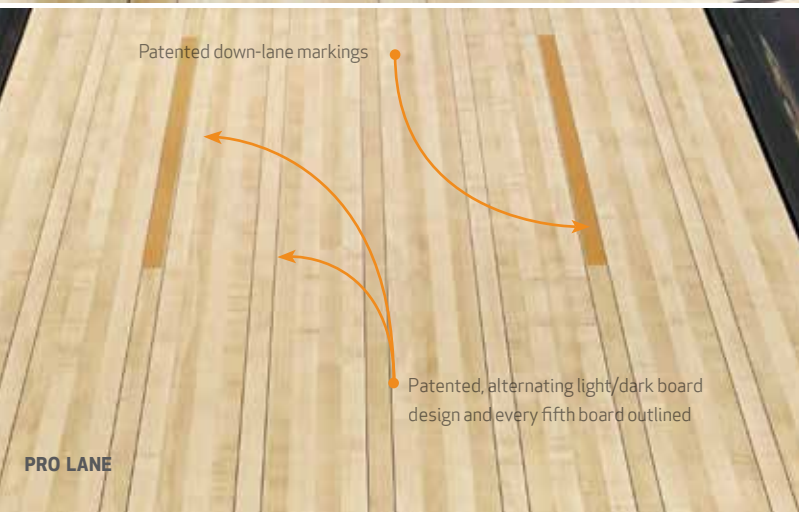
★ Go to brunswickbowling.com/products/vector-plus/promotional-kit/ to get started.



LANE SYSTEMS



EXCLUSIVE I-JOIST SUPPORTED FOUNDATION AND LSL UNDERLAYMENT



IMPROVE SCORES, VIRTUALLY ELIMINATE LANE DOWNTIME FOR REPAIRS AND MAKE YOUR CENTER GLEAM FOR DECADES TO COME WITH THE BEST-SELLING BOWLING LANES EVER MADE.

SYNTHETIC LANES

There is no mistaking the distinctive surface of Brunswick synthetic lane systems and no way to overlook the exclusive advantages for bowlers and center owners alike. Whether you choose Pro Lane™—the best-selling lanes of all time—or Anvilane™—the solid value choice—you won't be disappointed. From the concrete floors up, Brunswick lanes are designed differently from competitors' lanes, resulting in stronger installations, fewer maintenance issues and lower long-term costs.

Performance Advantages

- Exclusive I-joist-supported foundation provides outstanding dimensional stability, minimizing floor movement and resulting in less stress on lane surface and fewer surface blemishes
- The only lanes built using Laminated Strand Lumber (LSL) underlayment board, which provides 2.5 times greater strength than fiberboard/MDF, resulting in greater uniformity/consistency than wood and greater moisture resistance
- Solid, phenolic construction virtually eliminates risk of delamination
- Bridged foul lines eliminate foul-line seams to provide greater strength
- Wider, 5-foot seamless textured approach eliminates slide-area seam to enhance structural integrity
- Anti-skid pin decks reduce standing-pin sliding and out-of-range pins
- Low-maintenance surface that's easy to condition and clean, with no resurfacing program required

Aesthetic Advantages

- Natural maple image provides a bright, light, attractive appearance
- Patented edge-to-edge and full-lane-plus-approach glow effect for an unbeatable Cosmic Bowling® experience
- Can be customized with lane graphics or your center logo to market your center in an innovative way. Contact your Brunswick representative for USBC®-approved options

Scoring Advantages

- Wide lane approach improves bowlers' footing and confidence
- Surface markings, such as release dots and lane arrows, work as great teaching tools and visual guides for bowlers
- Flatter, smoother surface for consistent/reliable ball motion
- Textured approaches for consistent sliding in a variety of conditions

PRO LANE

- Features extra-thick, 7/16" (1.11 cm) panels
- Covered by lifetime warranty against delamination
- Includes patented down-lane markings to help bowlers develop precise break points and improve scores
- Patented, alternating light/dark board design, with every fifth board outlined
- USBC approved

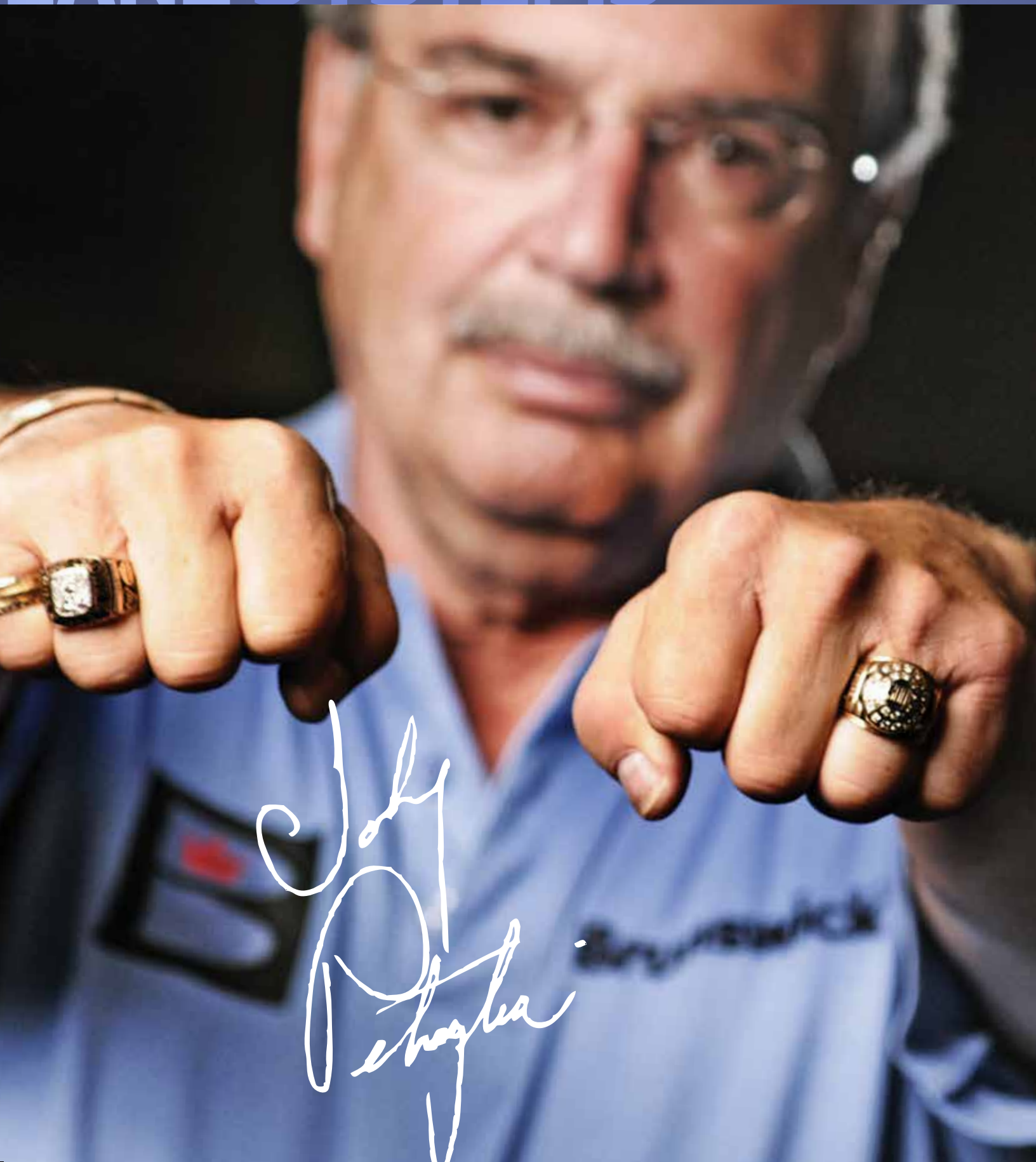
ANVILANE

- Features 3/8" (0.95 cm) thick panels
- Covered by five-year limited warranty against delamination
- Also available in non-glow
- Every board outlined
- USBC approved



Custom logo lanes ball return fill panel option, USBC approved

LANE SYSTEMS



HELP YOUR BOWLERS IMPROVE THEIR SCORES WITH THE UNIQUE PATENTED FEATURES OF PRO LANE™—THE BOWLER'S CHOICE.

THE BOWLER BENEFITS OF PRO LANE

Using input from PBA members, proprietors and bowlers, Brunswick has designed **Pro Lane™** with innovative markings, better targets and tracking points to benefit bowlers of all skill levels.

Making Spares

Zones created by Pro Lane's board lines define perfect zones for shooting spare combinations in the middle of the lane, and our unique down-lane markings make it easy to visualize the correct cross-lane ball paths for shooting corner pins.

Hitting the Head Pin

Brunswick added 14 unique board lines, exclusive down-lane markings and alternating light/dark boards, creating new 6-inch target zones. The board lines run from the back of the approach to the pin deck, tying the dots and arrows together to help bowlers position their feet and focus on a target zone.

