



# TURN PLAY INTO PROFIT



**DIFFERENTIATED  
PLAY EXPERIENCES**  
to enhance your business ▶▶▶▶▶

# WHY PLAY MATTERS FOR FAMILY ENTERTAINMENT CENTERS

Looking to increase revenue, attract new customers and become the destination of choice for your community? Immersive, adventure-filled play environments are proven to drive interest, repeat visits, longer stays, and unforgettable guest experiences. It's all about engagement and creating differentiation within your facility.

Whether you're a first-time operator or looking to add more dynamic elements to your center, we pride ourselves on designing commercial indoor playground equipment to create unique experiences or enhance what's already there. Soft Play helps FECs stand out by delivering immersive attractions that elevate the guest experience and turn play into revenue.

## The Business Value of Play

- ⚡ **Strong differentiation in competitive entertainment markets**
- ⚡ **Bring play to the entire family through multi-age playgrounds and experiences**
- ⚡ **Add revenue through pay-to-play attractions**
- ⚡ **High visual impact for social sharing and word-of-mouth**

## All solutions are:

- ⚡ **Safety tested and ASTM compliant**
- ⚡ **Play that is adaptive for all abilities**
- ⚡ **Low maintenance, easy to clean**
- ⚡ **Designed to integrate seamlessly into existing environments**
- ⚡ **Commercial-grade equipment is an asset with a 10+ year lifespan**

## Designed with Purpose

Soft Play understands and is skilled with balancing physical fun with learning. Our team partners with curators, operators from concept through installation, ensuring every detail supports comfort, care, and connection.

# SOLUTIONS DESIGNED FOR FAMILY FUN SPACES

Designed to scale with your venue, Soft Play solutions drive both excitement and return on investment.

### Adventure Series

Large-scale, high-energy play systems.

### Contained playgrounds

Kid-tested structures that spark creativity and inspire active play.

**Traditional system** - a 2" pipe and pad system, providing a lower cost alternative to other systems.

**3.5" Dura-frame post system** - clean, sleek look, reduces repair and maintenance costs.

### Themed Soft Foam Sculptures

Gentle, inviting forms that encourage imaginative play.

Made of Soft Foam Core

Antibacterial Coating

### Custom Branded Experience

Fully integrated, story-driven spaces.

Custom Contained Play



Legoland  
New York

Gamified Play



IAAPA 2019  
Florida

Contained Play



Kennedy Space Center  
Florida

Themed Sculptures



Jurassic Jungle  
Utah

Standard Contained Play



Malibu Jacks  
Kentucky



# TURN EXPLORATION INTO UNFORGETTABLE LEARNING

## Why Operators Choose Soft Play

- ⚡ Proven ROI-driven attractions
- ⚡ Custom design & fabrication
- ⚡ Turnkey installation and support
- ⚡ Trusted by leading entertainment brands worldwide



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New Mexico

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