



CONTAINED PLAY



**IMAGINATION
WITHOUT LIMITS**

TRANSFORM SPACES TO EXPERIENCES

Every Space Tells a Story

The moment a child walks into a space with a uniquely designed contained play structure, something shifts. The ceiling feels higher. The room feels different. The reason to stay becomes obvious.

Indoor contained play is about creating a reason to visit, a reason to stay, and — most importantly — a reason to come back. From small, compact spaces, to themed toddler areas, to immersive, adventure courses, Soft Play can elevate any space and keep families coming back.

Since 1984, we've transformed spaces into *THE* experiences families and children remember.

Traditional System

Reliable, flexible, and built to evolve with your space. The Traditional System has been the backbone of indoor contained play for decades — and it still delivers. Easily update the look without replacing the structure.



Dura Frame

Sleek, maintenance-minimal, and engineered for the highest-traffic environments. A Soft Play exclusive, the Dura Frame System holds up to the demands of commercial play at scale — while costing significantly less over time.



Themed Play Units

From imaginative themes to immersive branding, Soft Play themed sculpts are designed to turn any play space, into an unforgettable experience for families. Characters, creatures, and immersive environments that give your space an identity kids remember.



Adventure Series

More levels. More challenge. More reasons to come back. Larger configurations and elevated playgrounds that engage kids from toddlers to tweens — designed for operators who want play to be the centerpiece.



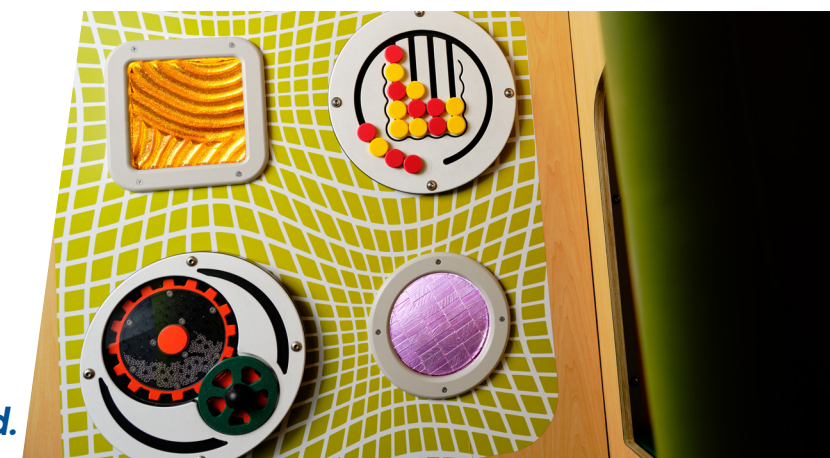
Custom

No two spaces are the same. Transform your space from being underutilized to an immersive experience parents and kids keep coming back for. Build a play environment from the ground up for your exact footprint, aesthetic, and audience.



Interactive Play

Play panel solutions range from sensory, cognitive, musical, and STEM panels, that challenge the whole child - more than just physical play. With a compact footprint, add them to any indoor or outdoor playground.



Soft Play contained playgrounds are available predesigned or fully customized.

LET'S BRING YOUR VISION TO LIFE

Play as a **BUSINESS TOOL**

Play isn't an amenity anymore. It's a revenue strategy, a retention tool, and the fastest way to turn a one-time visitor into a regular. Here's what the numbers say — and what the families who walk through your doors already know.



Proven ROI

- Increase traffic – up to 32%*
- Increase dwell time – up to 38%*
- Increase revenue – up to 25%*



Multi-Age & Inclusive Play

From toddlers to teens, built for every age and ability so no one sits on the sidelines.



Quality & Durability

Established and proven quality to last for decades (with maintenance). 40+ years of engineering play, 40k installations worldwide.



Engineered for Safety

ASTM and ADA compliant options, built in from the start. Risk mitigation you can stand behind.



Year-Round Performance

No weather dependency. Indoor play works every day — and so does your revenue.



Designed & Assembled in the USA

Expert designers, engineers, and production, all done in the USA.

*Sources: American Journal of Preventive Medicine; Preventive Medicine; Research in Nursing & Health; ICSC Retail Reports; Placer.ai Foot Traffic Analytics; McKinsey Retail Insights; Deloitte Consumer Reports; Pew Research. Big QSR chain revenue lift study.