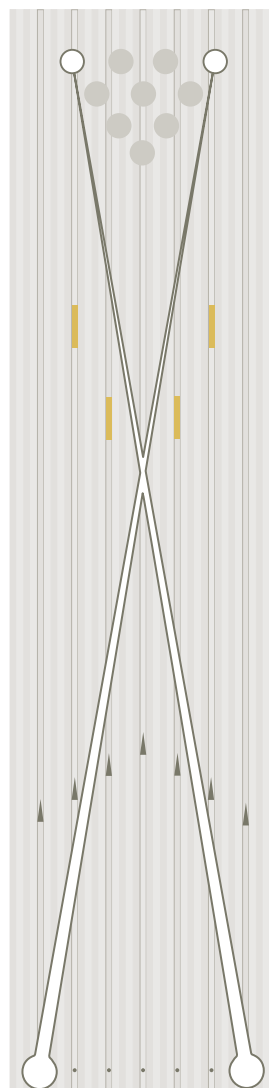
Determining Hook Power

Pro Lane's board lines and alternating light/dark boards help bowlers to determine their "hook power," or how many boards their ball covers from the foul line to the pins. This simple equation helps bowlers at any skill level to consistently hit the pocket.

Finding Break Points

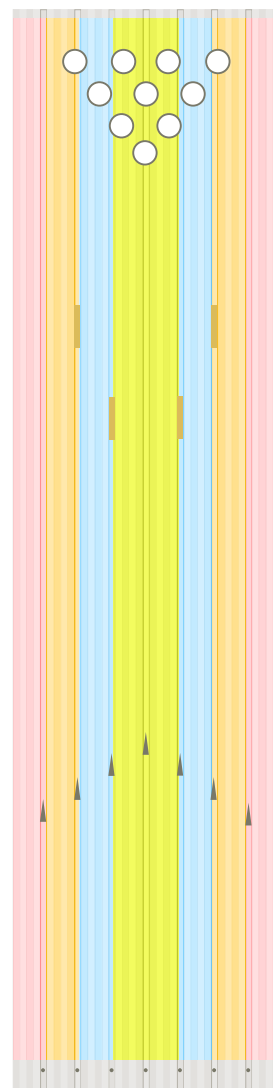
Our down-lane markings allow bowlers to identify their break points (the break point is where the ball leaves the conditioned portion of the lane and enters the dry portion, making a noticeable change in direction) and make the adjustments necessary to maximize pin carry.

Pro Lane's 5-foot-wide, textured approaches give bowlers a consistent slide and the confidence that comes from sliding comfortably on every shot.



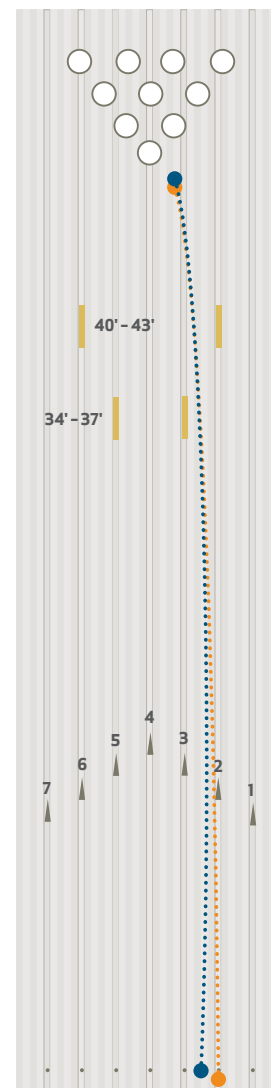
Making Spares

In spare shooting, the closer a pin is to the channel, the closer the bowler stands to the opposite channel. Brunswick added 3-foot dark boards at 34 feet to 37 feet, and from 40 feet to 43 feet. Both sets of down-lane markings help to define the target—giving bowlers a definite center-lane target for shooting spares cross-lane.



Hitting the Head Pin

Instruct beginners to think of each zone as a different color. With this imagery, aiming is more accurate and spares are easier to pick up.



Determining Hook Power

Example 1: A ball released on the 10th board rolls over the 2nd arrow and then hits the pocket, the 17th board. The ball covered 7 boards for a hook power of 7.

Example 2: A bowler moves his or her feet to the 16th board, moving his or her eyes to the 13th board. The ball will roll 3 boards out and 4 boards back, covering 7 boards (3+4=7) for a hook power of 7.

LANESCAPE LANES—ULT



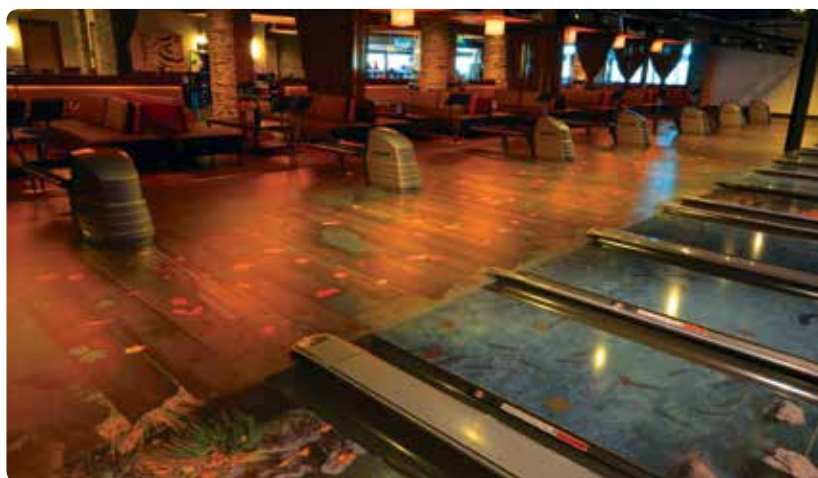
ULTIMATE

Centers that want to create a distinctive themed environment for casual bowlers and families can create a custom, colorful design that's visible by day and also produces an ultra-cool glow effect under black light.

Features and Advantages

- Offers the same durable performance, beautiful appearance and easy maintenance as Brunswick's premium synthetic lanes
- Ability to create unique and extraordinary themed environment
- Differentiate your center from the competitor's
- Give customers a more memorable, branded experience
- Exclusive process to apply photographic images, logos and any design imaginable in both glow and non-glow
- Endless design possibilities with long-lasting imagery
- U.S. Pat. Nos. 8,636,602 and 8,435,128

**CALL YOUR BRUNSWICK
REPRESENTATIVE TO DISCUSS
USBC-APPROVED OPTIONS.**



LANESCAPE LANES—TRA



TRANSFORM

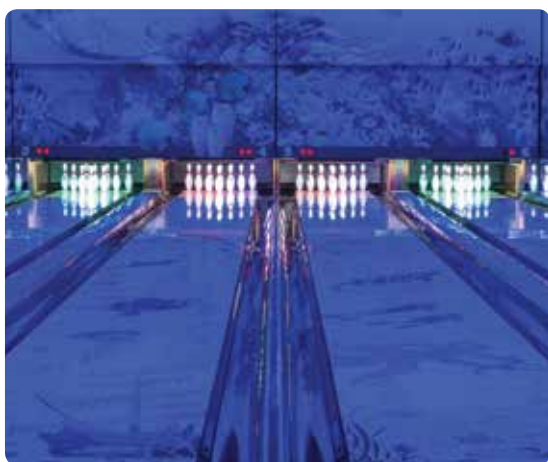
LANESCAPE LANES—TRANSFORM

TRANSFORM

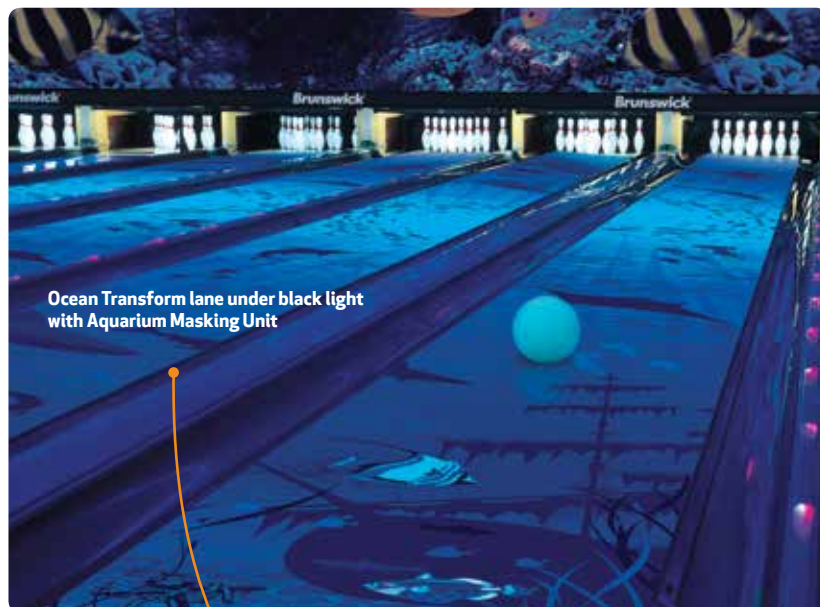
For centers that want to cater to serious bowlers for league and tournament play but also create an unforgettable cosmic experience for casual bowlers, choose Transform Lanes that look and function as normal lanes in natural light but “transform” under black light into unforgettable environments with amazing graphic effects.

