



McDonald's of Peterborough Makes Play Pay!

Ron Campbell Enterprises adds Soft Play® PlayPark



Soft Play® SpacePlace PlayPark, McDonald's Peterborough

After nearly a quarter century in the McDonald's network, Sandy Campbell knew it was time for a change. As Vice President Operations for the 7 restaurants of Ron Campbell Enterprises of Peterborough, Sandy's change meant a knockdown and rebuild of their first flagship restaurant in the center of town.

Peterborough's new McDonald's reopened December 1999, boasting 146 seats and a PlayPlace with a state-of-the-art Soft Play® brand park from Amusement Concepts.



A Variety of Sizes to Choose From

SOFT PLAY® FOR FAMILIES

Soft Play® is the world leader in soft contained play equipment. Approved for McDonald's worldwide, Soft Play® has installed over 7,000 revenue building playparks since 1983. Montreal based Amusement Concepts handles distribution and installation of Soft Play® across Canada.

These PlayParks, created by combining the skills of engineers, toy designers, architects, safety experts and child psychologists, provide an excellent variety of stimulating play activities, in a safe environment built to attract customers and build revenue.



Cobra Copter, 1 of 38 moving and interactive KidErgy® play components

**AMUSEMENT
CONCEPTS**
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DuraNet® - Climb & vandal proof, exclusive to Soft Play

**THE SPACEPLACE
CONCEPT:**

**Maximum Play Value &
Minimum Maintenance**

Ron and Sandy Campbell selected a customized design based on this space-themed series.

Kidergy® in motion

Sandy: "I wanted more than just tubes and cubes. This park has lots to do, not just crawling".

In fact, their 3 level play system boasts 5 patented Kidergy® moving, kid-controlled play zones.

"The Cobra Copter (bouncing and spinning helicopter) and Aviator (with working propeller) are in steady use... kids really love them". Not to mention the spinning Satellite Dish, Wind Meter and Radar Receptor!

Cut the maintenance & vandalism

To reduce upkeep Sandy selected these special features exclusive to Soft Play®:

Duranet® metal anti-climb net. "Kids can't climb it - I see them try and fail!"

Tuff Skin® plastic coated post padding "Excellent - with all our traffic there's no cracks or loosening...very durable"

Catapult® plastic wall panels include windows and ventilation, add color, replace netting and even post pads.

Heat sealed plastics are joined by bolts plus blowtorch. Unlike some parks, "there's no separation or gaps in our tubes".

WHY SOFT PLAY®?

What does Sandy like best about his new park? "It's the most interactive design we saw and it turned out tough as can be. It has been tremendous for sales - after opening we were up 50% over last year, and are still +30% after 2 months".

How did Soft Play® compare when shopping around? "The Soft Play® park gave me better value for the dollar, with more play than the other designs".

How was the quality of installation (by Amusement Concepts' Ontario-based installation technicians)?

Sandy: "Great work by the installers - they worked long and hard to get us open on time.

The park is well assembled and very safe. They walked me through every detail of the installation, and even made me crawl through the park".

Rumor has it Sandy did the double spiral slide.... twice!

CUSTOMER RESPONSE

"It has been very well received. Kids really enjoy it and parents have told me they wish they could get in there and play".

Off hours are now busier, with mid morning and afternoon picking up when kids are not in school.

"We peak out regularly now, and there's a general excitement that's always there".

SOME SURPRISES

Surprisingly, regulars are not bothered by the addition of a bustling, kid populated PlayPlace.

"The PlayPlace is separate from the restaurant and has no seats. Inside the lobby you hardly know it's there and the noise doesn't disturb the regulars".

With a 50% increase, is crowding in the park an issue?

"Our Ronald's Ranger has never had to make any kids leave because of crowding". Soft Play's space efficient design fills the upper levels to provide play room for 56 kids in a footprint of just 288 sq.ft.

How about accessibility?

Soft Play's exclusive Rocket Launch is a spiral staircase contained within a realistic rocket ship. "Parents were surprised an adult could fit inside and even stand upright".

ANY ADVICE?

A few thousand kids later, Sandy Campbell shared some tips with us.

"I'd recommend adding an eating counter adjacent to the park so you won't lose a full table for one parent watching their kids".

"Turnover is faster in the park if you ask parents to watch their children".

How do Ron and Sandy feel about their new investment? "We are very pleased. The design is very user friendly and the customer response has been great!".

With Soft Play® as a powerful marketing tool and a real sensitivity to its strong family market, this revamped McDonald's should expect a lot of very happy customers throughout this millennium!

YOUR TURN?

Amusement Concepts is dedicated to adding revenue building play and unique decor to McDonald's. Our products include:

- Soft Play® PlayParks
- Toddler play equipment for kids under 3 years
- Play houses & wall panels for small spaces
- McGraphic Furniture & decor featuring McDonald's characters
- Standard & custom chairs, table tops, signs, flooring & murals (indoor/outdoor)

For more information, please contact Brian Rocklin at Amusement Concepts.

Visit Soft Play®'s web site to see the full catalogue on line: www.softplay.com/amuse

Don't forget to come see us at the McDonald's 2000 International Convention in Orlando.



Catapult® wall panels add views, color, ventilation



Kid controlled Satellite Communicator spins on top level



Adult size climb inside the all plastic Rocket Launch Climber



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