



FURNITURE

DESIGN | DURABILITY | COMFORT

Brunswick 

PREMIUM FURNITURE



Brunswick Premium Furniture: customized style, comfort, flexibility, and durability at an affordable price.

Brunswick's stylish new line of premium furniture offers you an affordable way to update your center, attract more bowlers, and increase revenues. Whether you are modernizing your entire center or desire to create ultra-modern living room areas within your existing environment, Brunswick's new premium furniture can take your center to new heights of comfort, style, flexibility, and profitability.

Fun, flexible, and functional furniture.

Brunswick's fun and flexible premium furniture line allows you to customize layouts to accommodate your center's design and your ever-changing customer base. It's easy to create special settings for:

- Sport bowlers
- Recreational bowlers
- Parties
- Tournaments
- Single lane privacy
- And more!

In fact, this furniture can quickly be repositioned to serve your league bowlers one day and your casual bowlers the next! Whether you want to promote lane-pair interaction or

single-lane privacy, Brunswick premium furniture can make it happen.

With good looks, durability, and functionality, Brunswick premium furniture has it all. The seating is designed for maximum lane visibility so that your customers won't miss a second of the fun. In addition to providing space for food and beverages, coffee tables can accommodate scoring consoles, freeing up valuable space in your bowlers' area.

Storage and safety are also part of the design. To help keep the aisles clear, furniture components are designed with plenty of storage space for bowling bags, shoes, purses, and coats. All Brunswick premium furniture components have passed BIFMA Plus (Business and Institutional Furniture Manufacturer's Association) testing to ensure safety.

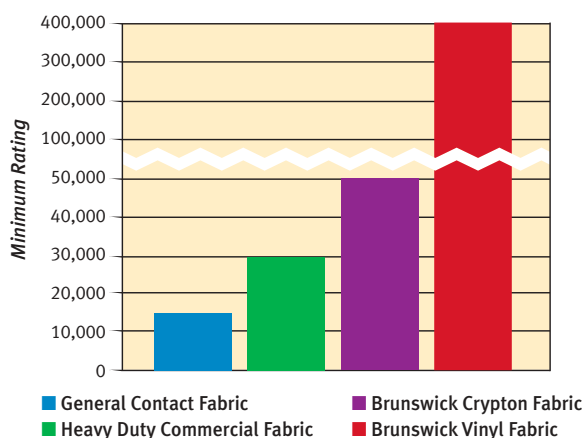
Maximum durability.

Much more affordable and durable than one-off, custom furniture, Brunswick's new premium furniture is designed for the business of bowling. With durability a priority, user-friendly Crypton® fabrics are water and stain resistant, allowing for easy clean-up and a fresh, clean look game after game. The steel-frame couches are not only comfortable, they are built to stand up to the toughest of bowlers. Tables and mod walls are made with the strength of steel hardware and are topped off with durable laminates that can take a beating.

With over 25 million yards successfully installed in hotels, restaurants, cruise ships, night clubs, and other heavy-traffic applications, Crypton leads the performance textile industry, as it is the **only** textile that is stain, water, and bacteria resistant. The key to this "super fabric" is its weaving process coupled with its proven barrier; nothing gets through Crypton to the cushion ...nothing! Crypton is an engineered fabric, and its performance makes it ideal for use in a busy bowling center.

In addition to being resistant to stains and bacteria, Crypton fabrics are highly durable. The textile industry uses the "Wiezenbeck double-rub test" to determine a fabric's durability. The official ACT textile performance guidelines indicate that general contact fabrics test at a minimum of 15,000 double rubs and heavy duty fabrics test at a minimum of 30,000 double rubs. Much more durable than the industry standards, Brunswick's Crypton fabrics all test at a minimum of 50,000 double rubs and our vinyl fabrics test to a minimum of 400,000 double rubs.

Double-rub test ratings.



Create the perfect setting with stylish, comfortable, and flexible components.

