

# **SKATE CENTERS**

**Here's how to expand your customer base and increase your profits!**

**This report is brought to you by...**



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

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

## **Skate Centers: *Here is how you can expand your customer base and increase your profits...***

If you own a skate center, then revenue from skating dollars is probably your main source of profit. And it should be. But, have you ever wondered why many skate centers are adding LaZer Runner to their centers?

It's because laser tag can be a terrific supplement to a skate center. It can expand your customer base and increase your profits!

Lots of skate centers have added a LaZer Runner Laser Tag System to their entertainment mix. And they've discovered what many others already know...

### **LaZer Runner is a stand-out success and a real money-maker!**

Your food sales will expand!  
Your group bookings will climb!  
Your birthday party business will soar!  
Revenue of all your other attractions will increase!

***"LaZer Runner was installed in my facility since October of 1999. Since the addition, it has been nothing less than a financial success.***

***Skate Palace has been in operation since 1978. Never in our history have we experienced such phenomenal growth. Our bottom line is up over 30%.***

***Birthday parties are big business. Since adding LaZer Runner to the package our bookings are up 40% over last year. More specifically, June party bookings were up 92% over the previous June with a financial increase of 173%.***

***Without your system, I do not believe Skate Palace would be in the position that it is in today. The only regret that I have is that I do not have enough space to expand the system."***

**SKATE PALACE**

**LaZer Runner can really increase your bottom line...**

We've also replaced a lot of other laser tag systems in skate centers. Some laser tag systems just can't stand up to the kind of punishment that kids give it.

But LaZer Runner can...

The cornerstone of our success in the laser tag business has been offering a product that is by far the most durable and reliable in the business. We became the largest laser tag company in the world by providing a product that "takes a beating and keeps on ticking."

Durability and reliability are the most important items that you should consider when deciding upon a laser tag system. One thing is absolutely certain...

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

Durability and reliability are paramount!

Nothing deserves more attention in your purchasing decision. Nothing! It simply is the difference between success and failure. Between ease of operation and intense frustration.

***"We opened our laser tag arena about five years ago, using phasers and vests from another company. Within a year, the phasers and vests were hammered and the company was not able to fix the phasers properly...It was time for a change.***

***We shopped around and decided to replace our equipment with LaZer Runner phasers and vests. Wow! What a difference! Switching to LaZer Runner has saved our company thousands of dollars over the years.***

***Because of the success with LaZer Runner equipment, we have since opened two other laser tag arenas all equipped with LaZer Runner gear."***

**CLASSIC SKATING**

Lots and lots of centers use our equipment. We have hundreds of references from happy customers. From family-owned locations all across the USA, to giant entertainment companies – we've designed and installed over 490 LaZer Runner Laser Tag Systems.

Here's some information that may be useful for you...

**Most of the “major amusement players” in the business use LaZer Runner.**

The ***Brunswick Zone*** chain of amusement centers... ***Knott's Berry Farm***... all of the many ***Palace Entertainment*** centers... ***Paramount Parks***...and ***NASCAR Speed Parks***... etc, are all very successful amusement corporations, most with multiple locations throughout the USA. They do a lot of research prior to purchasing a laser tag system. A lot.

They can afford any system that they want!

- Many of these companies have sent out researchers to assess EVERY laser tag company worth assessing. Some have purchased several different systems and actually tested them in their many locations.
- Several companies have hired electronic engineers and consultants to have a close look at the equipment of various manufacturers in an effort to pick the one that is best for durability, reliability, features and technical support.
- Most of the companies have visited dozens of laser tag locations to determine what actual owners of laser tag systems had to say about their operating experience.

**My point is this...**

These “corporate entertainment BIG BOYS” can own any system that their heart desires – money is not the limiting issue. They want the best, most durable and most reliable system on the market.

And they spare no expense to make sure that their research is accurate and thorough.

**And guess what...**

All of these “Big Boys” chose a LaZer Runner Laser Tag System to anchor their centers even though...

**LaZer Runner is not the most expensive system on the market.**

Many inferior systems cost much more, yet perform very poorly by comparison.

Yet, everyone who is anyone in the amusement business chooses a LaZer Runner Laser Tag System...

Why is that?

