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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.

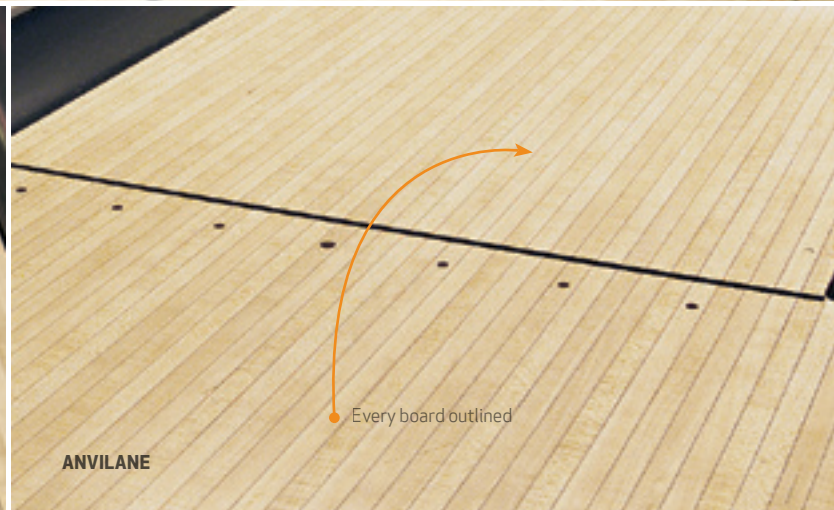
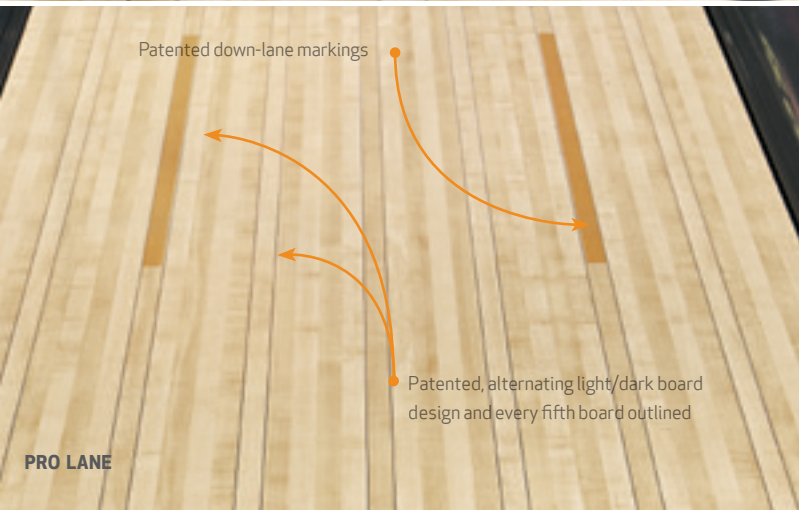
## PEACE OF MIND

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.

