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***The ability to sharpen skates and not take my
attention away from the customer is a home run!***

SPARX®

COMMERCIAL SHARPENING SOLUTIONS



THE COMMERCIAL SHARPENING SOLUTION

Sparx Hockey has built the first automated skate sharpener that provides professional level results. In a retail hockey shop setting, success often goes hand in hand with providing a consistent, quality skate sharpening service. With a user-centric design and patented alignment system, Sparx requires no lengthy training or prior sharpening experience. The following case studies illustrate how Sparx is helping businesses like yours increase store traffic, customer satisfaction, and profit.

INDEX

1

CASE STUDY

The Boston Sports Center

Large Sports Facility Adds 4 Sparx Sharpeners to Supplement Manual Sharpening Machines.

PAGE 6

2

CASE STUDY

North Shore Sports Shop

A Community Retail Sports Shop Converts from Drop Off to On-demand Sharpening with Sparx.

PAGE 8

3

CASE STUDY

Local Sports Consignments

A Well Stocked Consignment Store Adds Skate Sharpening Services with Sparx.

PAGE 10

4

MARKETING

Brand Your Sharpening

Sparx Provides Marketing Materials to Help Brand Your Sharpening Service.

PAGE 12

5

TOOLS

Skate Sharpening Accessories

Sparx Has All Your Sharpening Needs Covered: Stones, Blade Holders, Figure Skate Adapters and More.

PAGE 13

Large Sports Facility Adds 4 Sparx Sharpeners to Supplement Manual Sharpening Machines.

CASE STUDY

The Boston Sports Center

The Boston Sports Center (BSC), one of North America’s largest skating facilities, recently added four Sparx Sharpeners. Wait times are down, employees can now service more customers at peak times, and the BSC is no longer losing revenue to other sharpening providers or to customers deciding to use their skates “one more time” before sharpening. Additionally, other retail metrics have improved because **key employees can now provide more attention to shoppers who are browsing the store.** Instead of being stuck behind a sharpening counter, these key employees can now be consultative with the customer helping them select more and better equipment for themselves or their loved ones. It is widely known that retailers who are more consultative with customers earn more of a customer’s wallet. Sparx makes it possible for skating-related business to better serve their customers.

Let’s consider the results for The Boston Sports Center. **The number of sharpenings per month has increased by 13%.** More importantly, **wait times have been reduced during peak periods from over an hour to under 25 minutes.** Customers no longer leave the facility to get skates sharpened.

BSC has 4 Sparx Sharpeners in use, and is performing 1700 sharpenings per month. At peak times, BSC can now sharpen 4 times as many pairs of skates per hour than they could previously (with only one person sharpening). In a rink shop, quick turnaround on skate sharpening could be the difference between getting business or not.

The small investment that the BSC made for **their four Sparx sharpeners was repaid in less than 4 months through the increased sharpening profit alone.** This repayment analysis doesn’t consider the increased revenue made through tag-along shop purchases (e.g. sticks, hockey tape, laces) or the increase in concession purchases made on account of customers remaining in the rink complex. Another benefit is the labor flexibility Sparx provides. With Sparx, **all employees in the shop are qualified to sharpen skates** and the sharpening function is not beholden to the few employees trained to use the legacy equipment. For The Boston Sports Center, Sparx is one of the most important investments they have made in decades and it shows they are on the leading edge of hockey innovation and committed to servicing their customers.

I can’t imagine going back to just a single manual sharpener.

Paul, Manager



INCREASED CUSTOMER SATISFACTION

Sparx makes it possible for skating-related businesses to better service their customers.



INCREASE IN REVENUE

Put your experienced employees back on the sales floor. You no longer need your most experienced employees facing the wall!



INCREASE IN SHARPENING VOLUME

Increase high margin service-sales by increasing your sharpening capacity.



LONG WAIT TIMES ELIMINATED

Don't tempt customers to leave your facility and shop elsewhere. Minimal wait times will keep them in place.

Community Retail Sports Shop Converts from Drop-Off to On-Demand Sharpening with Sparx.