Features and Advantages

- Offers the same durable performance, beautiful appearance and easy maintenance as Brunswick's premium synthetic lanes
- Ability to create unique and extraordinary themed environment
- Differentiate your center from the competitors
- Give customers a more memorable, branded experience
- Exclusive process to apply photographic images, logos and any design imaginable in glow environments
- Endless design possibilities with long-lasting imagery
- Ocean and Ignite available as standard designs
- USBC approved
- U.S. Pat. Nos. 8,636,602 and 8,435,128



Ocean Transform lane under black light with Aquarium Masking Unit.
Holder Family Fun Center, Hendersonville, TN

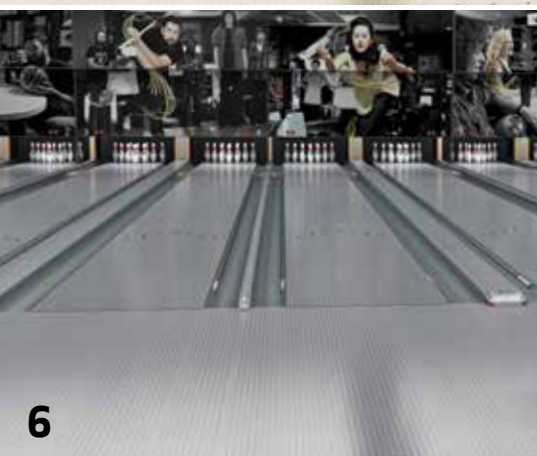
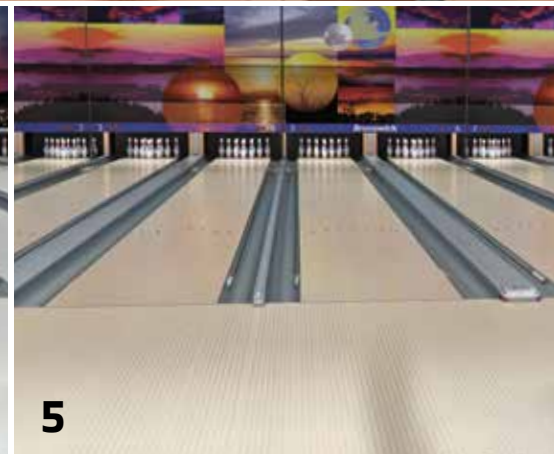
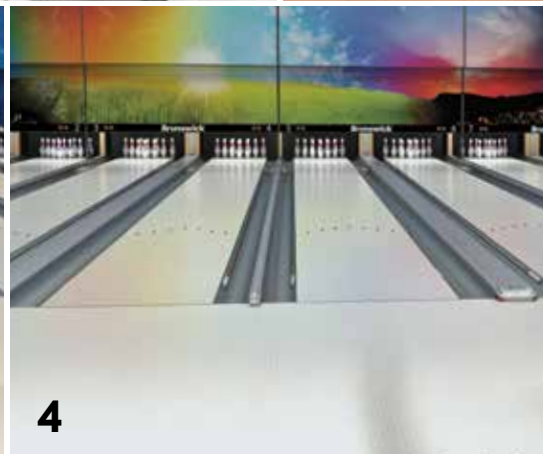


Ocean Transform lane under black light
with Aquarium Masking Unit



Ocean Transform lane under natural light
with Aquarium Masking Unit

LANESCAPE LANES—CO



COLORFULL™

For a more sophisticated feel, you can also create lanes in a wide variety of wood grain options or turn up the fun by creating bright, colorful lanes using almost any color in the spectrum. Both wood grain and colored lanes can also produce our exclusive "full-lane glow" effect under black light.

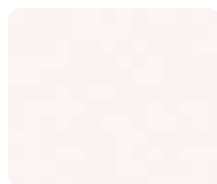
Features and Advantages

- Offers the same durable performance, beautiful appearance and easy maintenance as Brunswick's premium synthetic lanes
- Ability to create unique and extraordinary themed environment
- Differentiate your center from the competitors
- Give customers a more memorable, branded experience
- Can be coordinated with Lanescape® masking units and furniture
- All colors are USBC approved



JB's on 41, Milwaukee, WI

COLORFULL™ COLOR AND WOOD GRAIN COLOR OPTIONS



1 ICE WHITE
BLACK MARKINGS



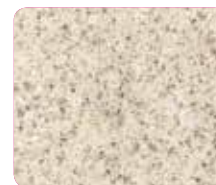
2 WANDERER
BLACK MARKINGS



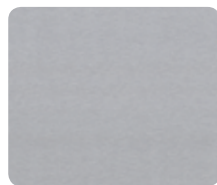
3 VANA
DARK BROWN MARKINGS



4 GREYSTONE
BLACK MARKINGS



5 ROCK AROUND THE CLOCK
DARK GRAY MARKINGS



6 SILVER ALUMETALX
BLACK MARKINGS



7 OILED CHERRY
BLACK MARKINGS



8 SINGING THE CHICAGO BLUES
WHITE MARKINGS



9 FORMAL MAHOGANY
SQUASH MARKINGS



10 GUNSTOCK SAVOY WALNUT
WHEAT MARKINGS



11 WITCHCRAFT
SQUASH MARKINGS

Don't Forget

VISIT WWW.BRUNSWICKBOWLING.COM
TO VIEW OUR COORDINATED LANESCAPE
OFFERINGS WITH MATCHING FURNITURE,
LANES AND MASKING UNITS.



LANE ACCESSORIES



COMPLETE YOUR BOWLING LANES, GREATLY EXPAND THEIR FUNCTIONALITY AND FLAIR, AND PROPERLY CARE FOR THEM TO ACHIEVE MAXIMUM PERFORMANCE AND DURABILITY.

LIGHTWORX® DIVISION LIGHTING SYSTEM

- Patented technology with 20 LED light modules in each division that produce a dazzling array of movement and vibrant color effects
- Combine 10 preset patterns and three different customizable sequences for a virtually unlimited selection of visual effects
- Sequences coordinate with different music tempos so lights and music can pulse synchronously
- Ability to combine these lights with the glow-light effects of Cosmic Bowling® to create an even more spectacular experience
- Upgrade your Vector® Plus scoring consoles with optional integrated lighting



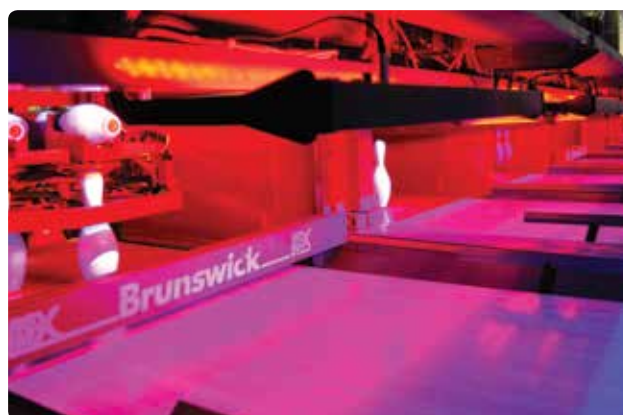
Lightworx Division Lighting System

LIGHTWORX PIN DECK LIGHTING

- Easily change the look and feel of your center to create a new experience and take Cosmic Bowling to a whole new level
- Use to quickly convert part of your center to a hybrid party room
- Patented system comes preset with dozens of dazzling programs—which are added to regularly—and features multicolored lights with numerous preset and custom sequence patterns
- Each fixture contains 252 LEDs with nine programmable light clusters that display every color in the spectrum
- Fixtures have integrated microphones that can sync lights to music
- Requires only one independent power source for every 12-14 lanes and operates on very low power consumption
- Fixtures can be mounted to GS® Pinsetters in centers with Frameworx® scoring
- Fixtures can be mounted to A-2, GS, or StringPin Pinsetters in centers with Vector scoring
- Fixtures can be self-installed in only 15-30 minutes per lane



Lightworx Pin Deck Lighting

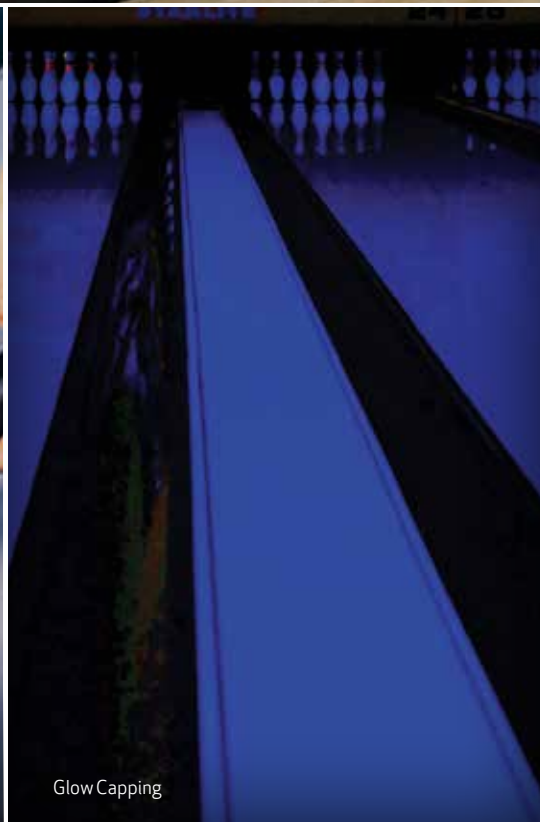


Lightworx Pin Deck Lighting Fixture

LANE ACCESSORIES



Capping



Glow Capping



Pinball Wizard Automatic Bumper Rails

CAPPING

- Constructed of high-strength PVC
- Provide easy access to ball return tracks without tools
- Now available in black, gray, glow or non-glow

FOUL-LIGHT SYSTEMS

- Tel-e-foul™ infrared technology is compatible with all major scoring/lane systems
- Easily adjustable with built-in diagnostics
- Units are spring mounted to limit vibration
- Operate on 100-, 115- or 230-volt power

DIVISIONS

- Available in glow or non-glow graphite, or glow black inserts
- Ready for installing Lightworx® division lighting system

BALL RETURNS

- Feature permanent lubricated positive-lift elevators to keep the game moving even with high-performance balls on heavily conditioned lanes
- Hold up to 12 balls each (with the option to add more on racks below)
- Include integrated reset buttons and hand dryers
- Coordinate with Brunswick furniture and complement any center's décor
- Now available in black or gray

PINBALL WIZARD™ AUTOMATIC BUMPER RAILS

- Adds to the fun by preventing gutter balls
- Motorized rails automatically raise or lower for each bowler following player setup/input at beginning of game
- Enables adults to play on same lane as youngsters with rails automatically raised or lowered according to bowler up
- Control from the front desk or bowlers using simple commands on the input keypad or LCD
- Stronger, longer-lasting rails with curved front rails improve the system's durability by reducing the force of the ball
- Rails are supported by 30 heavy-duty uprights per side (60 per lane) to provide maximum durability
- Can be installed with any lane system
- Engineered for durability with heavy-duty metal gears within the motor assembly as well as metal uprights, actuator arm and rail.