# 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-joint-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

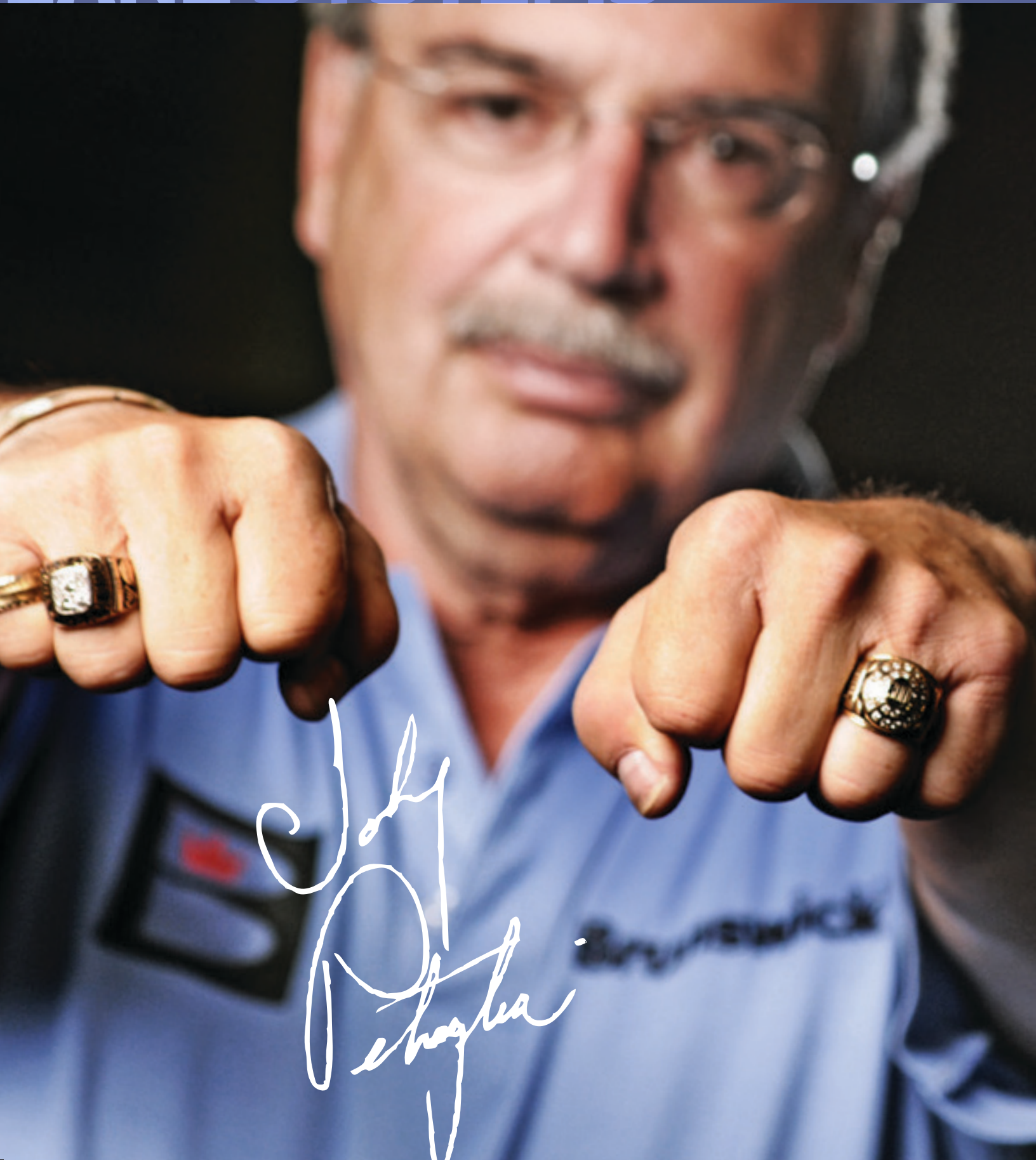
## ANVILANE

- 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



John P. Seymour

# 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.

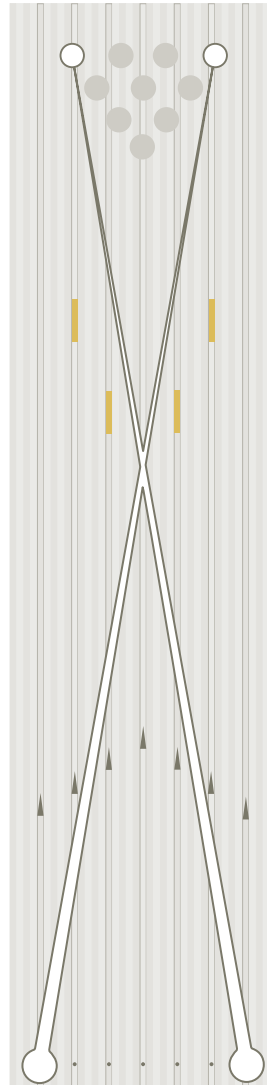
### Determining Hook Power

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

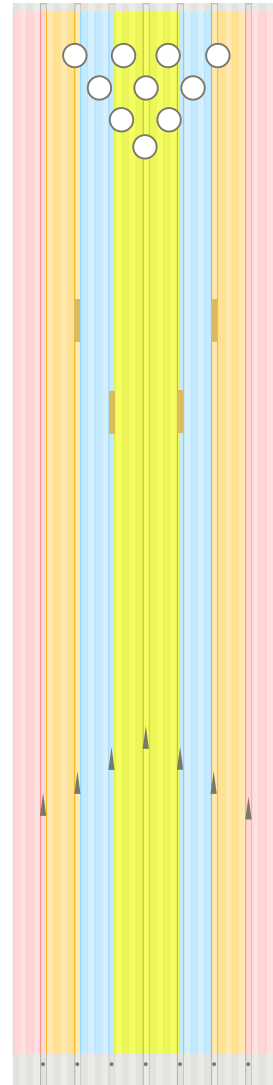
Our down-lane markings allow bowlers to identify their break points (the break point is where the ball leaves the conditioned portion of the lane and enters the dry portion, making a noticeable change in direction) and make the adjustments necessary to maximize pin carry.