A wide selection of durable fabrics, stylish colors, and designs are available to customize your center with the ultra-modern look and comfort you and your customers will love.

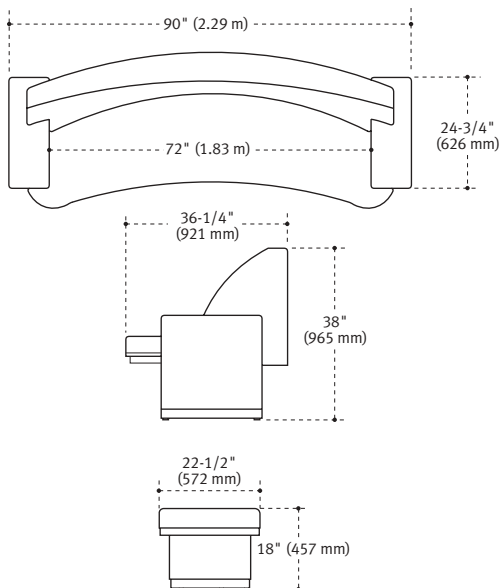
Each furniture component was created with the bowler and bowling center environment in mind. Brunswick premium furniture allows you to create a relaxed living room atmosphere that will encourage your customers to play longer and visit your center more often, spending more money on bowling, food, and beverages. These fashionable, yet flexible components can be easily reconfigured for leagues, open play, and parties.

Sitting pretty with great return-on-investment potential.

Brunswick's premium furniture is designed with payback in mind! Our research indicates that attractive, living room style furniture is popular with league and casual bowlers alike. Brunswick research conducted with customers at Aloma Bowl in Winter Park, Florida indicates that over 70% of respondents feel that the furniture has improved their overall impression of the bowling center and 76% indicated that the premium furniture is superior to bowling center furniture used in the past. 95% of customers surveyed said they will definitely return to Aloma as opposed to other centers.

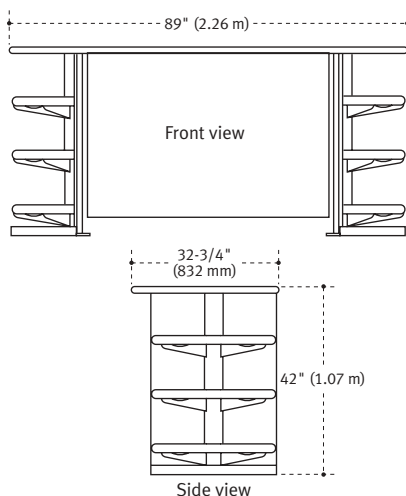
Plus, stylish and comfortable premium furniture can make your center "the place to be" for the valuable 21-34 year old crowd. Give your center the look that allows you to compete more effectively with night clubs, sports bars, and other entertainment venues for the entertainment dollar.

Create the perfect bowling center environment with Brunswick Premium Furniture.



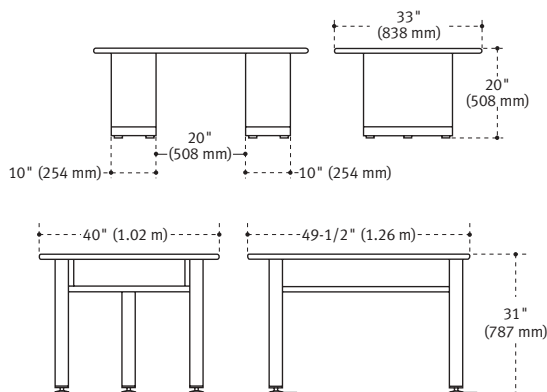
Durable steel-framed couch and matching ottoman.