CASE STUDY

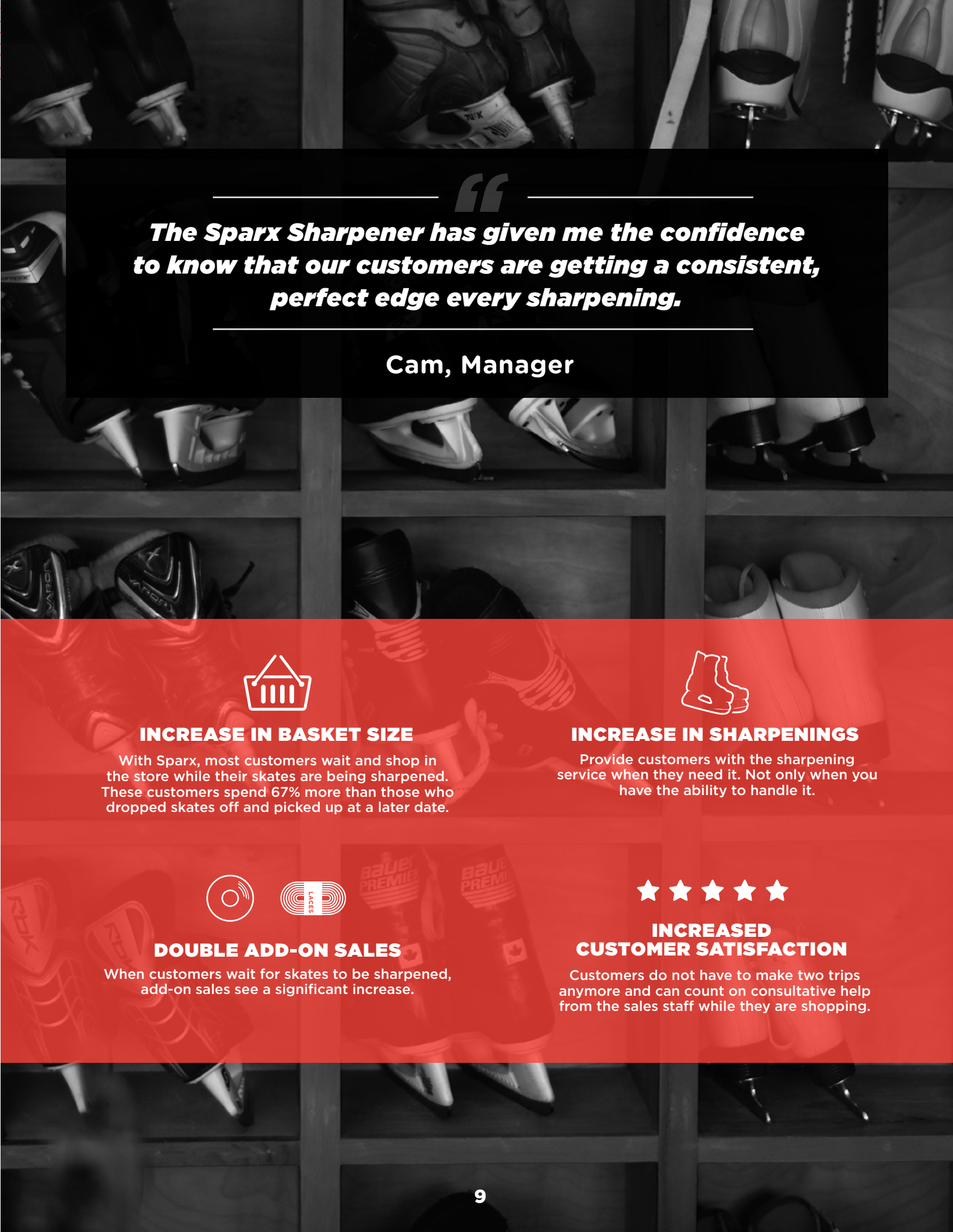
North Shore Sports Shop

The North Shore Sports Shop is like a lot of small-town sports stores; they are as much of a community service as they are a business. One of the most significant contributors to their retail survival is their ability to get people physically into the store. Being able to provide high-quality sharpening service, with their existing employees and without major equipment expenditures, was a critical component. **Unfortunately, North Shore only had one qualified sharpener on staff** and his limited hours severely constrained the number of sharpenings that the shop could do each month. In addition, using a drop off/pick up system, customers left the store and did not continue to browse the shop. Worst of all, North Shore Sports Shop was losing customers to stores that provided quick turn-around, on-demand sharpening.

After hearing about the Sparx Sharpener from a parent who dropped by the shop, the North Shore Sports Shop made the decision to give it a try. Within hours their shop went from providing sharpening during limited hours to sharpening skates whenever the shop was open. In addition to the increased revenue from sharpening, there's been an **increase in revenue from the foot traffic that's been generated from people walking in to get a sharpening**. 50% of skate sharpening customers purchased additional items while waiting for their skates to be sharpened. To capture high

value incremental retail sales from skate sharpening the wait time is critical. **A wait time of 20 minutes or less is ideal**. This keeps a customer in the store, shopping while they wait for their skates to be sharpened. **Basket size at the North Shore Sports Shop increased 67% with these customers**. They went from buying small accessories on their way out the door to buying higher value items as they shopped while they waited. These additional customers are spending an average of \$25 per sharpening visit on high margin accessories and retail goods. It may not sound like much but this adds up to \$620 per month in gross profit towards the store's bottom line. By expanding their sharpening service with the Sparx Sharpener, North Shore Sports Shop has significantly expanded their sharpening revenue stream, and also benefited from increased foot traffic. Additionally, the store has started selling Sparx Sharpeners as an Affiliate which also contributes to enhanced profitability.

North Shore invested approximately \$1000 in Sparx equipment. Based on their incremental sharpening sales and the increase in add-on shop purchases, they estimate that **their Sparx Sharpener paid for itself in just 1 month**. In a world where brick and mortar retailers needs to evolve to stay relevant, Sparx Skate Sharpening technology has allowed them to do so while also providing value for their customers.



