



MEI Validators lead to 13% more sales

Loyal MEI customers have come to expect the reliability and quality that comes with MEI-brand bill validators. But MEI recently gave one amusement operator the chance to see first-hand how his installed base of MEI bill validators rates compared to economy brands. The result: a clear reminder of the return on investment from an MEI validator.

Rosemary Coin Machines, the sister company of Green Coin Machine Distributing, is an amusement operator that has been in business more than 50 years. Rosemary services approximately 700 machines weekly in the Myrtle Beach area, including juke boxes, bowling games and Touchscreen machines. Most units are deployed in restaurants, bars, family arcades and campgrounds.

Rosemary has been installing MEI validators on its machines for almost 30 years. Currently, their entire route is equipped with MEI series 2000 products, with the exception of 12-volt models required for pool tables. Rod Weatherwax is Rosemary Coin's route manager.

"As far as I know, MEI's product is the best one out there," said Weatherwax. "The validators are easily serviced, easy to update and virtually maintenance-free."

So, when MEI approached him to trial some competitors' products, he wasn't exactly sure what to expect.

"We wanted Rosemary Coin to participate in a four-month trial to compare the MEI product to two other validator brands because it's important for us to remind the industry—even our best customers—that they are getting the quality they deserve," said Chris Felix, Americas Amusement National Sales Director for MEI.

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- Rod Weatherwax, Rosemary Coin Machines

The Trial

MEI and two competing validators were up for review during a four-month trial period. The trial would rate all three brands on sales levels and reliability, including failures. MEI tested 17 bill validators of each brand on Rosemary's amusement machines.

The Results

Throughout the trial, machines outfitted with MEI validators experienced a 13 percent average sales increase. With MEI's 99 percent acceptance ratio, there were virtually no rejected bills or lost sales.

The competing products experienced two hard failures and two soft failures collectively. None of the MEI validators experienced any hard or soft failures during the trial.

"You really do get what you pay for, and that is reliability," said Weatherwax. "If our jukebox isn't accepting cash at 11 p.m., we're losing money. It makes sense for operators to just 'ante up' and install a better validator from the start."

Results at a Glance:

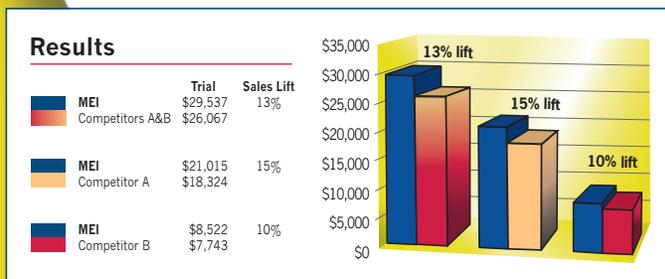
MEI vs. Competitors A & B: 10-15 percent sales increase

MEI: 0 hard failures

Competitors A & B: 2 total hard failures

MEI: 0 soft failures

Competitors A & B: 2 total soft failures



Call 1-800-345-8215 for your local sales representative.

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