- More comfortable than traditional plastic seating
- Can be configured to promote lane-to-lane interaction or for single lane privacy
- Pieces are easily reconfigured for customized seating arrangements and cleaning/maintaining floor surfaces
- Couch comfortably seats 4 adults, plus the extra wide arm rests are specially designed to provide additional seating
- Ottoman provides convenient and fun additional seating
- Available in a variety of attractive, durable Crypton® fabrics that are water and stain resistant
- Colors can match the décor of any center
- Storage area under the couch is ideal for shoes, purses, and other personal items



Space-saving mod wall.

- Available with several attractive laminate surfaces
- Mod wall top provides ample surface area for food and beverages
- Can be installed with either free-standing or attached, swing-and-swivel seating
- Standard dual ball racks provide storage for 18 house balls
- Provides hooks for jackets and is an ideal place for storing larger bowling bags



Convenient oval coffee table and triangular sofa table.

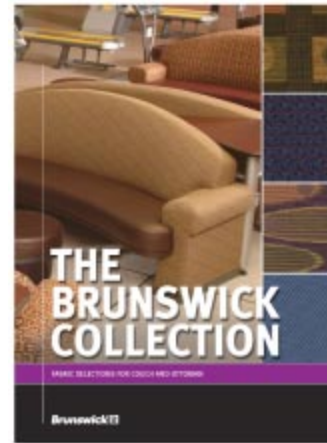
- Both tables are available with several attractive laminate surfaces
- In addition to providing space for food and beverages, the coffee table is available with optional top-mounted LCD or keypad scoring consoles
- Unique design of triangular sofa table maximizes surface area for food and beverages
- Area under triangular table is perfect for bowling bag storage

Fabric selections for your couch and ottoman.

(Available through your Brunswick representative.)



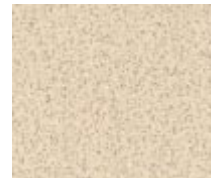
Couch and matching ottoman



Tabletop laminates.



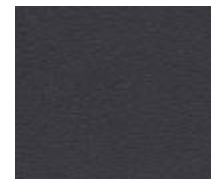
Mod wall with bar height chairs



Beige Matrix



Rosewood



Black



Maple

Bar height chair finishes.



Dark Cherry



Maple

Coffee table leg veneer.

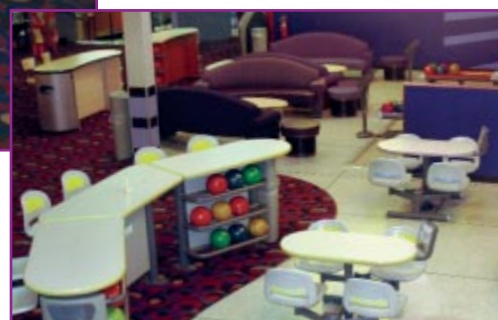
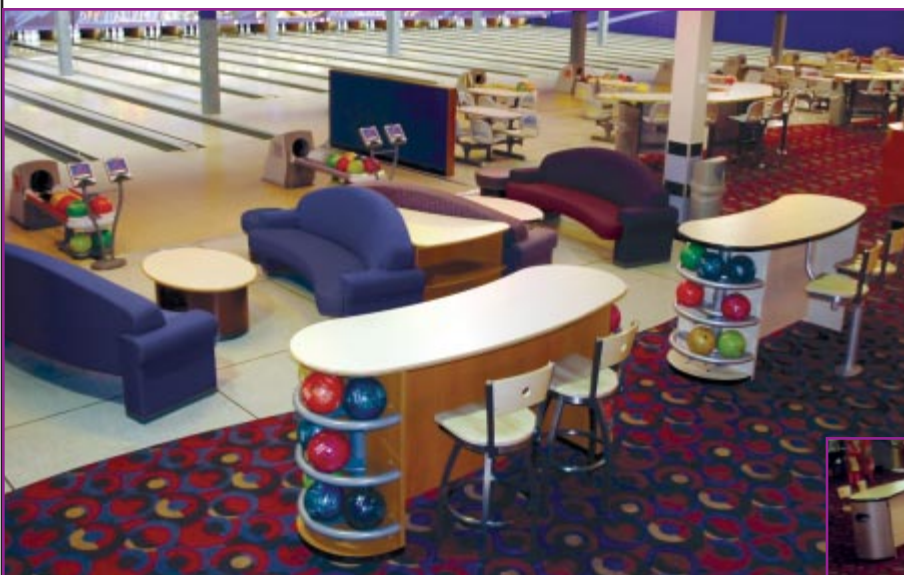