“
The Sparx Sharpener has given me the confidence to know that our customers are getting a consistent, perfect edge every sharpening.
”
Cam, Manager



INCREASE IN BASKET SIZE

With Sparx, most customers wait and shop in the store while their skates are being sharpened. These customers spend 67% more than those who dropped skates off and picked up at a later date.



INCREASE IN SHARPENINGS

Provide customers with the sharpening service when they need it. Not only when you have the ability to handle it.



DOUBLE ADD-ON SALES

When customers wait for skates to be sharpened, add-on sales see a significant increase.



INCREASED CUSTOMER SATISFACTION

Customers do not have to make two trips anymore and can count on consultative help from the sales staff while they are shopping.

A Well Stocked Consignment Store Adds Skate Sharpening Services with Sparx.

CASE STUDY

Local Sports Consignments

Local Sports Consignments (LSC) is a well stocked consignment store. Like any good retail operation, they are constantly looking for ways to increase their profitability and better service their customer. Used skate sales are a significant revenue source; they sell thousands of pairs per year. Skate sales create an additional revenue opportunity through skate sharpening. The thought of buying large, expensive equipment and hiring an experienced skate sharpener was unattractive to the owner-operators of the store. **Before Sparx, LSC sent customers away from their business to another retail location to sharpen skates.** Not only were they losing the sharpening revenue, but also add-on sales. The Sparx Sharpener, being an easy to use, small, clean, and automated machine provided the solution.

The owners at LSC **learned that it would be possible to run the Sparx Sharpener while still maintaining their consultative relationship with their customers even when the shop was staffed with only one individual.** A customer purchasing a pair of used skates could get their skates sharpened at the time of purchase; a significant upcharge to the price of the skates. While customers wait for skates to be sharpened, the staff uses their consultative service style to upsell and

generate add-on sales. This is all possible because Sparx sharpens automatically and doesn't require operator oversight. The customer becomes hooked on this service and returns in the future to LSC for sharpenings. This creates additional sales opportunities for LSC. This return behavior was something LSC didn't have before Sparx.

Let's consider the results now that Local Sports Consignments added Sparx skate sharpening technology. **Skate sales are up 20% and they have added \$4200 in skate sharpening revenue** in just over 2 months that they did not have before. At this rate the machine paid for itself in only 21 Days! In addition, Local Sports Consignments is benefiting from repeat customers and add-on sales in tape, laces, pucks, etc.

An unintended and welcomed outcome is that word is spreading quickly about the pro level sharpening that Local Sports Consignments provides. **Now they are considered the "go to" sharpening location in the area.** Not only has Sparx technology helped Local Sports Consignments increase profitability and provide better service to their existing customers, it has brought them many new customers as well.



“
The ability to sharpen skates and not take my attention away from the customer is a home run!
”

Todd, Owner



INCREASED ADD-ON SALES & BASKET SIZE

Spend more time with your customers showing them the merchandise you curated for them while they wait for their skates to get sharpened.



INCREASED CUSTOMER SATISFACTION

Customers no longer have to drive to another retailer to have their skates sharpened. LSC is now a one-stop shop.

+20%

INCREASE IN SKATE SALES REVENUE

Local Sports Consignments added a skate sharpening to almost every skate sale.



INCREASED FOOT TRAFFIC

Word travels fast when you provide a pro level skate sharpening. Lure more shoppers into your shop with this highly profitable service.

Why Aren't You Marketing Your Sharpening Services Better? We Can Help.

MARKETING

Brand Your Skate Sharpening



CONSUMER TRUST

When a customer sees the Sparx Sharpening logo, they can be assured they are getting the most consistent edge, no matter who is on staff.



SPARX STORE LOCATOR

Increase online visibility with the Sparx Store Locator. Let all customers know where they can find the nearest Sparx Sharpener.

SEE IT LIVE: [SPARXHOCKEY.COM/MAP](https://sparxhockey.com/map)



DIGITAL & PRINT MARKETING

With help from our library of retail assets, you can educate your consumer and brand your sharpening service better than ever before. We're here to support you.



Use the Tools that Professionals Use. Everything You Need is Right at Your Fingertips with Sparx.

TOOLS

Skate Sharpening Accessories



GRINDING RINGS

Carry 12+ hollow options for your customers. Switching Grinding Rings on your Sparx Sharpener takes less than 15 seconds.



EDGE CHECKER

Our Edge Checker was built for the commercial and professional user. Checking edge height has never been easier and more accurate.



BLADE HOLDER

Not only is the Sparx Blade Holder great for sharpening loose runners (a.k.a. steel), but did you know that a skate's runner is in its straightest state when it's *outside* of the skate's holder?



HONING STONES

Deburring requires care, patience, and the right tools. Sparx carries all you'll need to handle even the most stubborn burrs.



SPARXHOCKEY.COM
30 SUDBURY RD STE 1B
ACTON, MA 01720