

One Very Important Fact That Can Make or Break Your Laser Tag System

...you don't need to know much, but you do need to know this

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**When it comes to laser tag the choice is
LaZer Runner...**

**Number one in systems sold for
*12 consecutive years!***

One Very Important Fact That Can Make Or Break Your Laser Tag System

There are several things that determine the reliability, durability and ultimate cost of a laser tag system. In this report I'm going to write about one of the most important points. In fact, it may be THE most important point when it comes to reliability of a laser tag system.

I'm going to try and keep this brief and non-technical. But before I jump into this, I want you to have some faith in what I'm going to talk about.

So let me start by saying this...

The information that I'm going to tell you about has to do with electronic manufacturing methods.

Electronic circuit boards are the "Heart and Soul" of any laser tag system. If they are not constructed and assembled properly at the very beginning, they will likely NEVER work well. Period!

This is vitally important information!

And, it's a topic that I know a bit about. You see, I used to own an electronic manufacturing company. We built and assembled electronic products for other manufacturers – Original Equipment Manufacturers (OEMs as they are called in the manufacturing business). We were known as a Contract Manufacturer.

Anyone requiring the manufacture of circuit boards would come to us, the Contract Manufacturer, to get the job done. We'd get their circuit boards designed, order the parts, construct the circuit boards, and in some cases even insert the circuit boards into the final product, package it all up and deliver it back to the Original Equipment Manufacturer ready to ship to their customers.

My company built hundreds of products over the years and ordered millions and millions of dollars of parts from all over the world...

We built equipment for the military...

We built products for emerging companies...

We built parts of airline navigation systems...

We built pharmaceutical and medical equipment...

We built one heck of a lot of electronic stuff...hundreds of thousands of circuit boards!

You have probably seen pictures of those “robotic machines” that pick up small electronic parts and place them precisely on circuit boards faster than you can see them move. Well, those are called “Pick and Place” machines and are the core of any electronic assembly business.

We had quite a few of these machines humming day and night. Anyway...

I know a thing or two about electronic manufacturing techniques. I know what I’m talking about.

- The proper technique can guarantee that your product is durable and reliable.
- The wrong technique will almost always result in increased cost and a poor...VERY POOR product!

So, with that explanation behind us, let’s get started...

The one thing that I want to talk about here is a process known as...

Continuous Flow Manufacturing

For years Continuous Flow Manufacturing (CFM) has been proven by top manufacturers in every industry as THE most efficient manufacturing method. The foundation of CFM superiority is in the simplicity of the process versus the complexity of what is known as Batch Mode Manufacturing (BMM).

In the circuit board manufacturing business the basis of CFM is that *“you don’t start a job until you can finish it, and you don’t stop a job until it is done”*.

Subscribing to this practice ultimately shortens the customer’s product cycle time (the amount of time that it takes to finish the production run once the job is started). At the same time, it greatly enhances the quality of the finished product (more on that later).

Under BMM every step of production requires its own starting point. Every customer’s job gets broken down into several smaller jobs, which are completed in an intermittent schedule over many weeks. Idle work in progress is commonplace. In fact, under BMM the majority of the time that the contract manufacturer has the product it is not being worked on but it is sitting idle on a cart waiting to be scheduled into its next phase of production.

At LaZer Runner we use Continuous Flow Manufacturing. We insist on it! It ensures a high quality product at a lower price.

Do any of our competitors use CFM?

Not likely.

Why not?

I'll tell you why...

To find out what happens when you combine poor manufacturing techniques with old-style infra-red (IR) laser tag systems, read the report entitled...

***How I Got Ripped-Off
Purchasing Laser Tag Equipment***

- Firstly, I doubt that they know that such a process even exists. Since they most probably get their circuit boards made by a contract manufacturer (other than the few laser tag companies that are making poor quality products in their garages), I know exactly how their circuit boards would be manufactured. From the circuit boards that I've seen, no contract manufacturer would be using CFM. And if they are, I would fire the contract manufacturer if they turned out that kind of quality for me.
- Secondly, none of our competition would sell enough systems in a year to justify a huge "run" of electronic circuit boards. You need to be doing a fairly substantial volume of circuit boards to justify CFM. Many of our competitors only sell a few systems a year so it would be impossible for them to take advantage of any advanced manufacturing techniques. The term "hand-made" may be OK if you are building furniture but not when you are building electronics.