Rosewood Veneer



Coffee table with LCD touch-screen
and triangular sofa table

THE LIVING ROOM CONCEPT



Create a “living room” to build new business.

Today’s bowling center serves a wider variety of customers than ever before.

Think about the customers who walk into your center on a weekly basis:

- League bowlers
- Corporate outings
- Tournament bowlers
- Birthday parties – youth and adult
- Open bowlers
- Group parties and events
- Entertainment bowlers
- Fund raisers, and more!

To attract and serve the needs of this diverse clientele, more proprietors are moving to the “center within a center” living room concept, by installing a VIP area or party area while retaining your existing furniture for your other lanes.

Ask your Brunswick representative how you can create a new center within your center to attract more bowlers and increase revenues with Brunswick premium furniture!

Brunswick’s stylish new line of premium furniture offers you an affordable way to create ultra-modern living room areas in your existing environment at a cost far less than custom furniture.



Brunswick Furniture: center design and functionality that works for everyone.

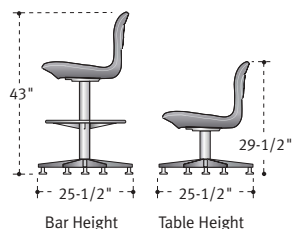
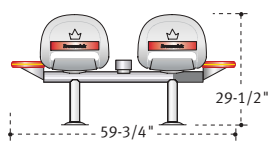
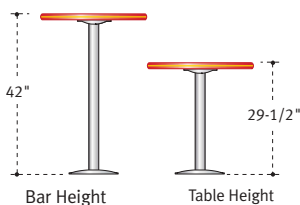
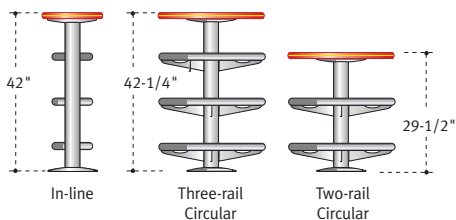
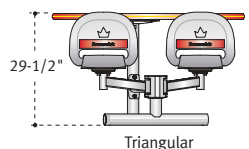
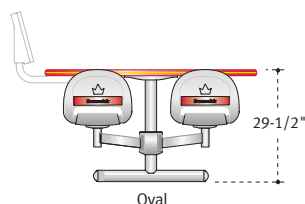
Brunswick furniture has revolutionized the way centers function today. Customer-friendly seating and configuration flexibility have removed old barriers and allowed centers to improve traffic flow and utilize more concourse space to promote food and beverage sales. Brunswick's aesthetically pleasing and inviting furniture is made to increase customer comfort and convenience while improving center sales performance and profitability.

Durable construction, desirable features.

With Brunswick furniture, you'll discover the perfect balance of good looks, performance, and comfort to create the furniture package that's made-to-order for your center.

- Durable glow-in-the-dark laminate tops
- Heavy-duty metal frames
- Ergonomic, comfortable contour seating
- Tough, yet easy-to-clean polyethylene construction
- Variety of surface and seating heights, tabletop shapes and sizes, accent colors, and customizing accessories
- Change out the tops and seating color kits for an economical new center look with your existing Brunswick furniture

Create the perfect bowling center environment with Brunswick furniture and accessories.



Tabletop seating.