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



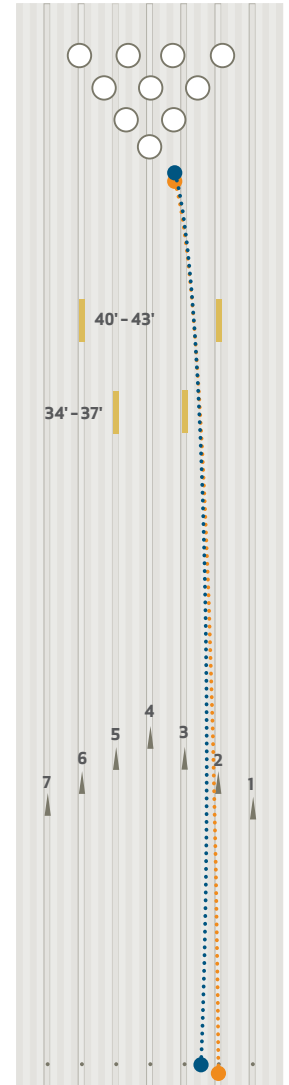
### Making Spares

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

## LANESCAPE LANES—ULTIMATE

### 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—TR



Ignite Transform lane under black light with Ignite Masking Unit.

# TRANSFORM

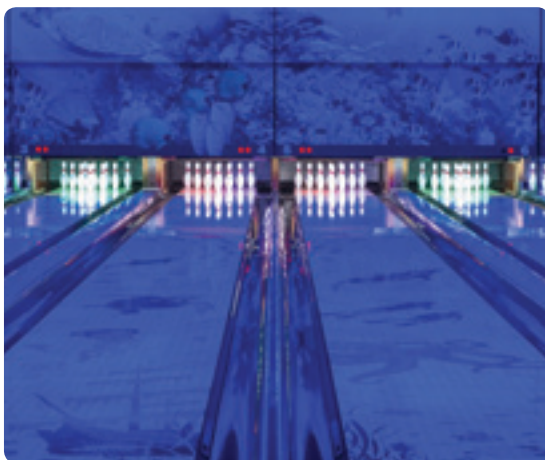
LANESCAPE  
LANES—TRANSFORM

## TRANSFORM

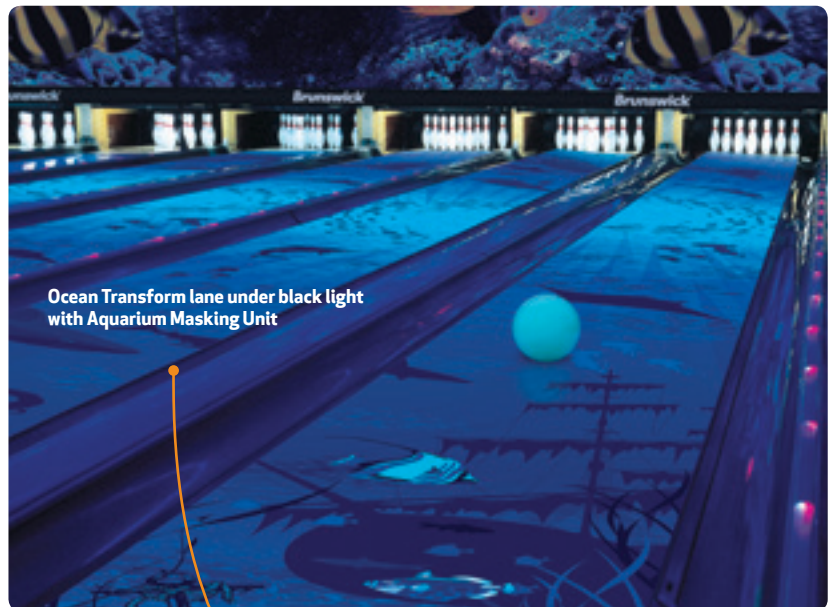
For centers that want to cater to serious bowlers for league and tournament play but also create an unforgettable cosmic experience for casual bowlers, choose Transform Lanes that look and function as normal lanes in natural light but “transform” under black light into unforgettable environments with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