BANKSHOT™ MANUAL BUMPER RAILS

- Value-priced system offers excellent durability and performance
- Stronger, longer-lasting rails with curved front rails improve the system's durability by reducing the ball's strike force
- Rails are supported by 30 heavy-duty uprights per side (60 per lane) to provide maximum durability
- Can be installed with any lane system

LANESCAPE MASKING U



HIGH-DEFINITION RESOLUTION IS PERFECT
FOR INCORPORATING PHOTOGRAPHIC IMAGERY
INTO CUSTOM DESIGNS.

COLORFULLY AND UNMISTAKABLY DECORATE YOUR CENTER WITH THESE MASKING UNITS SURE TO CAPTURE BOWLERS' ATTENTION AND HEIGHTEN THE ALL-AROUND EXPERIENCE.

LANESCAPE® MASKING UNITS

- Units span every two lanes, covering adjacent pinsetters
- Long-lasting accurate color that will stay that way for years
- Superior glow effect provides for a more intense Cosmic Bowling® experience
- Improved print quality with higher resolution ensures the printed image is representative of the actual artwork
- High-definition resolution is perfect for incorporating photographic imagery into custom designs
- Choose from a wide selection of Brunswick designs
- Scenes can repeat every two, four, six or eight lanes or run continuously across all lanes
- Two-sided/easily reversible—doubles your image flexibility with panels that easily flip over
- Slide-up design—lower panels slide up easily for access to pinsetters at any time
- Easy lane identification—glow lane numerals, plus first and second ball lights

CUSTOM MASKING UNITS

- Choose to custom design your own artwork with graphics, photos and type

Go to www.brunswickbowling.com to view all masking unit options and a gallery of installations.



Sunflower Pins



Flamethrower



It's All About The Pins



Party Light



Don't Forget

VISIT WWW.BRUNSWICKBOWLING.COM
TO VIEW OUR COORDINATED LANESCAPE
OFFERINGS WITH MATCHING FURNITURE,
LANES AND MASKING UNITS.

LANESCAPE VIDEO MASS



KING UNITS

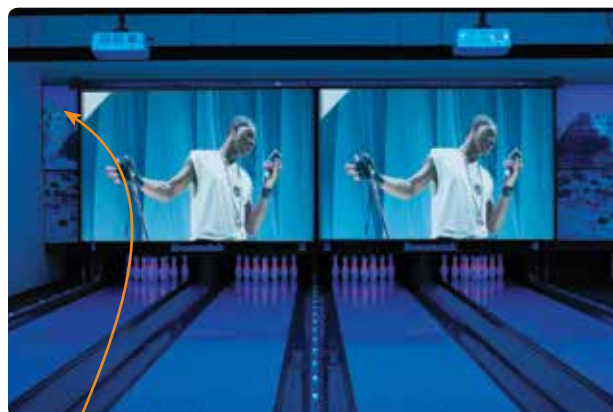
LANESCAPE VIDEO MASKING UNITS

KEEP YOUR CENTER PULSATING WITH THESE CAN'T-MISS PANORAMIC VIDEO SCREENS PROJECTING YOUR CHOICE OF EVER-CHANGING AND ALWAYS-COMPELLING ENTERTAINMENT.

LANESCAPE® VIDEO MASKING UNITS

- New jumbo video screens span every two lanes, covering adjacent pinsetters
- Projects your choice of entertainment: Entertainment Network, Interactive Games, Digital Signage, satellite TV and sporting events
- Motorized screens raise and lower with the touch of a button from the front desk to maintain easy access to pinsetters
- Can be installed over existing masking units
- Staggered, overlapping screen configuration is virtually imperceptible from bowlers' vantage yet works to eliminate the visual gap between screens, maximizing the screen area and enabling projection of large, uninterrupted scenes
- Easy-to-use front-desk controls enable programming selection screen by screen or for the whole center
- Commercial-grade projectors support widescreen resolutions along with the increasing demands for HD signals

Go to www.brunswickbowling.com to view center installations.



Installs over existing masking units
for maximum flexibility

CENTER STAGE FURNITURE



48" Coffee Table with Gunstock Savoy Walnut Laminate



Modular Wall Unit with Sugar Maple Laminate



Love Seat in Catalogue Tidal Back and Blue Ridge Seat

OUTSTANDING PERFORMANCE, FLEXIBILITY AND SHOW-STOPPING STYLE. GIVE EVERY CUSTOMER THE BEST SEAT IN THE HOUSE WITH CENTER STAGE.

CENTER STAGE™

Center Stage modular bowling furniture includes a wide variety of components that can be arranged in practically infinite ways to meet your center's needs.

Modular Sofa Seating Sections

- Variety of section sizes and shapes let you set up the bowler areas and concourses in virtually unlimited ways—Arrange in straight runs, semicircles, waves or ovals
- Multiple configurations for 9', 12' or 15' deep bowler's areas with variable configurations for 3-to-6 seats per lane
- Freestanding ottomans add a seat wherever needed
- Available integrated table-top option replaces one-person seat cushion
- Modwall option attaches behind corner seating section for two additional seats per lane
- Extra durable construction with 1" upholstery grade plywood frame
- Upholstered in heavy-duty, contemporary fabrics that are water/stain-resistant and meet BS5852 and EN1021/I-2 cigarette-match fire codes
- Numerous standard upholstery patterns and colors to choose from
- Sofas are easy to move and feature a 6" leg-height and open space between seat and back rest, making cleaning a breeze
- "Ganging" bracket easily locks into place, keeping furniture neatly and securely aligned
- Removable seat cushions allow for in-center replacement

Freestanding Tables

- Freestanding rectangular, half-moon, and quarter-moon side tables
- Freestanding standard- and bar-height tables available in several sizes and shapes
- Use with several freestanding seating options
- Available in six standard finishes

Coffee Tables

- Center "fin" clearly divides the tabletop area between two lanes
- Built-in shelf on both sides is ideal for storing shoes, purses, bags and other personal items
- Available with UL-listed power/USB option for charging phones or tablets (optional in the US and limited availability in other countries)
- Optional dual top-mounted LCD or keypad scoring consoles
- Center cavity provides organized, concealed wire management
- High-pressure laminate top for long-lasting, durable performance
- Available in widths of 36" and 27" in six standard finishes

Modular Wall Units

- Variety of table top shapes: rectangular, round end, trapezoid, triangular, and kidney shaped
- Optional built-in house ball rack, made for the freestanding modwall only, holds up to 18 balls
- Includes coat hooks
- Use with several freestanding seating options
- Available in six standard finishes

Bar Stools

- Available in six attractive styles, each in matching fabrics and finishes with Center Stage sofa section seating
- Seat-back models: Jill, Mama Melissa, and Artisan. Backless models: Mia, Ava, and Harbor
- Available in six standard finishes

Circular Ball Racks

- Tabletop surface provides additional space for food and beverage
- Three sizes available (24", 30", and 36" lengths) for just the right amount of storage
- Available in six standard finishes

STANDARD FINISHES:

Sugar Maple,
Honey Maple,
Oiled Cherry,
Formal Mahogany,
Gunstock Savoy Walnut,
and Witchcraft

**CALL YOUR
BRUNSWICK
REPRESENTATIVE
TO ORDER LAMINATE
SAMPLES. SEE
PG. 57 FOR
LAMINATE COLOR
OPTIONS.**

Don't Forget

VISIT WWW.BRUNSWICKBOWLING.COM TO VIEW OUR FULL CENTER STAGE PRODUCT LINE AND COORDINATED LANESCAPE® LANES AND MASKING UNITS.

FRAMEWORX FURNITURE



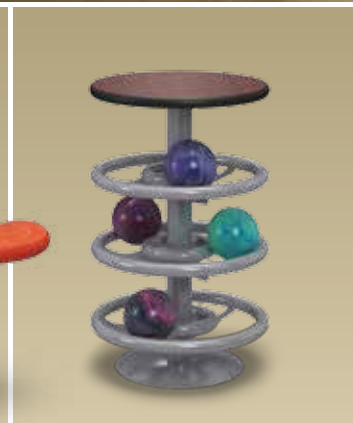
Modular Wall Units in Rosewood



Freestanding Seating in Dark Cherry



Twin-Bench Seating in Blaze Orange



House Ball Rack in Rosewood



CHOOSE THIS CLASSIC AND CONTINUOUSLY UPDATED FURNITURE LINE TO DELIVER CUSTOMER COMFORT, PLEASING STYLE, STRENGTH AND DURABILITY WHILE ALSO MAXIMIZING THE FLOW AND FUNCTIONALITY OF YOUR CENTER.