- Accommodates easy flow to the action while providing comfort and social interaction
- Builds food and beverage sales while maximizing customer comfort and fun
- Triangular table allows bowlers to see the action from every seat – offered with 4 swivel or swing/swivel seats
- Oval tables available in 2 top lengths (46" or 56") with 4 fixed or swing/swivel seats
- Optional patented table-mounted scoring console with LCD or keypad

Modular wall.

- Merges concourse and seating areas
- Maximizes traffic flow while providing customer seating and tabletops
- Allows centers to provide more food and beverage surfaces
- Various top shapes available: rectangle, round end, trapezoid, and triangular

Optional Features

- 2 swivel or swing/swivel seats
- 2-rail shelves
- 3-rail ball racks
- Foot rail
- Coat hangers
- Trash receptacle

House ball racks.

- Creates house ball storage near the lanes and additional food and beverage surfaces
- In-line top, 3-rail (12 ball)
- Circular top, 2-rail (12 ball) or 3-rail (18 ball)
- Optional table-mounted scoring console available for circular ball racks

Cocktail table.

- Coordinates with freestanding seating for added customer comfort and convenience
- Bar and table heights available

Twin bench seating.

- 2 fixed seats maximize space while promoting easy traffic flow to bowlers' area

Optional Features

- Ashtray/drink holders
- End table with ashtray/drink holders

Freestanding seating.

- Bar height seating with foot rail designed to work with cocktail tables and modular wall units
- Table height seating designed to provide additional seating at tabletops
- Features contour seats for comfort and durability
- Available with various accent color options to match center décor

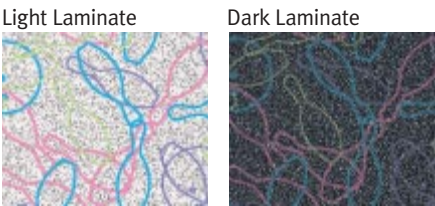


Circular ball rack with tabletop keypad
(available in 2 or 3 tier configurations)



LCD touch-screen on
triangular table

Cosmic tabletops.



Accent colors.



CONFIGURATIONS

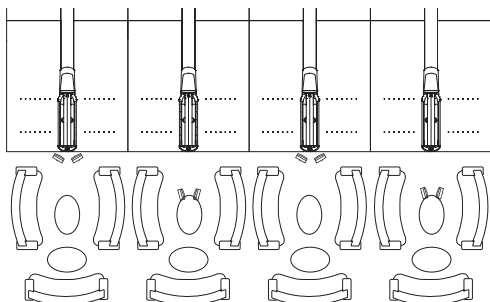
Sample furniture configurations.

Please work with your Brunswick representative to review all of the options available for your center.