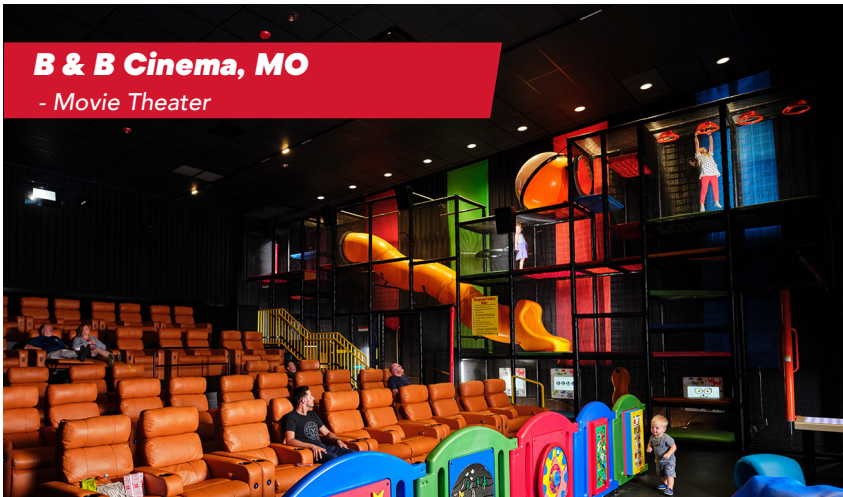
**Assumption-based ROI model based upon anecdotal customer projects



Kennedy Space Center, FL
- Experiential Venue



Jurassic Jungle, UT
- Museum



B & B Cinema, MO
- Movie Theater



Trailwinds, CO
- Rec Center

Predesigned AND TURNKEY

Configurable and built to perform, every Soft Play system is designed to fit your footprint, your budget, and the demands of a commercial environment. All components and materials are chosen to withstand high traffic, active kids, and daily use. Backed by decades of real-world performance, it's a starting point built to last.

- ⚡ **Significantly lower long-term maintenance costs**
- ⚡ **Customizable to fit any footprint**
- ⚡ **Designed to perform at commercial scale for decades**

Traditional System The Proven Classic

- ⚡ 2" galvanized pipe, customize with colorful post pads and ties
- ⚡ Refresh the look without replacing the structure



MATERIALS

Configurable, premium quality, durable, safe and easy to maintain and clean.
All components and materials are chosen to withstand high traffic, active kids, and daily use.

Roto-Molded Decks & Components

Adds a modern look, textured surface, durable, double-wall platform with anti-slip deck and variety of colors available.



Tuffnet

½" 16ga metal wire welded mesh; improves visibility, doesn't show scratches/fingerprints.



Safety surfacing

Every safe play environment starts with the right surface - from carpet, to pour in place to modular tiles.



Dura Frame System The Modern Flagship

- ⚡ 3.5" diameter post system — no post pad or netting replacement required
- ⚡ Large powder coat color palette, fully customizable



BUILT FOR THE TOUGHEST PLAY

Designed to Make
A STATEMENT

Adventure Series
Elevated Play

- Multi-level configurations
- Interactive and gamified experiences
- Ropes course, high climb towers, obstacle courses
- Engineered for high traffic environments