FRAMEWORX®

Frameworkx has revolutionized the way centers function today. Customer-friendly seating and configuration flexibility have removed old barriers and allowed centers to improve traffic flow and free up valuable concourse space for additional revenue generators such as amusements, restaurants/snack bars, etc. Updated to include stylish new features—attractive silver weldments, wood grain laminates and bar-style wood seating—Frameworkx can help you increase customer comfort and convenience while improving center sales performance and profitability.

Tabletop Seating

- Triangular and oval tables with attached seating provide bowlers and spectators a comfortable place to gather, talk, eat, drink and watch the action
- Oval tabletops are available in two sizes with four swing and swivel attached seats
- Triangular tabletops provide a great view of the action from every seat with four swing and swivel attached seats
- Optional patented table-mounted scoring console with LCD or keypad

Modular Wall Units

- Provide long, elevated bars at which bowlers and spectators can sit, watch the action and enjoy refreshments
- Variety of tabletop shapes: rectangular, rounded end, trapezoid and triangular
- Optional seating: swing and swivel or freestanding bar stools
- Optional features: integrated ball racks, foot rails, coat hooks, trash receptacles

Twin-Bench Seating

- Bowling center furniture staple provides ample seating without taking up too much floor space
- Two fixed seats per unit
- Options: post-mounted drink holders and end tables

Cocktail Tables

- Add table space wherever and whenever needed
- Coordinate with freestanding seating for added customer comfort
- Bar and table heights available
- Available in a variety of attractive standard and glow-in-the-dark tabletop laminates

Freestanding Seating

- Chairs that can be easily moved, added or taken away, wherever and whenever needed, to accommodate customers and the changing needs of events in a center
- Contoured seats for more comfortable, ergonomic seating
- Bar-height model with foot rail works with cocktail tables and modular wall units
- Table-height model provides additional pull-up seating at tabletops

House Ball Racks

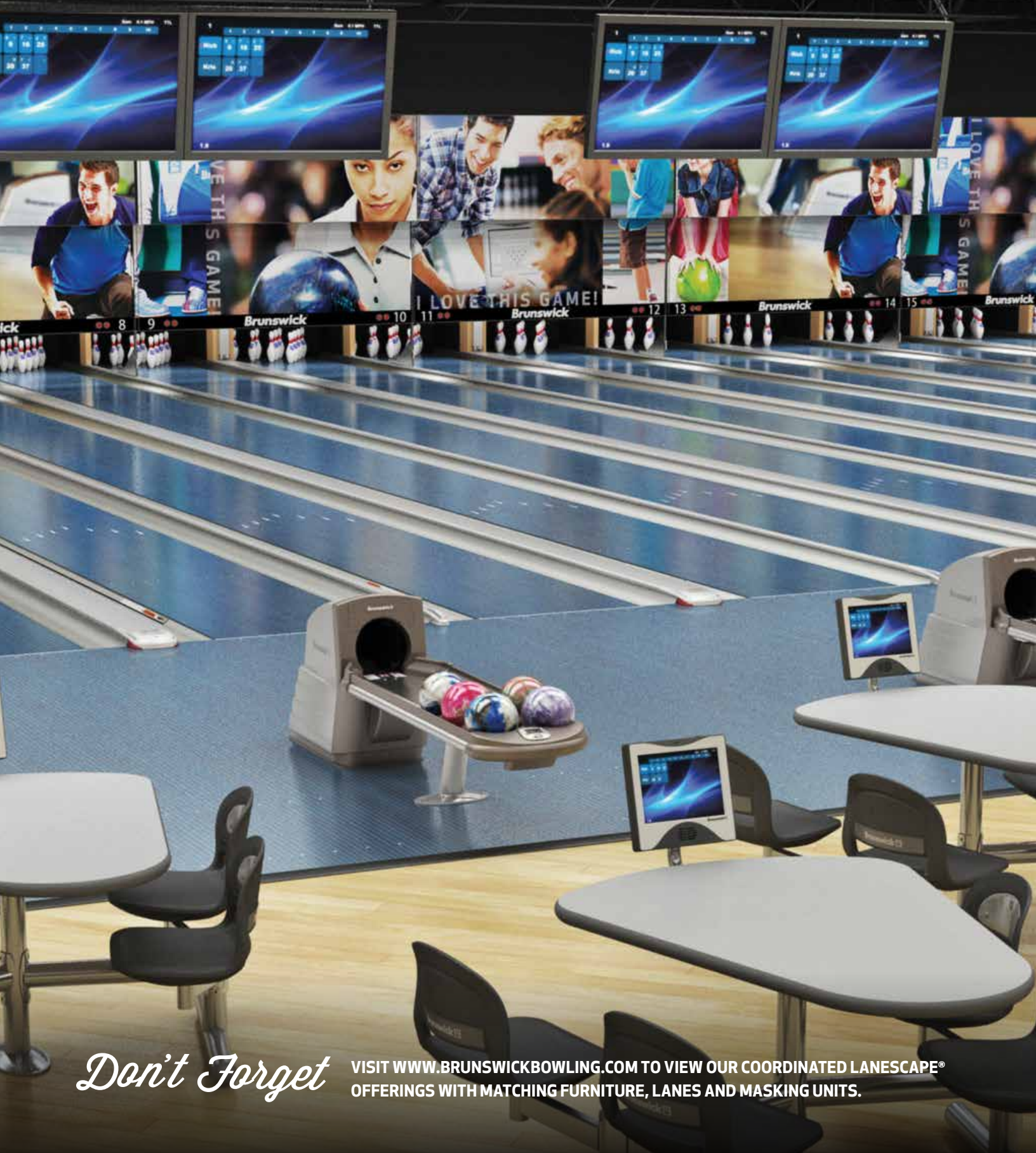
- Super-functional and stylish storage for house balls
- Tabletop options for handling food and beverage items, mounting integrated scoring consoles or for bowlers to rest their things on
- In-line tabletop, three-rail model holds 12 balls
- Round tabletop and circular rack models hold 18 balls
- Optional table-mounted scoring console available for circular ball racks

**CALL YOUR
BRUNSWICK
REPRESENTATIVE
TO ORDER FABRIC
SAMPLES. SEE
PG. 57 FOR
LAMINATE COLOR
OPTIONS.**

Don't Forget

VISIT WWW.BRUNSWICKBOWLING.COM TO VIEW OUR COORDINATED LANESCAPE® OFFERINGS WITH MATCHING FURNITURE, LANES AND MASKING UNITS.

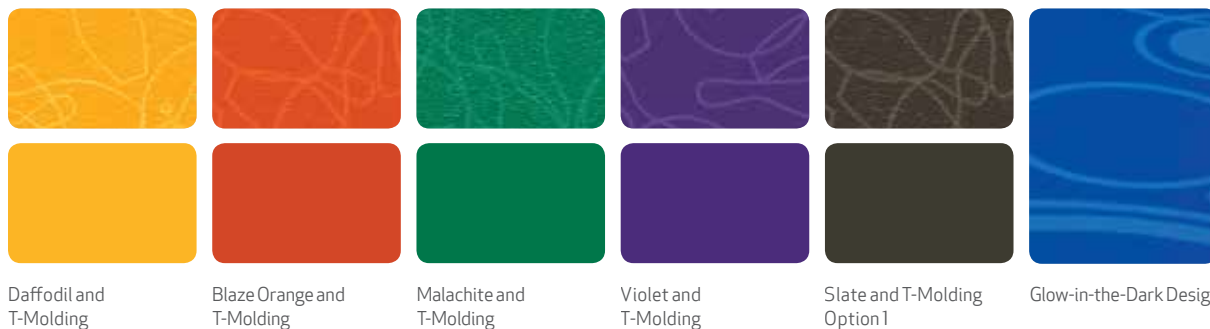
FURNITURE FINISHES



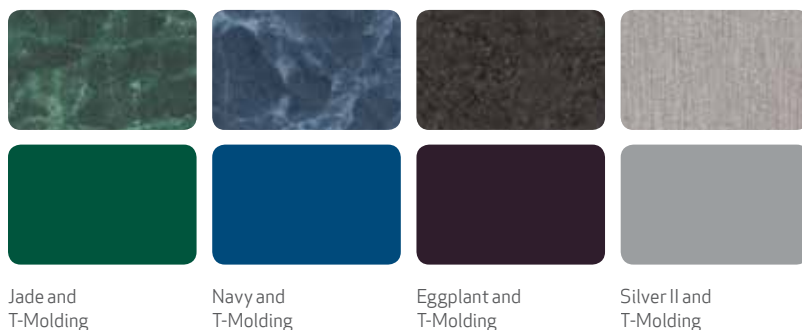
Don't Forget

VISIT WWW.BRUNSWICKBOWLING.COM TO VIEW OUR COORDINATED LANESCAPE® OFFERINGS WITH MATCHING FURNITURE, LANES AND MASKING UNITS.