### Features and Advantages

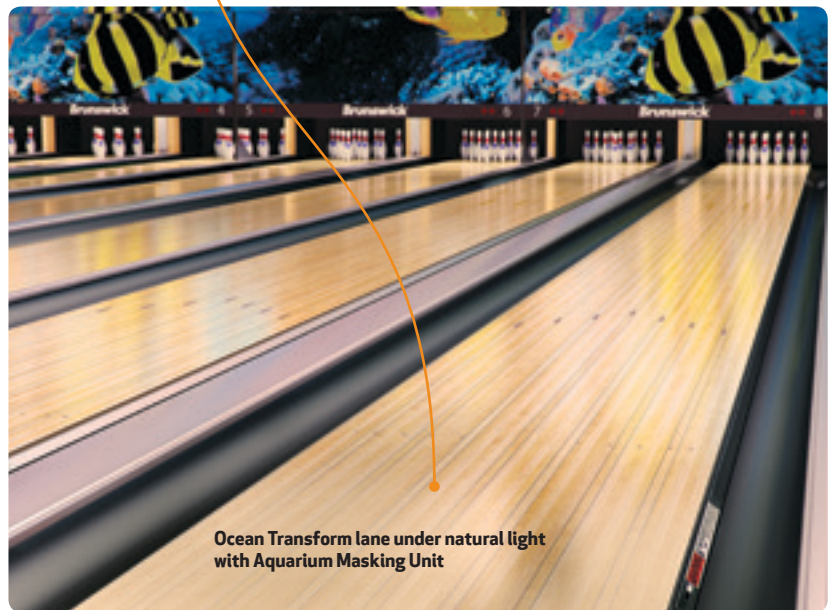
- Offers the same durable performance, beautiful appearance and easy maintenance as Brunswick’s premium synthetic lanes
- Ability to create unique and extraordinary themed environment
- Differentiate your center from the competitors
- Give customers a more memorable, branded experience
- Exclusive process 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

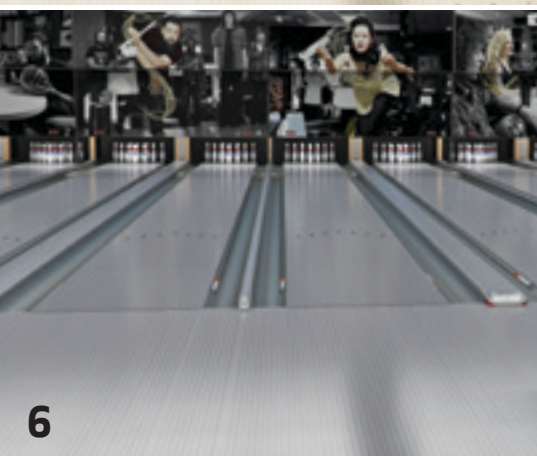


Ocean Transform lane under black light  
with Aquarium Masking Unit



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.

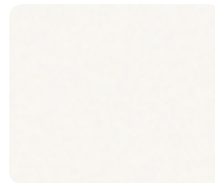
#### Features and Advantages

- 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

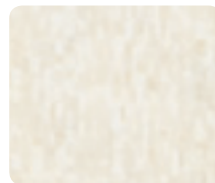
### COLORFULL™ COLOR AND WOOD GRAIN COLOR OPTIONS



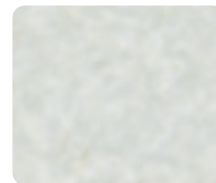
**1 ICE WHITE**  
BLACK MARKINGS



**2 WANDERER**  
BLACK MARKINGS



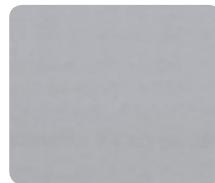
**3 VANA**  
DARK BROWN MARKINGS



**4 GREYSTONE**  
BLACK MARKINGS



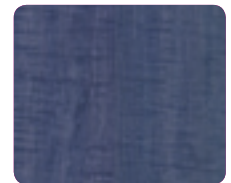
**5 ROCK AROUND THE CLOCK**  
DARK GRAY MARKINGS