- ✓ It's because our systems are the most advanced technologically.
- ✓ It's because our systems are the most durable and reliable.
- ✓ It's because our service department is the best in the business.
- ✓ It's because we do what we say – you can depend on us to keep you running.
- ✓ It's because we have been in business longer than any other laser tag company and we have a big stake in the business.
- ✓ It's because we have installed more systems than all of our competitors combined.

Those are good reasons.

These large amusement and entertainment companies have spent thousands and thousands of dollars researching laser tag systems.

### **They've already done your homework for you!**

With all of that research, homework, analysis, and manpower, these corporate family entertainment companies all chose Lazer Runner.

Take advantage of that fact...

You can have the very same reliable and durable LaZer Runner Laser Tag System in your facility as they do. We're affordable!

### **Not only that...**

The last thing that you want to think about when you are operating a skate center is fixing your equipment.

Particularly electronic equipment.

That's why we go the extra mile to be sure that everything works as well as we can possibly get it to work before sending it out the door.

At LaZer Runner we do what we say - namely we provide a product that is durable, reliable and affordable. Reliable electronics provides your players with a higher level of enjoyment and allows your operator to concentrate more on promoting sales than "putting out fires" all day and giving refunds.

All of our electronics have been built to the same standards and specifications as demanding industrial and military applications!

### **Does our system still require some maintenance?**

Of course it does. But relatively little when compared to every other system. In the rare event of a problem, we can instantly help you in a number of ways...

- We can provide you with **free "loaner equipment"** for any critical component of the system. In the rare event that your system requires emergency servicing, our service department is right there, right now! We help you to keep operating and to obtain maximum profits!
- We provide our customers with **a 24-hour service hotline**. We understand that the amusement industry does not operate during the traditional 9 to 5 workday. LaZer Runner owners can contact a technician at any time during the day or night – 24 hours a day! Our service department is always ready to respond now – RIGHT NOW!
- We can dispatch one of our **mobile service crews**. Our service crews are criss-crossing the continent installing systems, training new owners, and maintaining our customer's equipment. We have the only mobile service crews in the business, and we're at your service!

All this means one thing for you...

### **Zero Downtime.**

The bottom line is this...

LaZer Runner Laser Tag Systems are legendary for their durability and reliability. That is why there have been more LaZer Runner systems installed than all of our competitors combined.

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

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

Bob Webster of the famous **Knott's Berry Farm** summed it up best when he recently wrote us a letter. Here is an excerpt of what he said...

***"I personally tested every laser tag system on the market. It was my opinion that LaZer Runner was the most durable and user friendly system available.***

***I wasn't disappointed.***

***LaZer Runner has developed a high quality product requiring minimal service. Player appeal of the LaZer Runner equipment is reflected in revenues that are more than double our original plan. Most important and most impressive is their product support. Their courteous technical staff is able to resolve most equipment problems (which are very rare) over the phone."***

***Sincerely,***

***Bob Webster  
Manager - Amusements  
Knott's Berry Farm***

I'm sure that you agree that Knott's Berry Farm is one of the most recognizable family entertainment destinations in the USA.

### **It's an institution!**

Knott's Berry Farm can likely afford any laser tag system that they want. Yet, after extensive research, they chose a LaZer Runner Laser Tag System.

Even though LaZer Runner is not the most expensive, it is still the most reliable, the most durable and the most advanced.

Take advantage of all the research that the "big boys" do to ensure that you too, make the right decision...

**Please consider our experience in the business, our stability as a company, our reputation as the largest laser tag manufacturer in the world, and our commitment to the amusement industry if you consider adding laser tag.**

I guarantee you this...

We'll stick with you every step of the way to make your experience as enjoyable and profitable as possible!

Sincerely,

A handwritten signature in black ink that reads "Kenn Schurek". The signature is written in a cursive style and is underlined with a single horizontal stroke.

Kenn Schurek – Founder  
LaZer Runner Laser Tag Systems

**PS** There is a lot of great information on every aspect of the laser tag business in our extensive **FREE FACT KIT**. It comes to you packed and stuffed in a huge envelope.

Order it and you'll discover all kinds of interesting things about the laser tag business to help you make an accurate and informed decision.

Here's how to order it...

Pick up the phone and call **Paul Savard** at our office...**780-496-9058 ext 248**. He'll send it out, usually the same day!

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

**PPS** To read some very critical information about the laser tag business, read the report entitled...

**6 Important Points That You MUST Pay Attention To  
When Choosing Laser Tag Equipment!**