FRAMEWORX® CELEBRATION Tabletop Laminate and Accent Colors



FRAMEWORX MANHATTAN Tabletop Laminate and Accent Colors



FYI

SAMPLES

Call your Brunswick representative to order fabric samples.

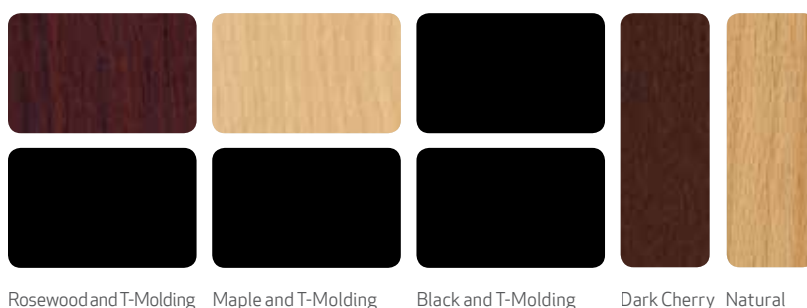
CHAIR FINISHES

Frameworkx Premium and Striking Line chair finishes are an exact match.

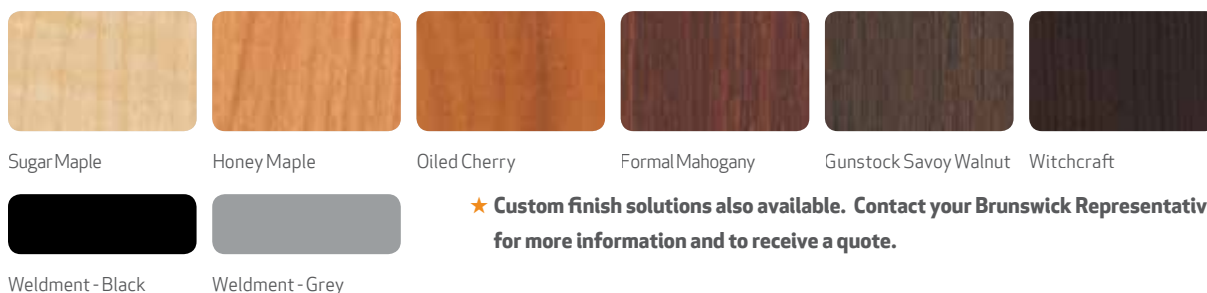
LAMINATE AND ACCENT COLORS

Frameworkx Premium and Striking Line laminates are complementary but not an exact match.

FRAMEWORX PREMIUM Tabletop Laminate and Accent Colors **CHAIR FINISHES**



CENTER STAGE™ Tabletop Laminate Colors



★ Custom finish solutions also available. Contact your Brunswick Representative for more information and to receive a quote.

STRING PINSETTER



PERFECT FOR SMALLER VENUES. GET THE FULL EXPERIENCE OF BOWLING AT A LOWER COST. BUILT WITH THE SAME RELIABILITY AND PERFORMANCE YOU EXPECT FROM BRUNSWICK.

STRINGPIN

The StringPin pinsetter provides a low-cost alternative for bars, resorts, community centers and small entertainment centers that want to add the fun of bowling without the added maintenance and power costs associated with traditional pinsetters.

Engineered to provide the real experience of bowling, the StringPin pinsetter uses the same Brunswick pins as regular pinsetters, providing great pin action and scores. Most recreational bowlers will enjoy the game of bowling, just as they would with a traditional pinsetter.

The easy, low-maintenance StringPin pinsetter is ideal for home bowling lanes, too.

Versatile

The simplicity of the Brunswick StringPin pinsetter makes it extremely versatile.

It is lightweight and compact enough to fit in many residential homes and basements, yet so durable it can be used in busy commercial environments, such as bars, resorts, community centers and small entertainment centers*.

Two lanes can fit within a 136" x 90' space, however, additional space is typical for a seating area. Shorter lengths are possible if regulation length is not important. The StringPin pinsetter weighs 25% less than traditional pinsetters.

The StringPin pinsetter has two power options: three-phase 3 X 208v or 3 X 380v (International). Power converters may be used for locations with single-phase power only.

Reliable

Nobody knows pinsetters like Brunswick. In fact, Brunswick pinsetters have been around for more than 50 years and continue to serve many bowling centers today. The quality behind the StringPin pinsetter is no exception. This time-tested, proven design provides you with the reliability and performance you expect from Brunswick.

The "strings" used to control the pins aren't really strings. Made from heavy-duty black nylon cord, the "strings" blend in with the background, making them practically invisible.

Backed by a rock-solid warranty, all StringPin pinsetter components are covered for one year, when installation is completed by an authorized installer.

Brunswick products are installed by skilled, authorized installers who are held to stringent guidelines and are subject to random quality audits to ensure each installation meets the industry-leading standards of Brunswick. To maintain product installation expertise, Brunswick conducts continuous installation training for all authorized installers.

Brunswick has installed bowling in many homes around the world, including celebrities, professional athletes and those who desire the ultimate home "recreation" room.

Easy, Economical and Efficient

The simple design of the StringPin pinsetter makes it easy to operate and maintain. Cleaning is simple, and the machine's compact design allows easy access to maintenance areas.

The StringPin pinsetter is very economical compared to traditional pinsetters. StringPin requires fewer parts and adjustments, eliminating the need for a specialized mechanic and reducing labor costs.

The efficiency of the StringPin pinsetter can't be beat. It operates on one 3-phase motor per machine, which runs only as needed.

Requiring only one 20-amp breaker per pair, this machine is highly efficient, further reducing your power consumption and lowering your operating costs.

Brunswick has the only StringPin pinsetter in the industry that comes standard with an LED pin deck light. No fluorescent tubes to change or dispose of. LEDs provide lower energy consumption, superior light quality, and last longer. Old pins even appear newer under the LED lights.

Safety

Optional safety system available.



StringPin pinsetter

Centers that require USBC certification should purchase GS-X

PINSETTERS



"MY NEW PINSETTER EMPLOYEES HAVE AN EASIER AND SHORTER
TRAINING PERIOD. I'LL SUM IT UP FOR YOU: MY STAFF AND
I WOULD NEVER WANT TO WORK ON ANY OTHER PINSETTER."

— RAY BAUDOUIN & LELAND ADCOCK, PROPRIETOR AND MECHANIC · SMYRNA BOWLING CENTER, SMYRNA, TENNESSEE —

KEEP YOUR LANES RUNNING NONSTOP WITH THE LEGENDARY RELIABILITY AND PERFORMANCE OF THE LATEST GENERATION OF BRUNSWICK GS® SERIES PINSETTERS—THE UNDISPUTED FRAMES-PER-STOP CHAMPION.

GS-X™ PINSETTERS

The GS-X pinsetter raises performance and reliability levels while lowering costs for energy, parts and maintenance to provide you with a faster return on your investment. Brunswick's years of experience, advanced engineering and integration of new technology have made the GS-X the industry's premier pinsetter.

Unsurpassed Performance

- GS-X pinsetters are the most reliable pinsetters ever, with the highest frames-per-stop (FPS) rating in the industry
- The unsurpassed reliability of GS-X pinsetters means happier bowlers, resulting in increased lineage, bowler retention and revenue
- On-demand pinsetting appeals to serious bowlers by allowing centers to offer spare practice with any pin combination

Amazing Performance Statistics

- Weekly performance of GS-X pinsetters at a recent USBC® event averaged more than 7,450 FPS, with the average during a three-week period reaching more than 10,000 FPS
- At the 2009 World Tenpin Bowling Association Women's Championships, the GS-X achieved an unprecedented 31,000 FPS throughout the entire event
- One of the world's busiest centers reports that its GS-X pinsetters are still going strong after 2 million frames played—that's 30 years of use for the average center

Lower Energy Costs

- Runs on three-phase power
- Requires only one power source per two pinsetters
- Motors run only when needed
- Can reduce power usage by up to 10%

Less Labor and Lower Maintenance

- GS-X pinsetters are mechanically simple, making them easier to train on and operate
- Fewer moving parts susceptible to wearing out or failing, compared to competitors' models
- Troubleshooting is simplified with integrated self-diagnostics and easy-to-read LCD displays
- Mechanic's handheld units (sold separately) and spare parts software save time and money
- Potential parts savings of up to 40% per year, resulting in tens of thousands of dollars saved
- Centers report savings from 30% to 40% per year after replacing an older pinsetter
- GS-X is designed to handle pins gently so they don't have to be replaced as often, resulting in fewer pin nicks or gouges

Genuine Brunswick Parts

- Brunswick offers a comprehensive line of GS-X, GS series, and A•2 pinsetter parts, built on precision engineering and real-world experience to ensure peak performance
- OEM parts specially designed for your pinsetter are available from your local certified Brunswick distributor

To find a distributor near you, go to www.brunswickbowling.com/contact/sales-rep or call our toll-free, 24-hour hotline at 1-800-937-2695. For a comprehensive listing of Brunswick parts and other helpful information, go to www.brunswickbowling.com/parts. There, you can also download the Genuine Brunswick Parts catalog, Quality Bowling Products catalog under the Related Info dropdown.

PINSETTER GUARDING



Photo-Sensor Light Beams



Walkway allows access to the pinsetter once power is off



Interlock Switch

PROTECT YOUR PERSONNEL WHILE MAKING PINSETTER MAINTENANCE MORE CONVENIENT WITH THE INDUSTRY'S MOST SOPHISTICATED, TRUSTED AND BEST-SELLING SAFETY SYSTEM.

