

A Promotional Knock Out



Kalkomat USA is headquartered in the Chicago area suburb of Elk Grove Village, Illinois.

Popular Boxing Game Maker Broadens Appeal With Promotional Prowess

What's in a name? The well-known boxing game maker Kalkomat believes a lot as it shifts focus to its new role as part of the IGPM Group with big plans for helping operators promote its already popular games. IGPM stands for Interactive Games, Promotion and Marketing.

Kalkomat USA says its new identity will embrace a wide range of promotions, including local boxing game tournaments, dunk tank events, leagues, online tournaments and, of course, prizes including thermal print-outs redeemable for goods, as well as capsules and value cards. Other areas of the intense focus will include quality service of the factory's many different models and developing plans for the industry's future.

"IGPM Group/Kalkomat will help their customers with promotions by letting them use our website and have access to marketing materials," said president of Kalkomat USA, Peter Stolarczyk, who heads up the company's Chicago-based U.S. operations. Kalkomat USA imports its durable line of



Kalkomat USA topper **Peter Stolarczyk**.

boxing games and other interactive simulators from its supplier in Poland.

"This promotion and marketing company was established to help grow the coin-operated market," furthered Mr.

Stolarczyk. "The boxing games can do so much more than just a punch. Interactive games can create a competitive atmosphere, which can later be used for any type of promotion."

A top suggestion for onsite promotion, which IGPM can help facilitate, is hosting MB Chix boxing tournaments, which features a group of female models who compete onsite and help drive traffic to the games. Dunk tank events also do well to promote boxing games; the dunk tanks are easily associated with patrons' performance on the punchers. Operators can also tap into the popularity of the nationwide mixed martial arts tour hosted by UFC, which is using Kalkomat's boxing game in its own branding efforts.

Founded By Passionate Engineers

Kalkomat Co. was established in 1997 in Kracow, Poland. The firm started as a large route operating business and later





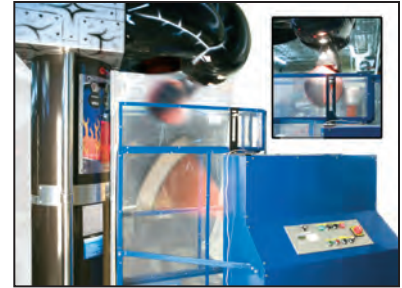
Tom Balabuch, tech support specialist and webmaster.



Robert Habel, operations manager.



Wojciech Kotomski, quality control and warehouse mgr.



Kalkomat extensively tests each of its units for quality and safety before they are shipped to customers.

expanded into the design and production of their own products to place on its route. The first machines Kalkomat built were simple alcohol breath analyzers. After a successful run at building those machines, they turned their attention to creating a new style boxing game for their bar and tavern routes.

“Kalkomat is run by a group of passionate engineers who simply wanted to get into the coin-op industry as a side business. As their business quickly grew, they decided to build some of their own equipment, having quickly noticed that most of the suppliers of their coin-op equipment were made cheaply,” explained Stolarczyk, also one of the firm’s engineers. “Since their background was in engineering, they decided to find a product they could build and use in their bar locations.”

Interactive games produced by Kalkomat all exceed modern manufacturing standards, according to Stolarczyk. MMS for electronic boards, lasers and CNC machines for mechanisms are just a few examples of the technology used by the factory, which also tests all equipment in a specially designed machine.

“Each unit is inspected by our personnel prior to shipment. Our goal is to manu-

facture the highest quality products and nothing less. Our friendly staff is always working to meet satisfaction of our customers,” explained Stolarczyk.

Since its inception, Kalkomat has been focused on expanding its sales efforts, first across Europe and Asia, and on the U.S. as a growth market for the last six years.

Currently IGPM Group/Kalkomat offers several different types of interactive games. The broadest category is, of course, boxing games, offering a high number of game styles created for a wide variety of location types.

“We basically have a boxing game for every location,” said Stolarczyk. “If there is limited space, we have the *Spider Boxer*. For carnivals and festivals, the *Mask Boxer* is perfect. The *Dynamic* or *Glove Boxers* do really well in bars, and our *Wheel of Boxing* was created for family entertainment centers.”

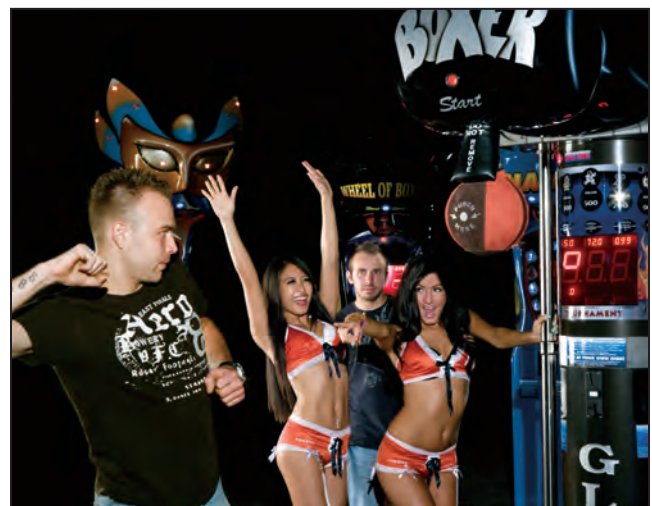
Each boxing machine uses a universal group of components so service and support are standardized. New features are always available in the form of upgrades.

Kalkomat boxing games have several self-promoting options, thermal printer, capsules, ticket dispenser and, in the near future, a card dispenser, all of which facili-

tate the use of prizes to help drive additional play. The machine can be part of the redemption setup in an FEC or amusement park or a stand-alone prize unit on the street. Games also offer an attract or blinking light mode, which helps make the game more visible. An Internet option is available as well, sending data with the settings and meter readings back to the operator. Settings can be changed remotely, and the factory plans to extend the same kind of connectivity to mobile smart phones and other wireless Internet applications.

“The IGPM Group offers a new way of promoting the coin-op business,” concluded Stolarczyk. “The operator needs all the help he can get in driving business to the location, and we believe that interactive games and live onsite events are part of the answer to the promotional puzzle. IGPM Group has designed its own text and email campaign system to promote onsite events. We are also planning on introducing coupons and other direct promotional tools in the very near future.”

Log on to www.igpmgroup.com to learn more about the company and its promotional efforts.



Kalkomat USA is developing a wide range of promotional options for its boxing game line-up including dunk dank tie-ins and MB Chix boxing.