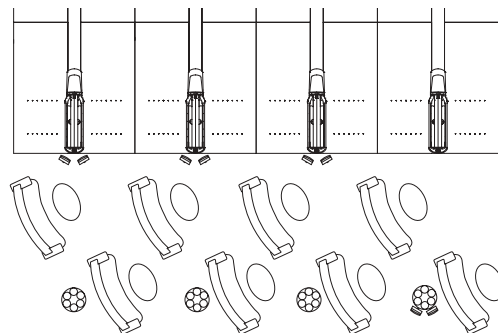
15' Bowlers' Area

Premium furniture

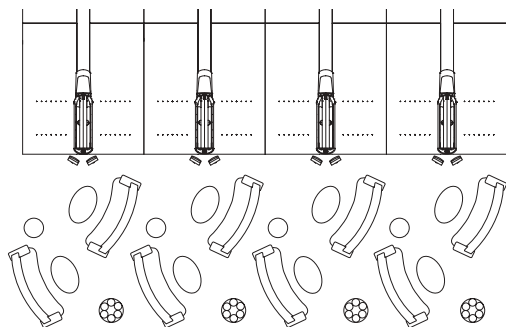
League or group outings



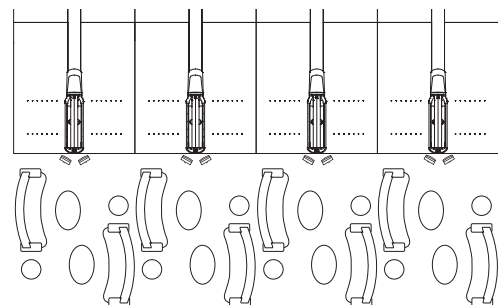
Open play - single lane privacy



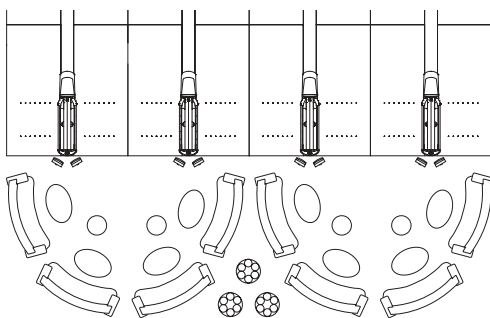
Open play



Multi-purpose: league, open play, or group outing



Theater: group outings, private parties, or competitive tournaments

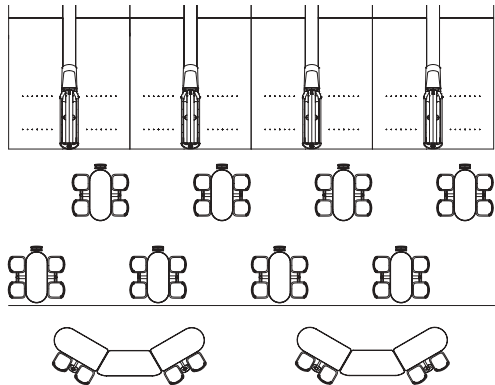




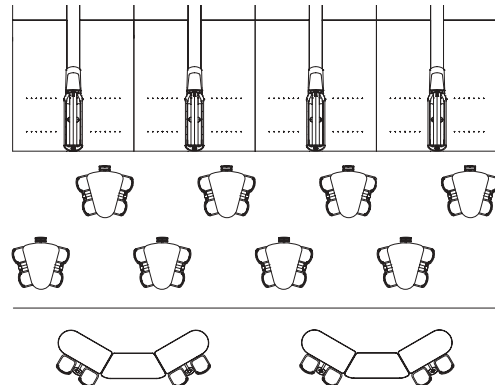
15' Bowlers' Area

Traditional furniture

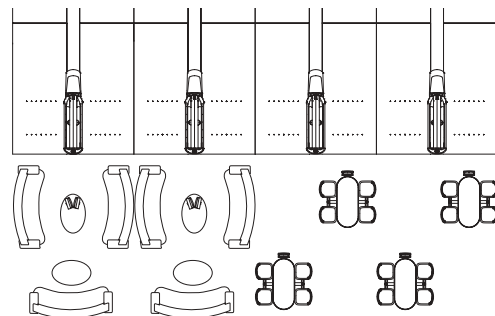
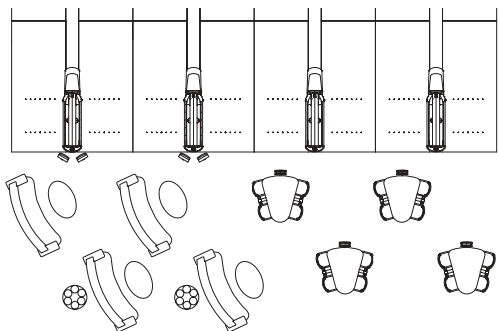
League/open play - oval table



League/open play - triangular table



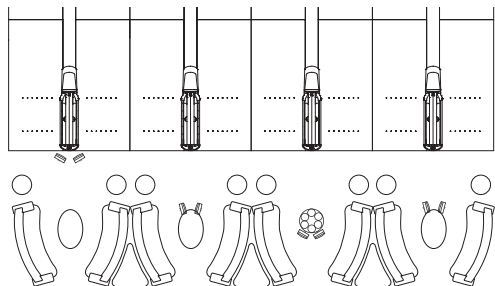
"Living Room" (premium and traditional furniture)