GS® SERIES SAFETY GUARDING

Brunswick's optional advanced safety guarding solutions with the latest state-of-the-art technology are designed to work with all new and existing GS series pinsetters.

System Design Considerations

- Designed by Brunswick engineers during thousands of hours in consultation with workplace safety regulators, expert pinsetter mechanics and bowling center owners
- Cellular design isolates the pinsetters to prohibit entry while power is on yet provides maintenance personnel with full and convenient access once power is off

Operational/Safeguard Advantages

- Combination of photo-sensor light beams and interlock switches immediately turns off power to the pinsetter when a masking unit is lifted, when a rear access door is opened or when the pinsetter is approached from the front
- Guards prevent access yet allow maintenance personnel to view all parts of the machine
- System operations and diagnostics are accessible with the convenient external rear controller
- Optional front walkway allows convenient access to all areas of the pinsetter once power is off
- CE safety controller connects to all sensors and interlocks
- Also compliant with the workplace safety requirements of the European Union (EU)



External Rear Controller

System operations and diagnostics are accessible with convenient external rear controller

LANE MACHINES



Envoy

"WHETHER PBA OR HOUSE PATTERNS, WITH BRUNSWICK
LANE MACHINES, MY ABILITY TO GIVE BOWLERS WHAT THEY WANT
HAS NEVER BEEN SIMPLER. THE OIL ON THE LANES REMAINS **CONSISTENT**
FROM **LANE TO LANE,** PAIR TO PAIR, THROUGHOUT THE SEASON."

—MARK SABATINE · LANE MAINTENANCE MANAGER · PBA TOUR—



KEEP YOUR LANE CONDITIONS CONSISTENT AND YOUR BOWLERS HAPPY WITH DIRECT+ CONDITIONING—THE NEW STANDARD IN LANE MAINTENANCE.

LANE MACHINES

For over 50 years, since the introduction of the B90 oiling machine in 1962, Brunswick has been a leader and an innovator in automatic lane maintenance systems. And we've learned a lot along the way.

Direct+ Conditioning Sets the Standard

When you talk about lane maintenance you're only as good as your conditioning system. With over 1,000 lane machines in use featuring Direct+ conditioning, Brunswick delivers the industry leading performance bowlers have come to expect.

Direct+ applies conditioner simultaneously across the entire lane through 39 individually controlled Accu-ject® injectors. Direct-to-lane application for each board provides unmatched consistency—no zigzags or multicomponent transfer systems to blur the results. With Direct+ conditioning, you know the right amount of oil is on the lane exactly where you want it, regardless of lane topography.

Envoy®

The Envoy, our newest lane machine, is a state-of-the-art system centered on your needs.

- Direct+ conditioning, with its direct-to-lane conditioner application, takes away the variation that comes with transfer system machines.
- Despite its sophistication, the six-button Graphical User Interface (GUI) makes the Envoy simple to program and easy to operate.

- Envoy's cleaning system, featuring a unique V-shaped squeegee, ensures your lanes are thoroughly clean so the shot is consistent.
- FlexPower gives you the option of running on AC or two different types of battery power, whatever your center needs.
- Since it only requires five minutes of daily maintenance and comes with a two-year warranty, the Envoy is easy to operate and maintain.

Today's center requires an intelligent machine that is so simple to operate that a new employee can run the lanes. Envoy has everything your center needs and the ability to create any shot your bowlers expect. It is truly a system centered on you.

Authority22®

The Authority22 is in use in over 1,000 centers worldwide. Released in 2005, the Authority22 set the new standard in lane maintenance. The Authority22 features Direct+ conditioning as well as many of the same features found in the Envoy. The corded design makes it a great machine for large centers as well as those that need state-of-the-art conditioning on a tighter budget.

Phoenix® LT4

The Phoenix LT4 is an efficient and affordable solution for your small center's lane maintenance needs. Reliable and easy to operate, this combination machine cleans, oils and buffs in a single pass. Easy-to-read touch-screen control module allows easy access to the four pre programmed cleaning and oiling programs.



Authority22



Phoenix LT4



LANE MAINTENANCE SU

Conditioners are 100% silicone free, using top-grade oils and cutting-edge additive packages to ensure top performance.

Extensive Throbot® testing confirms the great durability and ball reaction provided by Brunswick conditioners.

BGreen cleaners are readily biodegradable and formulated to easily remove even the most difficult lane conditioners.



Heavy-duty cloth ensures durability and consistent performance.



LANE MAINTENANCE SUPPLIES

CUTTING-EDGE SCIENCE AND TECHNOLOGY ENSURE HIGH SCORES AND SIMPLE MAINTENANCE WITH OUR COMPLETE LINE OF CONDITIONERS, CLEANERS AND CLOTHS.

LANE MAINTENANCE SUPPLIES

Brunswick's dedication to advancing the experience of bowling is as evident today as it was 125 years ago. Brunswick continues that tradition with a strong commitment to research and development, technical engineering, and on-site training for proprietors and mechanics. From Throbot™ – our state-of-the-art ball-throwing robot – to our dedicated supplies development team, Brunswick continually invests in advanced scientific research to measure and enhance performance bowling products.

As the leading manufacturer of everything bowling – including a full line of lane maintenance products, pinsetter parts, and center operation supplies – Brunswick is in a unique position to assure each component works in harmony with all the others for the maximum good of the sport and your business.

Whether you are league-based or focused on open play, Brunswick values your business. That's why we have our engineers ensure Brunswick products represent the leading edge in quality, technology, and performance. Backed by the 24/7/364 support of Brunswick's Technical Services team, Aftermarket Product Specialists in North America, and dedicated distributors servicing centers in over 60 countries across the world, you will always get the very best performance and the very best value when you choose Brunswick products.

Lane Conditioners

We understand the importance of having a conditioner that meets your center's unique lane conditions. Whether you have a 60-lane synthetic house focused on league play or a six-lane wood lane center for recreational play, we have the right conditioner for you.

All Brunswick conditioners are formulated to provide key performance characteristics including stability, durability, minimal transition and consistency. They are 100% silicone free to allow for easier cleaning.

Lane Cleaners

Brunswick BGreen lane cleaners —and Universal Pin Cleaner— are readily biodegradable and allow you to clean your lanes with environmentally friendly formulas. BGreen cleaners meet the rigid requirements for detergent biodegradability defined by the European Parliament.

Lane Cloth and Dusting Supplies

Brunswick offers a full line of premium-quality, heavy-duty cloth that will fit any lane machine and will ensure durability and long life. Choose from 8460QC, 8460XL, Gold Edge, A22/Envoy®, and Red Edge®.

Approach Supplies

Keeping the approach clean is essential to creating an optimum and equitable scoring environment for your bowlers. Brunswick is a leader in developing approach supplies that provide better slide characteristics. From approach cleaners and powders to mops, we have the products your center needs to keep approaches in top bowling condition.

Maintenance Supplies

Beyond pinsetters and lanes, bowling centers have many maintenance needs. Brunswick offers a full line of cleaning and maintenance products to keep your center running smoothly. From spot cleaner to pin deck treatments, Brunswick has all the supplies you need.

Ballworx® Ball Polisher

The Brunswick Ballworx ball polisher provides bowlers with the polishing services they demand and puts money into the pockets of the center owner. The machine is easy-to-use by bowlers, requires almost no maintenance and accepts both cash and credit cards. Enhance the experience and performance of your bowlers by offering them this self-service method of cleaning and polishing their equipment.



Ballworx Ball Polisher

CENTER OPERATIONS PR

MYBALL™ SYSTEM

Make selecting a good-fitting house ball easier for your customers with the MyBall System from Brunswick. Our color-coded system and MyFit sizing ball allow customers to easily identify which ball will work best for them, improving bowler satisfaction.

With the MyFit sizing ball, customers select from seven hole drilling sizes (XXS-XXL), then look for their preferred ball weight (6-15 pounds) with the selected hole size.

The MyBall System incorporates the MyFit sizing ball with counter display and MyBall Premium Urethane House Balls.



MYBALL™ HOUSE BALLS

Liven up your center with Brunswick house balls. These bright, glow-in-the-dark bowling balls add color and excitement to any bowling environment. They are a great value and carry a 2-year warranty; 1-year for 6-pound balls. Both MyBall and Billiards styles are available from 6 to 15 pound.

- New-formulation Brunswick MyBall house balls radiate with light for the ultimate experience!
- Strong enough to withstand young or unskilled bowlers
- Available in seven drilling sizes as part of the MyBall System



Lime Green Pearl



Fuchsia Pearl



Sky Blue Pearl



Violet Pearl



Orange Pearl



Purple Pearl



Red Pearl



Yellow Pearl



Kelly Green Pearl



Dark Blue Pearl



Striped Billiard



Solid Billiard

FROM PINS TO HOUSE BALLS TO RENTAL SHOES, GET EVERYTHING YOU NEED TO KEEP YOUR BOWLERS COMING BACK AT A REASONABLE PRICE.

