



John Law, Owner
Chetek Lanes Event Center & Pizzeria -
Chetek, WI

6 Lanes of USBC and PBA-Approved EDGE String



Where League Bowlers and Casual Players Feel at Home

Chetek Lanes Event Center & Pizzeria brings together six lanes of EDGE String bowling, a full pizzeria, event space, pool tables, and bags to create a cozy, all-in-one destination for fun. It's a charming, intimate venue that's ideal for parties, gatherings, and community events. With roughly 300 league bowlers, it's also a vibrant local hub for bowlers of all skill levels.

The Challenge

Even as a small six lane center, Chetek Lanes was consistently busy—an enviable position, but one that came with operational strain. Their biggest hurdle wasn't demand; it was staffing, especially the need for a mechanic to keep their aging free-fall equipment running. Relying on an in-house or on-call mechanic wasn't sustainable, and owner John Law didn't want to return to the cycle of stocking costly parts, paying higher electricity bills, or carrying the ongoing expense of mechanical support.

The Solution

John considered his next steps carefully, knowing he needed a solution he could rely on. With the right pinspotter in place, bowlers stay on the lanes, leagues run without delay, staff can focus on delivering great customer service, and John gains the peace of mind he's been looking for.



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- John Law, Owner

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The Results

Reliable Pinspotters - Happy League Bowlers

With nearly 300 league bowlers including five sanctioned leagues and three non-sanctioned leagues, plus a major winter tournament, John knows it is essential to keep these bowlers happy and on the lanes. He talked to his league bowlers and was thrilled to get positive feedback about adding EDGE String. "The comments from my league bowlers have been really good. They seem happy. A lot of them come up and say, I really don't see a difference."

John was quick to mention bowlers giving negative feedback, were those watching old videos on old, non-sanctioned string machines. "If they did have a concern, I would say just go somewhere and bowl on them and try it too."

No Breakdowns, Just Bowling

John mentions the casual play bowlers are excited to bowl and don't even notice the strings. "They just know, hey, there's no breakdowns and they're having fun. So it's been good."

Effortless Operation Every Day

"The biggest benefit of the EDGE String Machines, I would say, is the ease of use and the fact that my staff doesn't have to worry about fixing something in the back," John shares. He goes on to explain that because Chetek Lanes is a small house where everyone has to do a bit of everything, it's a relief not to have that constant worry.

He adds, "The adaptive string length is really nice—totally automatic. For open play, I keep it on casual mode, and there are virtually no tangles. The beauty of the string machines is that now anyone on staff can work on them."

"For league play, it's already set up. You're not adjusting things every week. You set the defaults, and you're ready to go." He also mentions that league bowlers get a slightly longer string, so they can enjoy the experience they're used to, comparable to free-fall.

See why EDGE String Pinspotters are the Right Choice for Your Center.

To learn more: www.qubicaamfbowling.com/products/pinspotters/edge-string

Easy for Staff, Better for Bowlers

John knows that his staff is happier because they don't have to worry about running around going to the back of the machines. "So they've got more smiles on their faces, more customer service. You can feel the weight lifted so they can concentrate on the customer," he states.

Tech Wizard: Smart Guidance at Your Fingertips

"We like Tech Wizard a lot," John says. "It's a nice feature because it tells you exactly when you need to do a pin rotation or if there's a tangle. It's right there in your pocket, letting you know what you need to do." He adds, "And if something slightly more complicated comes up—though I haven't needed it yet—there are step-by-step instructions built right in."

Real World Advice from a Center Owner

"I would just go for it," John says candidly. He explains that if proprietors are struggling with rising costs from keeping spare parts in inventory or needing extra staff to maintain their free-fall machines, the choice becomes clear. He has the peace of mind that guests are on the lanes bowling and his business is rolling along.

"The advice I'd give to centers considering EDGE String is simple: go for it. It's such a relief not having to deal with all the problems. It's a win-win-win all the way around."



EDGE String is the one I chose and I think it's going to be a winner for other proprietors too. I just really love the product. - John Law, Owner



Hear John's full story:

