

Mayoni Offers Full Line Of Bulk Venders And Novelty Equipment

Dinosaur-Themed 'Dinovend' Provides High-Capacity With Compact Design

PACOIMA, Calif. — Mayoni Enterprises has expanded its line of long-term earning coin-op equipment with a new crop of impulse games and bulk vending equipment, including the innovative new "Dinovend" high-capacity vender.

"We started in the business 11 years ago as a box fabricator. Now we offer the widest variety of novelty equipment in the industry," commented Mayoni's Oscar Robbins.

While it was certainly no whim, Mayoni entered the market with impulse equipment, and today offers 11 different impulse devices including the "CompuScale," "Sex Reactor," "Heart Rate," "Stress," "Biorhythm," "Love Meter," "Memory Quiz," "Personality Analyzer," "Lucky Lotto," and the "Talking Gypsy."

"The impulse market is a great segment for the route operator," Robbins observed. "There is no product involved, the units require very little space and virtually no service. Units that have been on location for years are still earning consistent money each week."

On the strength of its impulse games, Mayoni first broke into the bulk vend arena about seven years ago with the now talking "Ziggy The Clown" bulk vender. The company now offers a strong line of bulk equipment including "Zord Robovend," "Sergeant Major," "Fun Shuttle" and "Big Top Mini Pinball."

The latest addition to Mayoni's bulk line-up is the versatile new "Dinovend" capsule-product vender, which meets the market demand for a high capacity vender with a smaller cabinet than standard giant gumball units.

"We developed this uniquely designed unit to satisfy the need in those locations that wanted the attraction and capacity potential of a giant gumball-type unit, but did not have the space for oversized equipment," Robbins noted.

Designed for extreme flexibility, "Dinovend" can vend any size egg, capsule or gumball and can accommodate 5,500 bounceballs, 4,250 V-1 capsules, 5,500 850-count gumballs, 800 eggs or 600 V-2 capsules.

VERSATILE VENDER

Among the quality features that distinguish Mayoni's "Dinovend" are high product visibility with 1/4-inch high strength plexiglass, modular design for two or three rack grouping, separate coin box with convenient frontal collection, built-in wheels and a sound voice option.

The eye-catching "Dinovend" is topped off with colorful Dinosaur-themed graphics — a prehistoric theme that is gaining new life with the incredible merchandising hype around "The Flintstones."

Through the years, Robbins noted that one the most impor-



Stone age: Oscar Robbins of Mayoni Enterprises with the company's latest "Dinovend" bulk vending unit.

tant changes in the bulk vend industry has been the result of new and different product offered for bulk vending. With these new products really enticing quarter drops, Robbins believes that the stage is set for the bulk industry to begin pursuing a higher price per play.

"The people developing product these days are very attuned to current trends and have been incredible about introducing new ideas so that we have quality product available as a fad is emerging," Robbins related. "We must really credit these suppliers for keeping the bulk industry strong and vital."

In addition, there is an increasing number of coin-op amusement and full-line vending operators who are adding bulk and impulse equipment to their routes.

"The incredible interest we got at the recent ACME show indicated just how strong a movement there is toward bulk vending," Robbins asserted. "We completed more sales at this show with music and games operators than we ever have in the past. Basically, these operators are in establishments and are looking to maximize the income potential of their locations."

While Robbins encourages all coin-op operators to take a

look at bulk and impulse vending, he cautioned that only those operators who are willing to learn about the differences of the business should really pursue the bulk market.

"The parallels in running a bulk route and a standard music and games route are strong, but there are differences that the operator must consider in order to be successful," Robbins asserted.

While bulk and impulse vending does not require the labor intensity of street amusements, Robbins noted that the operator must learn the fine art of merchandising.

"The operator must have a good sense of his locations and know who his patrons are in order to determine which machines will produce best in any particular location," Robbins advised.

GETTING INVOLVED

Robbins suggested that the best thing an operator can do before getting into bulk vending is to talk to suppliers and seek out some education about the industry, i.e. the basic what's hot and what's not.

"The suppliers will give the operator the most accurate and helpful information about the industry," Robbins offered. "With this valuable information, the operator will be in a position to become as profitable as possible as soon as possible."

Robbins concluded that amusement operators today who are looking for strong equipment with good ROI and long term income should definitely consider broadening their scope by not only including bulk on their existing routes, but actively pursuing additional bulk locations.

"Operators are learning that they must be attuned to other aspects of coin-op," Robbins concluded. "The market and the economy are just too competitive and challenging these days for most operators to stay viable with a narrow equipment base. Diversity is the key."

■ Diane Egan

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