Score King® and Max™ Pins

- Multilayer topcoat system keeps pins white and glowing brightly
- Surlyn cover allows for a larger wood core to ensure maximum strength
- Made of the finest northern hard rock maple for maximum durability and pin action
- Coated Surlyn cover cleans easily and stays whiter longer
- Score King pins feature a heavy-duty, locked-in black nylon base that looks great
- Max pins have a neutral locked-in base that stays in place
- Choose stripes or crown neck graphics
- Score King and Max pins are USBC approved
- All Brunswick pins are made in the USA

Specialty Pins

- All the quality and durability features of Max or Score King pins
- Pins come in four vibrant solid colors for playing colored head pin or other games. Available in single-color sets of ten
- Available with Happy Birthday design in sets of ten
- Glow-in-the-dark effect



Max Pins

Score King Pins



Max Color Pins, Happy Birthday Pin and Trophy Pins

Trophy Pins

- Can be used to commemorate high scores or special events
- Made of maple wood and covered in clear topcoat so it can be used as a signature pin
- Available in sets of ten or individually

Rental Shoes

Step up to Brunswick rental shoes for improved customer satisfaction. From full-grain leather uppers and leather soles with channel stitching in our premium shoe to the contemporary looking value sport shoe, Brunswick offers rental shoes that will meet every need and price point. Keep your bowlers happy and comfortable by choosing Brunswick rental shoes.

- Multiple lines available—with laces or hook-n-loop closures
- Long-lasting rubber heels
- Available in adult and youth sizes

ORDERING INFO

Brunswick has Aftermarket Product Specialists (AMPS) in the field available to help with any bowling center maintenance questions you have. With each Product Specialist having more than 30 years of bowling experience, they know what it takes for a center to run smoothly and efficiently.

Around the world, dedicated Brunswick distributors provide products, services and support to bowling centers in more than 60 countries. Go to www.brunswickbowling.com to find a distributor servicing your center.



Premium Rental Shoes



Hybrid Rental Shoes

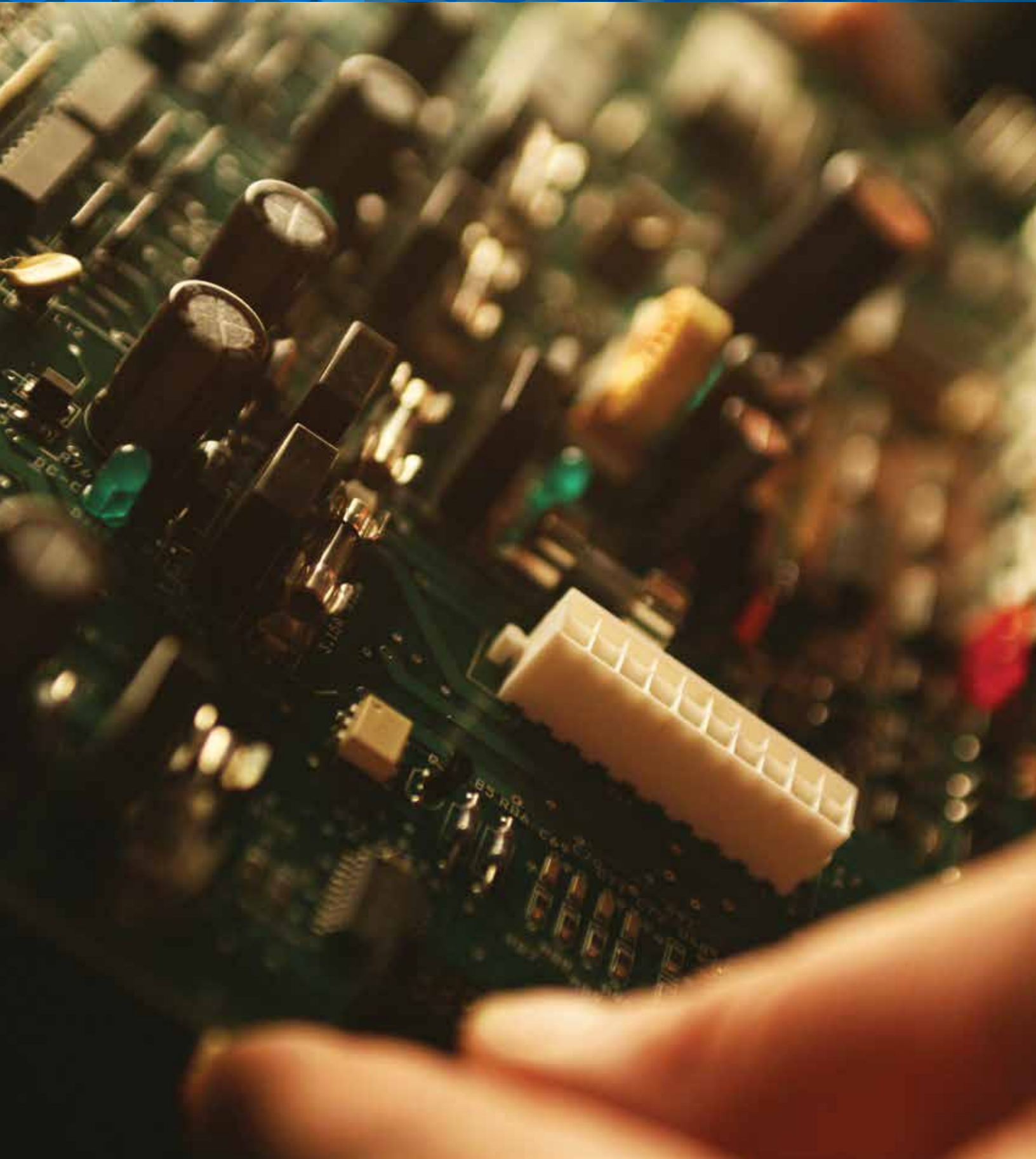


Value Sport Rental Shoes



Youth Rental Shoes

SERVICE & SUPPORT



GET ALL OF THE EXPERT CONSULTATION, PRODUCT INSTALLATION, TRAINING AND CUSTOMER SUPPORT YOU NEED FROM THE MOST EXPERIENCED, RESOURCEFUL AND RESPECTED NAME IN THE BOWLING BUSINESS.

INSTALLATION SERVICES

Brunswick products are installed by skilled installers who are held to stringent guidelines and are subject to random quality audits to ensure each installation meets the industry-leading standards of Brunswick. To maintain product installation expertise, Brunswick conducts continuous installation training for all installers.

PRODUCT TRAINING SERVICES

Brunswick offers the industry's best product training courses to ensure your bowling center staff can proficiently operate, maintain and troubleshoot Brunswick equipment. Training is available in local languages throughout our worldwide network of distributors.

ON-SITE TRAINING

Training with your staff is performed at your center for maximum impact, convenience and effectiveness. System management and operational training are included with purchase, and GS-X™ Pinsetter and Vector® Scoring maintenance training is also available.

OFF-SITE TRAINING

Training is offered at the Brunswick Training Center in Muskegon, Michigan, and is available for Vector® Automatic Scoring and GS® Series Pinsetters. Training focuses on combining theory with hands-on learning opportunities, giving your mechanic the very best learning experience, safeguarding your investment in Brunswick equipment and maximizing your satisfaction with Brunswick equipment.

WEB-BASED TRAINING

Web-based training is also available for Vector + HD Brunswick and CDE League Software, CDE Tournament, Billiards Light and Time Control, Payment Card and Game Card, Bowler's Rewards Frequency Program, Remote Order Printing, Event Host Manager, Digital Signage and Interactive Games.

To learn more about the various training opportunities offered by Brunswick and to view our training calendar, go to www.brunswickbowling.com/service-support/training.

TECHNICAL SUPPORT

Brunswick provides the industry's most knowledgeable and responsive Technical Support team. Product experts answer calls 24/7 every day of the year except Christmas, and high-priority calls receive immediate attention.

ELECTRONIC REPAIR CENTER

Your source for electronic repairs and exchanges since 1968, the Brunswick Electronic Repair Center offers competitive pricing on hundreds of electronic repair products. Repairs are performed by OEM technicians with access to thousands of original drawings to ensure precision repairs. Brunswick supports current and legacy Brunswick products, including AS 80/90, Frameworx®, Classic and Vector. We also repair electronic products related to Electronic Triggering, Telefouls, Pinball Wizard, GS® Pinsetters, Authority22® and Envoy® lane machines. We offer three convenient shipping options: pre-ship, exchange and repair/return. All repair work is backed by a 90-day warranty on rebuilt assembly materials and workmanship.

WARRANTY RESOLUTION

Brunswick's Warranty Resolution team can assist in resolving your product issues and strives to process your claim within one business day. All warranty shipments are prioritized to minimize machine downtime. The quickest and easiest way to file a warranty claim is online at www.brunswickbowling.com/service-support/warranty/file-claim.

CONTACT US

For Technical Support, Electronic Repair, Product Training and Warranty Resolution, call 1-800-937-2695.

Technical Support Email: techsupport@brunbowl.com.

Electronic Repair Email: erc@brunbowl.com.

Warranty Resolution Email: bbwarranty@brunbowl.com

BRUNSWICK BOWLING CENTER PRODUCTS & YOU

A surefire strategy to winning in the bowling business is to put Brunswick bowling center products into play. Because no other manufacturer can compete with our formidable experience, product functionality and performance, superior value, long-term ROI and immediate positive impact.

Whatever bowling center products you need—whether you are modernizing an existing center or planning to build a brand-new one—Brunswick simply cannot be beat. Get started by talking to your Brunswick representative today.



Brunswick 
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2014-2015 BROCHURE