**6 SILVER ALUMETALX**  
BLACK MARKINGS



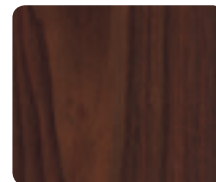
**7 OILED CHERRY**  
BLACK MARKINGS



**8 SINGING THE CHICAGO BLUES**  
WHITE MARKINGS



**9 FORMAL MAHOGANY**  
SQUASH MARKINGS



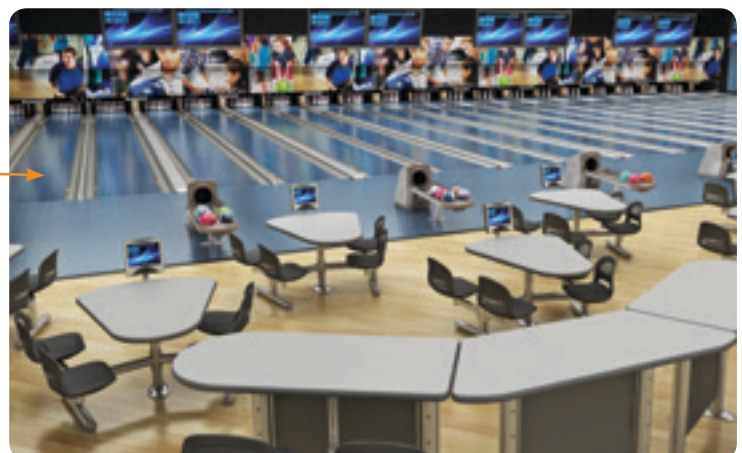
**10 GUNSTOCK SAVOY WALNUT**  
WHEAT MARKINGS



**11 WITCHCRAFT**  
SQUASH MARKINGS

*Don't Forget*

VISIT [WWW.BRUNSWICKBOWLING.COM](http://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 Frameworkx® 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

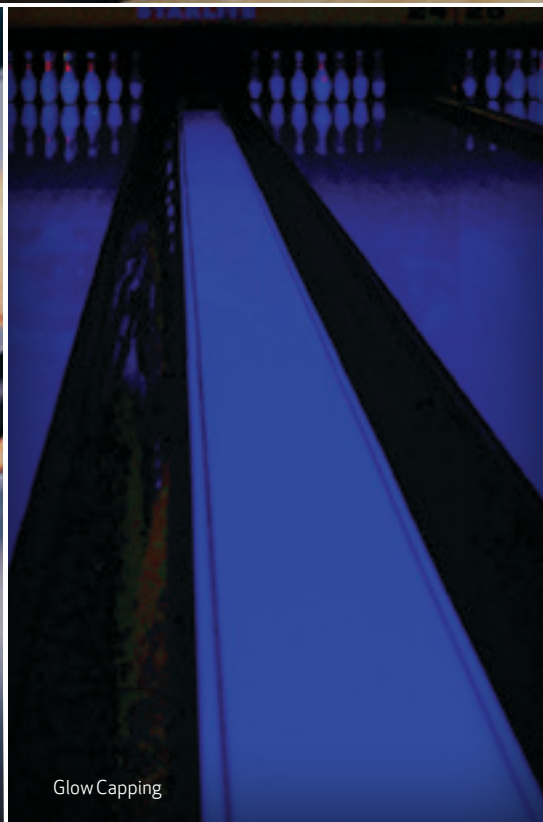


Lightworx Pin Deck Lighting Fixture

# 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](http://www.brunswickbowling.com) to view all masking unit options and a gallery of installations.

*Don't Forget*

VISIT [WWW.BRUNSWICKBOWLING.COM](http://WWW.BRUNSWICKBOWLING.COM) TO VIEW OUR COORDINATED LANESCAPE OFFERINGS WITH MATCHING FURNITURE, LANES AND MASKING UNITS.



