

RePlay magazine

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Redemption, Plus So Much More
The Prizes, Technology & Expertise of Redemption Plus

**BOWLED OVER:
Games Heat Up
10-Pin Biz**



Easy Street

Redemption Plus Aims To Please With Prizes and Much More

Redemption Plus is in the business of making their customers happy by making their business life a little easier. To that end, they provide simpler ways to order redemption merchandise and better technology to streamline the process. Their mission is clear cut — to help their customers become more profitable and successful.

The Redemption Plus blueprint is to provide great items to drive sales, save the customer labor through automated processes and reduce customer cost of sales through built-in, enhanced controls. By doing this, they can assist their customers' working lives in a positive way.

Ron Hill founded Redemption Plus in his parents' basement in 1996. After moving out of those cramped quarters, Hill relocated the business to All American Indoor Soccer where they heard the repeated thud of soccer balls hitting the outside of their walls. They've come a

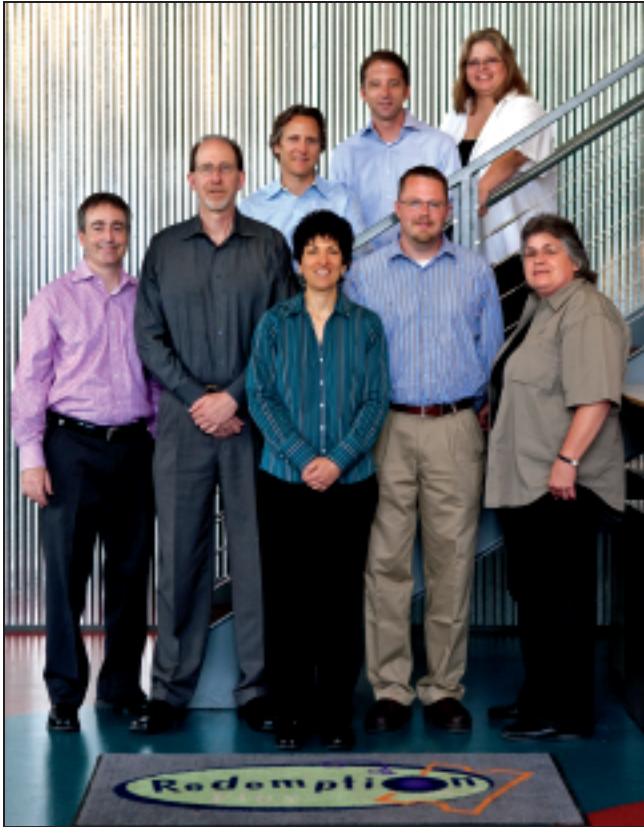


Ron Hill, president and CEO of Redemption Plus, finds himself in a sea of prizes. At top, the entire team gathers for a photo in the lobby of their Lenexa, Kansas, offices.

long way since then, now inhabiting a state-of-the-art facility that includes a fitness room, kid's play area, full-service kitchen and simulated redemption counter.

Ron's goal was to integrate technology with a unique product line to create a truly one-of-a-kind experience for his customers. "I looked at the industry and realized we could really improve the process of buying and merchandising redemption products," said Hill. The company has introduced a number of industry firsts — DPL (digital packing list), merchandise tagging, redemption counter merchandising, customer success consulting and, most recently, Planet Prize Online Redemption and Redemption U. What does this mean to their customers? Less hassle, less confusion and fewer headaches; in other words, a streamlined process with increased efficiency, accuracy and profitability.

Along with these value-added services,



Management team (front left to right): Jason Kort, director of marketing; Steve Jordan, senior VP and CFO; Julie Annett, director of information technology; Jason Patterson, kit solutions manager; Cheryl Wood, director of distribution. On the stairs left to right: Ron Hill, president and CEO; Doug Stokes, VP sales; and Barb Suter, director of merchandise.



The sales and marketing staff gather in front of a simulated redemption counter at the Redemption Plus offices. In the front row, Courtney Hunter, marketing coordinator; Ron Hill, president and CEO; and Ann Krull, account executive. In the middle row, Jason Kort director of marketing; Rachelle Granger, account manager; Jill Haake, sales and marketing assistant; and Doug Stokes, VP sales. Back row, Kevin Hight, account executive; Matt Rau, account manager; Justin Michaels, account manager; Scott Kane, account executive; and Jim Kipper, account manager.

their easy-to-use website makes ordering and managing redemption merchandise a breeze. It displays real-time inventory and customizes to each customer's markup and favorite items. Leon Moncla, owner of Colorado Canyon in Beaumont, TX, said, "Their website is second to none and has made our ordering as simple as possible."

