



## **IBF Appoints QubicaAMF as the Exclusive Global Bowling Equipment Partner for Tenpin Bowling through 2030**

**LAUSANNE, Switzerland March 19, 2021** – International Bowling Federation (IBF), the global governing body for the sport of Tenpin, Ninepin and Para Bowling, and QubicaAMF, the largest and most innovative bowling products company in the world, are excited to announce they have entered into a new long term agreement granting QubicaAMF the Official Partner status, Exclusive Global Bowling Equipment, until 2030.

IBF and QubicaAMF first entered into a memorandum of understanding to form a new partnership in March 2020. This strategic commitment to the IBF ensures extensive QubicaAMF presence in one of the world's most participated sports.

The IBF QubicaAMF partnership goes beyond a sponsorship or a licensing agreement. IBF and QubicaAMF will work together on a series of initiatives to grow bowling, to increase its popularity and worldwide reach and to make it more successful, more sustainable, and more inclusive as an international sport.

QubicaAMF will be the IBF global bowling equipment supplier and partner for all IBF Elite Events and multi-sport games including providing innovative solutions at The World Games, Birmingham, USA 2022, and PanAm Games, Santiago, Chile, 2023. The dependency of bowling centers being within the vicinity of future multi-sport hosts is removed with QubicaAMF able to adapt to elite temporary infrastructure demands.

This partnership will enable an increase in the ability to adapt to differing stakeholder priorities especially with sustainability and climate change being of the utmost importance. IBF will use EDGE String technology for elite events, multi-sport games events and where bowling is featured in temporary locations.

The relationship signifies a major increase in the commercial value of international bowling with IBF's exclusive use of QubicaAMF EDGE String and EDGE Pinspotters along with the BES X Bowler Entertainment System and Conqueror X, On-Line Scoring and SPL Select Lanes.

The new QubicaAMF EDGE String technology allows bowling to be more sustainable for the environment and for bowling proprietors in the future. EDGE String technology will be utilised in emerging markets where bowling centers are not commonplace as IBF looks to increase the numbers of National Bowling Federations and Academy programmes globally.

“Without the support of long-term partners such as QubicaAMF, it would simply not be possible for IBF to continue our work to develop bowling worldwide,” said IBF CEO Andrew Oram. “QubicaAMF are now more than ever an integral part of the bowling journey, quite literally featured at the heart of the action at every World Cup for the past 55 years and continuing now through to 2030. We are delighted that this long-term strategic partnership will continue and we are looking forward to writing new chapters of bowling history together.”

“We are honored and humbled at the opportunity of being the exclusive global bowling equipment partner for IBF,” said Emanuele Govoni, CEO of QubicaAMF. “Over the past 18 months we have worked closely with IBF and it has been incredible to see their vision to grow and promote the sport begin to come to life. We are excited to see what the next decade brings and to be able to provide our new technologies to IBF, to support their strategic initiatives and to continue to take bowling to the next level globally.”

Oram added, “The ability to leverage EDGE String, the leading string technology available for sport bowling, was a key driver of our decision to partner with QubicaAMF. Over the next decade, IBF will rely on the new innovations and EDGE String technology for our events and to make bowling more sustainable for the environment and for bowling proprietors worldwide.”

### **About IBF**

The International Bowling Federation represents member federations and bowlers from across the world. At the heart of what we do, uniting us all, is our mission to connect the world with the greatness of bowling.

Connecting further, faster, for all. Ninepin, Tenpin, academy, para, male, female, young, old; whoever you are, wherever you come from, our sport crosses cultures. Truly inclusive, united by a passion for bowling, we bring the world closer together by innovating our sport with technology and data.

Championing the best of bowling. Guardians of our sport, we show bowling at its best. By removing the complexity and barriers to play, without compromising the integrity of our sport.

IBF is the International governing body for the sport of Tenpin, Ninepin and Para Bowling representing five continental zones and 114 member federations.

IBF was recognised by the International Olympic Committee (IOC) in 1979 as the world governing body for the sport of Bowling and by the International Paralympic Committee (IPC) in 2019 for Para Bowling.

### **About QubicaAMF Worldwide**

QubicaAMF is the largest and most innovative bowling equipment provider in the world with 600 employees worldwide. We build and modernize more bowling entertainment centers than any other company in the industry and have an installed base of more than 13,000 centers in 90 countries. The company has a sales and distribution network with worldwide reach and maintains the largest R&D

team for electro-mechanical products, software, electronics and entertainment systems in the industry.

QubicaAMF has over 100 years of experience and can provide the perfect combination of bowling equipment, products and services for new or existing bowling entertainment centers, FECs, Cinemas or any other facility in the hospitality, retail or restaurant industry.

Our ongoing mission is *Making Bowling Amazing*. We are convinced that bowling has so much more potential to attract and entertain even more people. With our products, we will help our customers fully unleash that potential.

The company has U.S. headquarters in Richmond, Virginia and European headquarters in Bologna, Italy. To learn more visit [www.qubicamf.com](http://www.qubicamf.com).