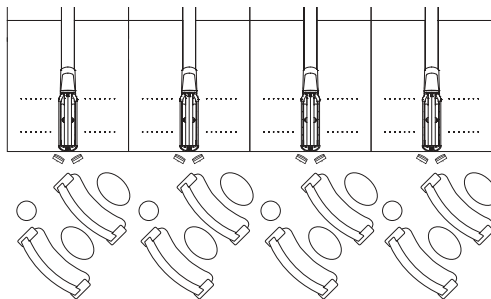
12' Bowlers' Area

Premium furniture

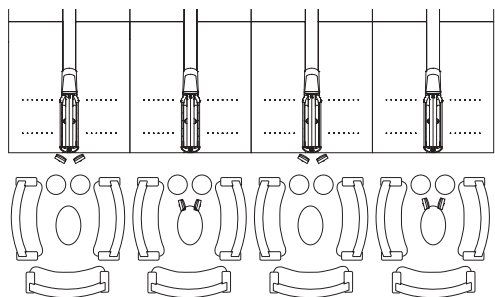
League



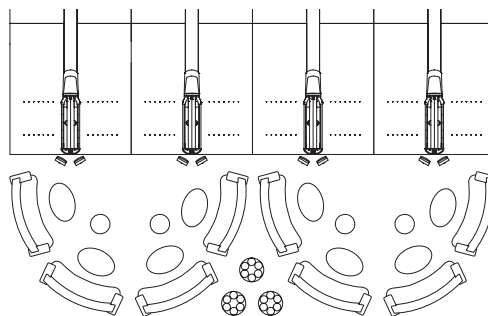
Open play - single lane privacy



League or group outings

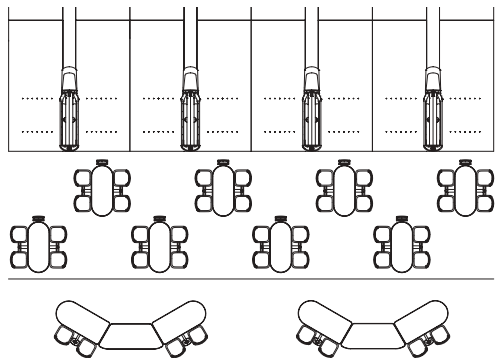


Theater: group outings, private parties, or competitive tournaments

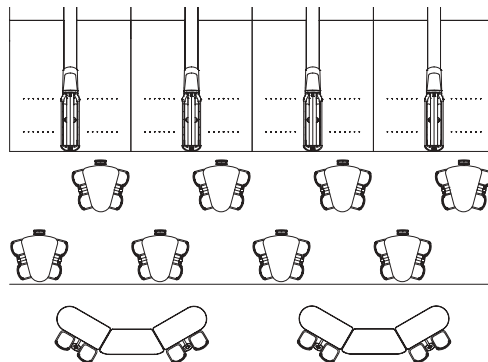


Traditional furniture

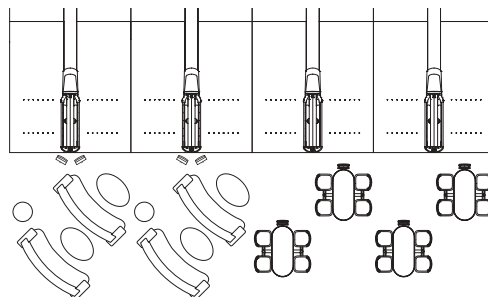
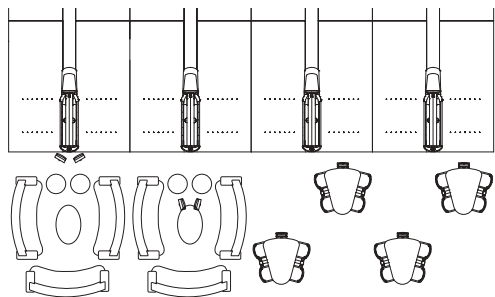
League/open play - oval table