Sunflower Pins



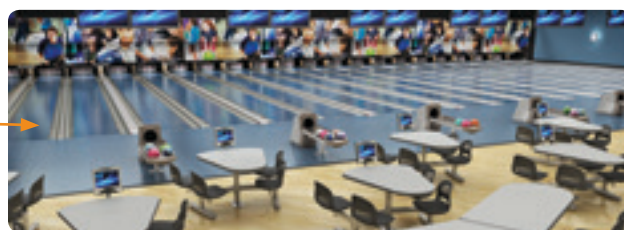
Flamethrower



It's All About The Pins



Party Light



# LANESCAPE VIDEO MASS



# KING UNITS

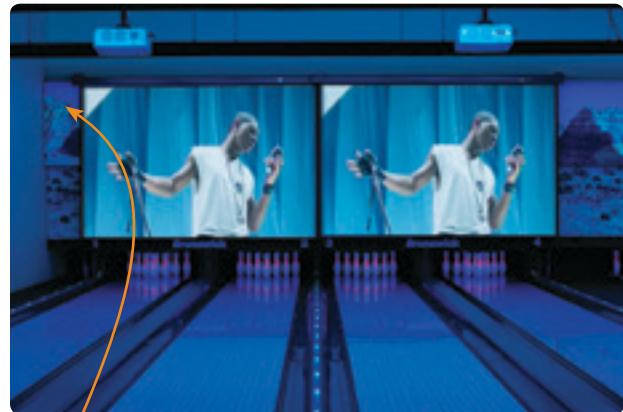
LANESCAPE  
VIDEO MASKING UNITS

**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](http://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 EN1021/1-2 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](http://WWW.BRUNSWICKBOWLING.COM) TO VIEW OUR FULL CENTER STAGE PRODUCT LINE AND COORDINATED LANESCAPE® LANES AND MASKING UNITS.

# FRAMEWORX FURNITURE



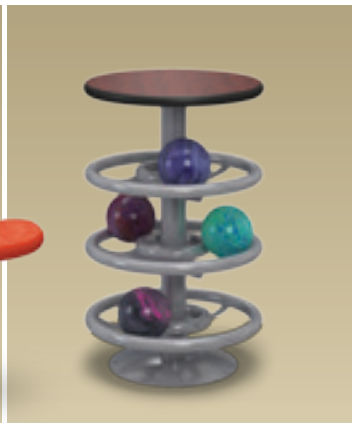
Modular Wall Units in Rosewood



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](http://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](http://WWW.BRUNSWICKBOWLING.COM) TO VIEW OUR COORDINATED LANESCAPE® OFFERINGS WITH MATCHING FURNITURE, LANES AND MASKING UNITS.

**FRAMEWORX® CELEBRATION** Tabletop Laminate and Accent Colors



Daffodil and T-Molding

Blaze Orange and T-Molding

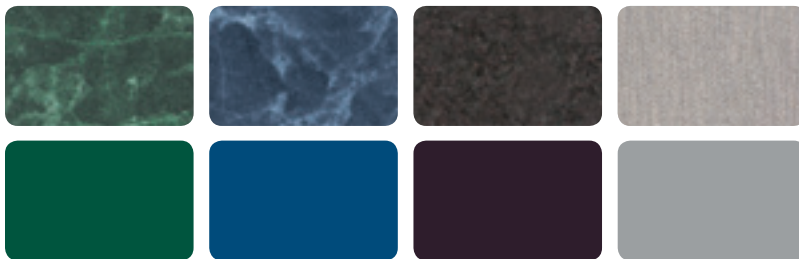
Malachite and T-Molding

Violet and T-Molding

Slate and T-Molding Option 1

Glow-in-the-Dark Design

**FRAMEWORX MANHATTAN** Tabletop Laminate and Accent Colors



Jade and T-Molding

Navy and T-Molding

Eggplant and T-Molding

Silver II and T-Molding

**FYI**

**SAMPLES**

Call your Brunswick representative to order fabric samples.

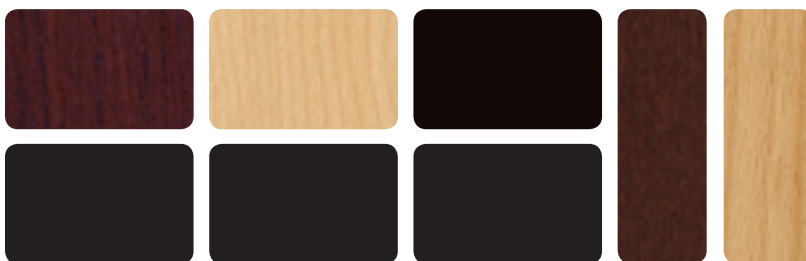
**CHAIR FINISHES**

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**



Rosewood and T-Molding

Maple and T-Molding

Black and T-Molding

Dark Cherry Natural

**CENTER STAGE™** Tabletop Laminate Colors



Sugar Maple

Honey Maple

Oiled Cherry

Formal Mahogany

Gunstock Savoy Walnut

Witchcraft



Weldment - Black

Weldment - Grey

★ 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 BAUDOIN & 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](http://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](http://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.

# 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.



Easy identification of hole size and weight. Speeds up the selection process, equaling more time for bowling.