Since they would be designated a "small run" the construction of these circuit boards would be inserted between the runs of larger, more profitable customers. In industry terms...

Their electronic circuit boards would be "batched out".

That's bad. Very bad.

Batching out is a technique that is reserved for the "small runs". These are usually the customers that are the least profitable for the electronic manufacturing company. (Don't blame the contract manufacturer...they have to give preference to their most profitable customers to survive.)

Now, here comes the real bad part...

When a contract manufacturing job is inserted between other jobs, it will be stopped and started many times. It will be handled by a large number of workers over an extended period of time. There is no focus on this job, it is just a filler between larger more profitable jobs. Quality control is almost non-existent because the profit is very small on batched out jobs.

Not only that but...

Most times, there is no testing done on these batched-out circuit boards. The contract manufacturer quickly finishes the job and gets the circuit boards off the assembly line so that the next, more profitable job can get going.

This almost guarantees poor consistency. I know this for a fact! Remember, I used to own a contract manufacturing factory. I know how the business works. These small jobs are more of a “pain in the butt” than they are worth in most instances. That is why they get slotted in between the larger, more profitable jobs.

That’s just life, folks.

And don’t let anyone tell you that this isn’t the way things are. That is EXACTLY the way that it worked in our factory and at ALL the contract manufacturing facilities that I ever visited.

I know exactly what I’m talking about here.

Does the same nightmare manufacturing method happen to LaZer Runner?

Nope.

How come?

Listen up...

Firstly, being the largest laser tag manufacturer, we run thousands of electronic circuit boards at once. We are NOT considered to be a tiny run that must be inserted between larger, more profitable runs of circuit boards. Our jobs are always done on a Continuous Flow basis.

That’s good. Very good!

It guarantees consistency, great quality and much more reasonable prices.

Secondly, because I am very familiar with the electronic contract manufacturing business, I insist on CFM and I get it. I know many of the contract manufacturers and they know me. That helps. These guys “know that I know”. They know that I expect impeccable quality and I get it. They give me great service and a reliable and durable product that is unmatched in the laser tag business.

If you read what our customers say about our product, one thing keeps coming up again and again...

Our durability and reliability are legendary in the business.

No one who knows anything about electronic manufacturing techniques will dispute the quality of our circuit boards. One of the reasons that we are so durable and reliable (there are many reasons) is because of our superior manufacturing techniques. Circuit boards are the core of any laser tag system...

If you don't have quality in your circuit boards... then you just don't have quality at all.

So, there you have it. Now you know the jealously guarded secret that makes our electronics more reliable than all of the other laser tag systems. It may seem simple, but it's soooOOOOooo important!

From my experience of owning an electronic contract manufacturing company, I know and understand manufacturing techniques. I know quality control procedures. I know how to acquire electronic parts at reasonable prices. And I know that a reliable product is one of the most coveted qualities of a laser tag system. Because...

**No matter what features a laser tag system has to offer,
No matter how popular your laser tag location is,
No matter how good you are at organizing parties at your facility,
None of it matters if your laser tag equipment isn't working.**

Every year more and more of our sales are to owners who are tired of having their laser tag equipment in constant disrepair.

Or they are fed up with laser tag systems that don't work properly.

Continuous Flow Manufacturing has been one of the reasons that we are able to provide a quality product at a very reasonable price. It's one of the reasons that durability and reliability has been one of the cornerstones of our success in the laser tag industry.

Sincerely,

A handwritten signature in cursive script that reads "Kenn Schurek". The signature is written in black ink and has a horizontal line underneath it.

Kenn Schurek - Founder
LaZer Runner Laser tag Systems

PS Do you want to know more about what a LaZer Runner Laser Tag System can do for you? Don't wait another minute...

Call our office to speak to **Paul Savard** at **1-780-496-9058 ext 248**. He's got a **FREE FACT KIT** that will explain all of the information about laser tag systems that you need to make an informed decision. It comes to you packed and stuffed into a huge envelope with a ton of info.

Or [CLICK HERE](#) to order the FREE FACT KIT online

PPS To discover **3 MORE** very important facts that are **CRITICAL** to the success of your laser tag business, read the report entitled...

**How To Instantly
Increase Your Profits
By Up To 38%**