

PROJECT PROFILE...



Incredible Pizza Company Blasts into the Future

December 2009 - Springfield, MO

After years of research and analysis, the Incredible Pizza Company based in Springfield, MO with over 20 franchised locations around the U.S. chose to add laser tag to one of their corporate sites this past month. As a highly respected company this entertainment chain has grown from humble beginnings to become one of the most unique family fun centers in America today.

With an emphasis on family values and offering a clean and safe atmosphere for people of all ages, the company partnered with Creative Works to create their first laser tag experience for their store. To make room for the laser tag area, they removed another attraction and went to work converting the space to prepare for the arrival of their custom arena. A separate room was carved out for the briefing and vesting areas to allow for efficient game rotations and maximize revenue.

As part of their package, a large lighted archway was built and installed by the Theme Team to attract guests from across the arcade to the laser tag area. Additionally, the center of their arena had an illuminated 10 foot high prop with a laser ball projecting over 50 laser beams in a 360 degree sphere. Mixed with the fog and the black lights, the lasers made for an incredible light show inside the arena.



"It was a great pleasure to meet and work with the people here," commented Jeff Schilling, Founder of Creative Works. "We look forward to the development of a long term relationship and ensuring their guests continue to say "WOW" when they see and play our arenas." The laser tag opened with sold out games and groups of people waiting to play numbering over 200 on the first night.



Creative Works Theme Factory

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