



## Case Study – Electronic Guest Lockers for Roller Rink



### Going from revenue sharing, coin operated lockers, to upgraded electronic lockers from American Locker



Luther Bernstein, owner and operator of InterSKATE, will be the first to tell you he's been around skating, rinks, and the industry itself, for over 60 years. He's seen every possible innovation you can imagine, and probably some you wouldn't have expected to see. Having owned eleven rinks in his career, Luther knows what his customers need, from skates to snacks, and everything in between. He says "people don't give enough credit to lockers; you've got your shoes, your keys,

everything, and without lockers, nowhere to put it." As he talks, he gestures around the rink, as families rent skates, gear up, and shuffle their belongings around, before they notice the cheerful neon sign above the banks of red and blue lockers.

Roller rinks are a piece of Americana, one that has experienced a surge in popularity recently, thanks to the visibility of sports like Roller Derby making a comeback, along with the time honored traditions of birthday parties, camp, and family outings. One of the challenges with any family oriented recreation is that kids, families, and adults, tend to pack a lot of stuff, but in todays increasingly cashless world, finding cash to operate something even as necessary as a locker at the rink, was a stumbling block that less and less people were coming prepared for.

Before switching to the electronic, card only lockers, Luther says he had nothing but problems with the coin revenue sharing lockers. "They brought in money, sure," Luther says, "but the weight of the coins, having to make change, empty them, store the money, convert to cash, it was all just too much." And when his contract ended, Luther felt that the best thing he could do for his business would be to look for an alternative. Late in 2016, the search began, and it wasn't long before he contacted Pete Collins, VP of Sales for American Locker. Pete was no stranger to the roller rink industry himself, and has a reputation for problem solving and customer service.

"Working with Pete was great," said Luther of the sales process. "It was quick, and easy, and he really got what I was trying to do. Of course, the biggest problem with doing a switch out was the cost, but Pete was really willing to come up with a solution for that." Pete describes the process similarly. "Luther is a really smart guy; he knows what he wants, and he goes for it." Making sure that the lockers went in smoothly was the second challenge, and Pete took special care to check on the installation himself. By late January 2017, the lockers were up and running, with more and more families taking advantage of the simple, seamless experience of being able to use their card and set a pin to protect their belongings.

Six months later, when asked about the transition, Luther says "it's a no brainer. I can't believe I took so long, but now that the electronics are up and running, this has become one of the easiest parts of my business. I recommend them to everyone."

American Locker is a leading manufacturer of secure storage, distribution and inventory management solutions. Established over 85 years ago, its proprietary offerings range from classic coin/token-operated security lockers and employee/personal lockers to keyless and electronic-controlled storage systems. These products provide the necessary storage capability to recreation, government, postal, and general corporate needs for day-to-day business operations.