Atom
- Rec Center



Skycourse
- Rec Center



New Heights Tower
- Retail



Hive
- Retail

Custom
Make it your Own

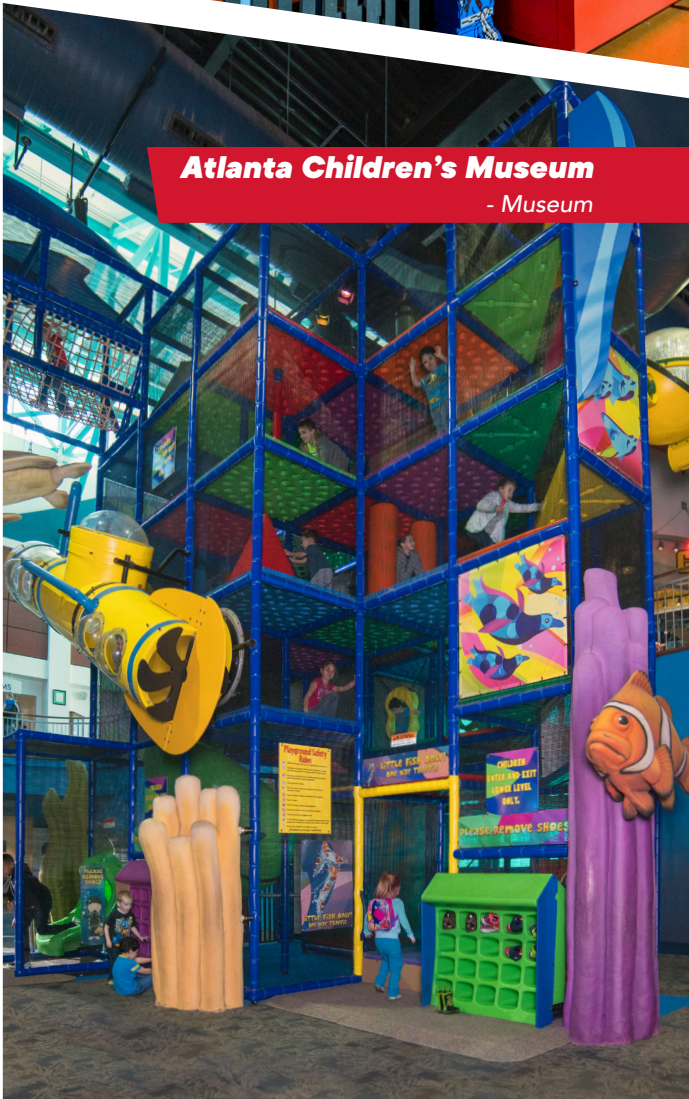
- Any space, any size — single feature to full immersive world
- Any brand, any story — your characters, your colors
- Any audience — toddlers to teens, families to fans
- Any business — retail, hospitality, healthcare, attractions



Busch Gardens, FL
- Amusement Park



Lego Land, NY
- Experiential Venue



Atlanta Children's Museum
- Museum

Play That **WORKS HARDER**

Parents aren't just looking for somewhere for their kids to burn energy. They're looking for spaces that stimulate, challenge, and engage their children in ways that matter.

Upgrade with physical and sensory, cognitive, and STEM-integrated play has become one of the fastest-growing expectations in family venues. For operators, it's one of the strongest differentiators available.

Physical Play Elements

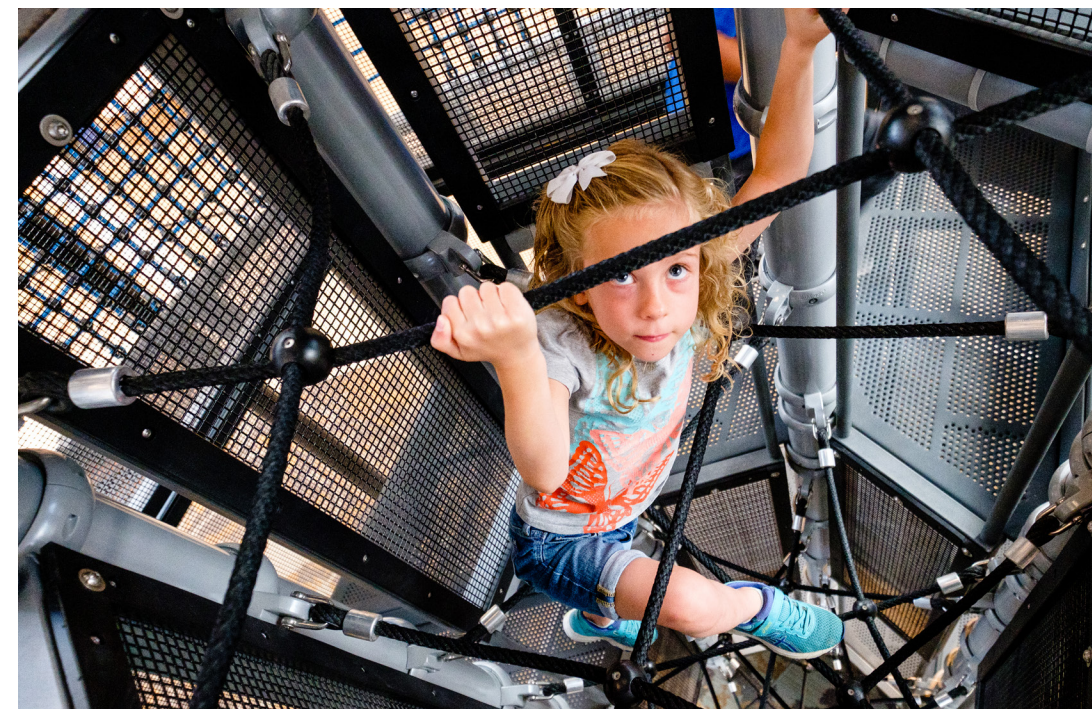
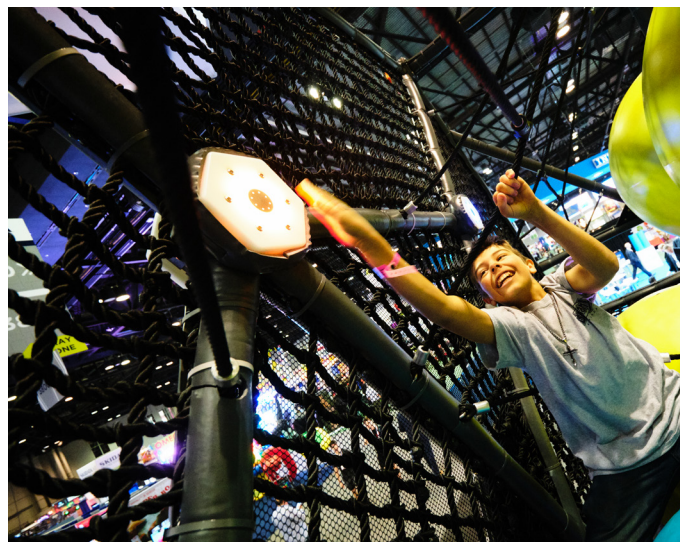
From entry-level climbers to full ropes courses, Soft Play offers a range of physical play elements — climbers, slides, climbing walls, and ropes courses — that can be configured to challenge every age and skill level. Mix and match to build a structure that grows with your guests and keeps every visit feeling new.