League/open play - triangular table



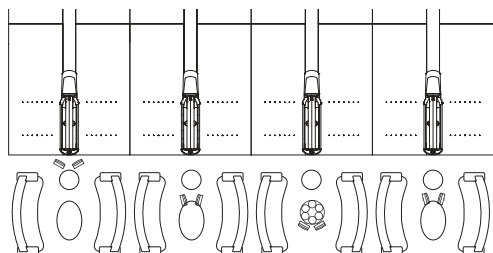
"Living Room" (premium and traditional furniture)



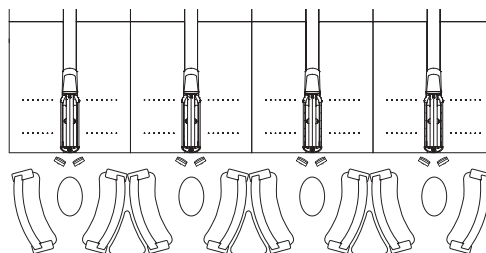
9' Bowlers' Area

Premium furniture

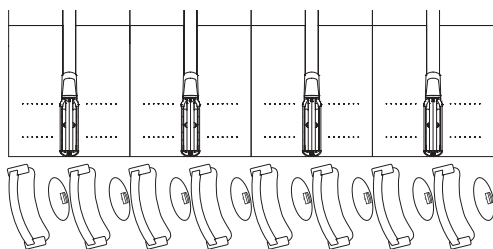
League 1



League 2

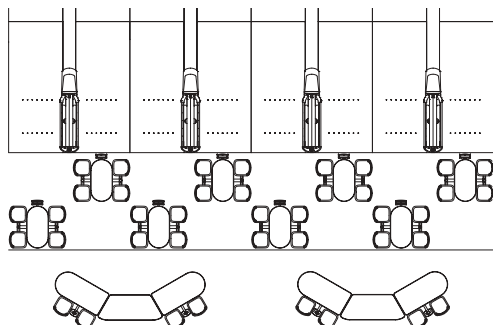


Open play - single lane privacy

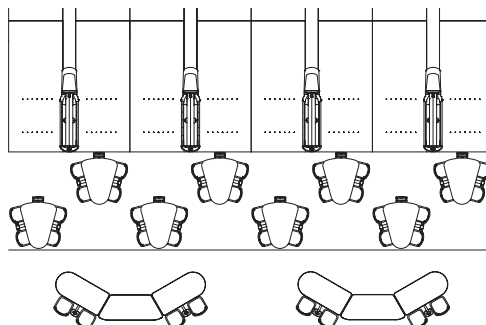


Traditional furniture

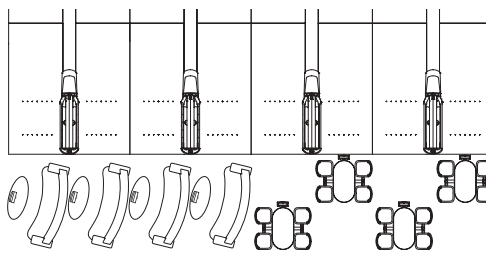
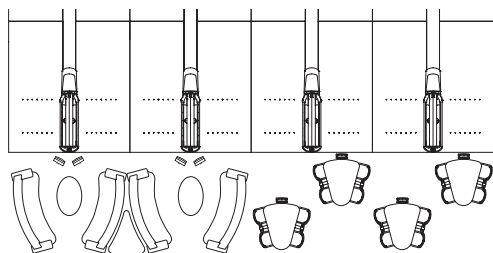
League/open play - oval table



League/open play - triangular table



"Living Room" (premium and traditional furniture)





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