The firm's recent webinar, "Making Online Ordering Easier," presented by account manager Justin Michaels walked participants through the site's other time-saving features; it can be found online at www.redemptionu.com.

Redemption Plus' commitment to helping customers was honored in March when the company was presented with the Golden Token award for Best Customer Service. "Providing our customers with superior service has always been our top priority, so it is extremely rewarding to be recognized by the industry we have devoted ourselves to," said Doug Stokes, VP of sales.

The firm has also teamed up with George McAuliffe, a *RePlay* regular contributor, to offer a truly holistic approach

for customers seeking ways to improve their business processes. This division of Redemption Plus, Pinnacle Entertainment Advisors, helps customers attract and entertain their guests while maximizing their profitability. McAuliffe is a 30-year veteran of the family entertainment industry who is a past president of the International Association of the Leisure and Entertainment Industry (IALEI). "He has become an expert in the industry and an asset to our customers," said Hill.

Redemption Plus' product selection consists of everything from traditional bin items to high-end electronics, including exclusive product lines such as Lounge Monkey Lighting, Authentic Toy and, most recently, the Big Ripper. This year, they won the Golden Token Award for Best New Redemption/Novelty Product.

"Recently we expanded our selection of bin items, which is the base of any redemption program. Offering our customers a wide selection of high-quality and attractive products is very important, and we are grateful to have received this award for one of these new additions," said Dewey Kendall, VP of product solutions.

They also recently launched HIP, or

Hot Properties

Barb Suter, director of merchandise, recommends a few of the latest and greatest redemption items:

- Transformers Robot Heroes Asst. #313200
- Big Ripper Whoopie Cushion 12-in. #313400 (blasting in mid-July)
- Lava Brand Lighting.





A look inside the sales department offices finds (from front to back): Scott Kane, Matt Rau, Justin Michaels and Ann Krull.



The sales team in the creative room dubbed the Lava Room, at the Redemption Plus office (from left to right): Ann Krull, Scott Kane, Rachelle Granger and Justin Michaels.



Chas Tulipana, owner of Power Play in Shawnee, Kansas, in his location with Justin Michaels, account manager at Redemption Plus. **At right**, the redemption counter at Power Play.



High Intensity Prizes, as a source for crane and merchandiser kits. This move seeks to evolve from simply offering kits to truly specializing and excelling in this rapidly changing market segment. “My goal is to continuously introduce new and exciting prizes. Crane and merchandiser sales are driven by impulse. You must catch the

customer’s attention to capture the impulse revenue,” stated Jason Patterson, kit solutions manager.

Along with Hill’s vision of enhancing the world of redemption, he also wanted to provide a great place to work that fostered integrity, flexibility, responsibility, a work/life balance and, of course, fun. They

have been named a Best Place to Work in Kansas City two years in a row and are well known in their hometown as a Top Small Business of the Year and one of the Fastest Growing Companies.

When you walk in the company’s office, you’re likely to find Ron’s Australian Shepherd, Tybo, roaming from one desk to the next waiting to see who will give him the best treats. The walls are painted in vibrant shades of green, orange and purple. Some days, you’ll also see employee’s children either hiding in the playroom or helping the product solutions department pick out the latest hot toys.

“We have fun here,” said Hill. “We are in the business of making our customers and their customers happy.”

Redemption Plus has taken a complicated and sometimes overwhelming process and simplified it. No hassles, no headaches, no worries. Just a friendly smile with a solution to your problem.

To learn more about Redemption Plus, please visit www.redemptionplus.com or call 888/564-7587.

A Satisfied Customer

Jeff Boje is the president of the United States Bowling Congress, former president of the Bowling Proprietor’s Association of America (BPAA), and a satisfied Redemption Plus customer.

“Having spent a lifetime in the bowling business, I knew some of the issues with owning and operating a game room,” said Boje. “I needed a company that would advise me on what’s hot, so I looked carefully at the service level I would get.”

Product quality was also a concern so Boje chose Redemption Plus because of a good balance between price and

value. “I wanted someone that would keep their commitments and deliver great customer service,” he added. “Redemption Plus helps me maximize my profits. I can rely on them to give me good advice on what to buy, week in and week out.”

Boje said he has also seen significant productivity increases by using Redemption Plus’ tagging and DPL. “Instead of spending time bar coding, my people can spend their time handling more important aspects of the business,” he said.