## 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](http://www.brunswickbowling.com) to find a distributor servicing your center.



Premium Rental Shoes

Hybrid Rental Shoes

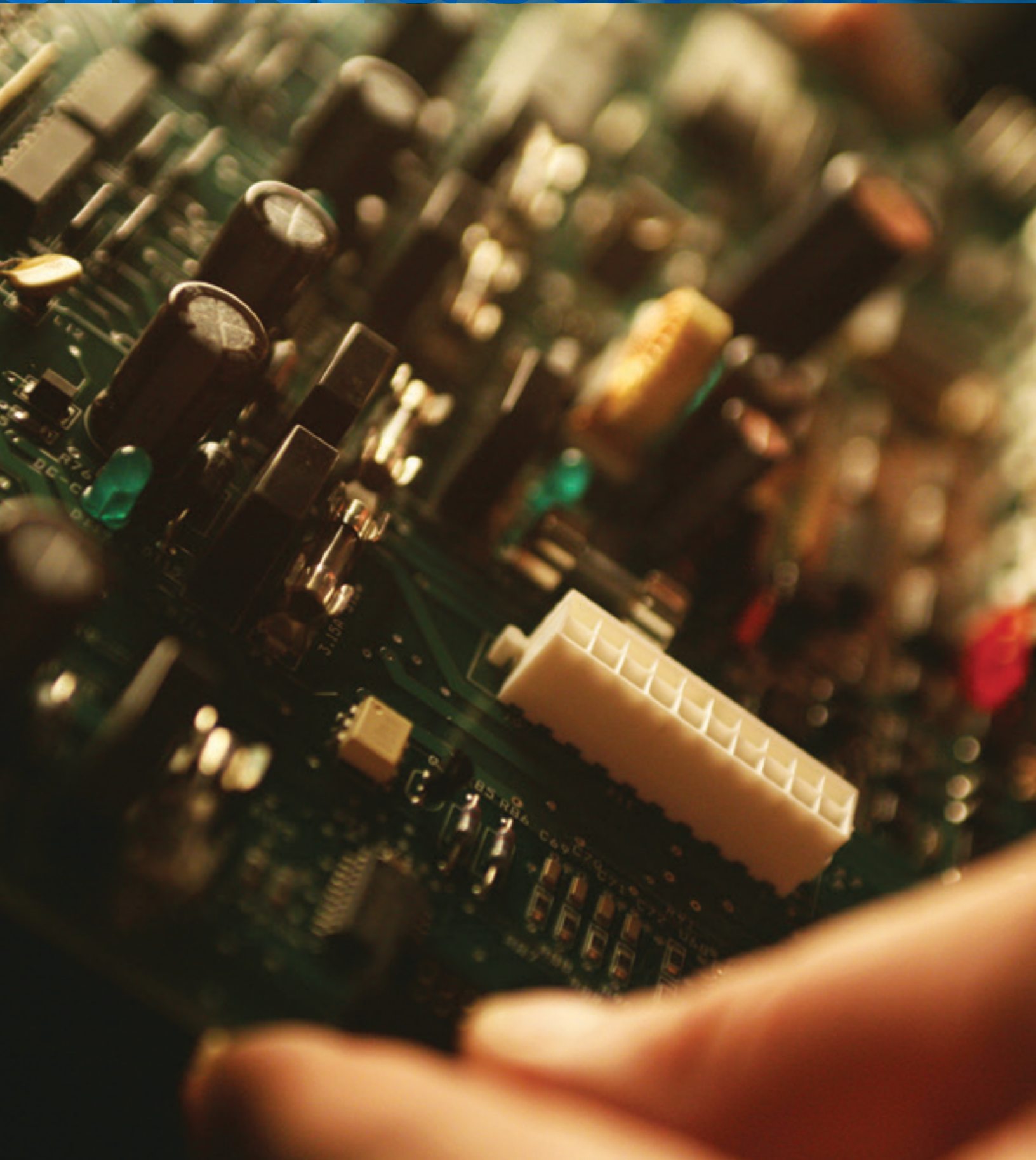


Value Sport Rental Shoes



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](http://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, Framework®, 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](http://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](mailto:techsupport@brunbowl.com).

**Electronic Repair Email:** [erc@brunbowl.com](mailto:erc@brunbowl.com).

**Warranty Resolution Email:** [bbwarranty@brunbowl.com](mailto: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.





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www.brunswickbowling.com

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