Play Panels

Add new dimension to any play structure — turning physical play into a full sensory, cognitive, and STEM experience. Sensory panels engage light, texture, sound, and motion. Cognitive panels introduce puzzles, cause-and-effect, and pattern challenges. STEM panels put gears, tracks, and hands-on discovery right into the structure. Together, they give every child — regardless of age or ability — something worth coming back for.

Interactive & Gamified Panels

Touch-activated game boards, race-against-the-clock challenges, light-up sequences turn standard play into something kids want to beat their own score on, adding replay value to any structure.



The Details That **DEFINE THE EXPERIENCE**

An experience goes beyond the playground. The right enhancements make the entire space better.

Themed Play

Made from soft, sculpted foam, these play elements are handcrafted, hand-painted characters, creatures, and themed environments that transform a play structure into a world. From climbable creatures to sculpted landscapes and themed portals, sculpt elements give your space an identity — one that photographs, gets shared, and makes families plan a return trip before they've even left

Signage and Entrance

Custom arched entrances and branded signage that set the tone from the moment guests arrive. Entrances create a transition into the play experience, anchor your theme, and provide a natural home for rules, sponsor recognition, and brand messaging. A well-designed entrance doesn't just mark the space — it makes it feel intentional

Flooring

Three options, one standard: keeping kids safe. Pour-in-place rubber is mixed and fixed on-site — ideal for custom shapes and ADA ramp integration. DuraSoft carpet is a liquid-proof, commercial-grade padded surface rated for a 4-foot fall height (ASTM F1292) and ADA compliant (ASTM F1951). Modular tiles install fast with SureStick adhesive, support single-tile replacement, and include ADA-compliant tapered ramps

Seating

Purpose-designed for visibility, comfort, and durability. The right seating keeps caregivers where they can see everything — and where they want to stay. When parents are comfortable, families linger longer.



Where Play Is the **REASON PEOPLE SHOW UP**

From a childcare facility within churches, rec centers or stand-alone businesses giving families a reason to return, to a family entertainment center that wanted to build something worth driving across town for — Soft Play contained play environments live in every kind of indoor venue. If families come through your doors, we have a solution for your space.

Faith Organizations

Nurseries and family ministry spaces that turn first-time visitors into regular families.

Recreation Centers

Year-round community play destinations that serve every age and every ability.

Hospitality & Hotels

Play amenities that convert a one-time stay into a must-book-again destination.

Restaurants & Dining

The reason families choose your table over the one across the street.

Family Entertainment Centers

High-traffic, high-energy environments where play is the product and every detail drives revenue.

Retail & Mall Environments

Dwell-time drivers that keep families on property, extending the visit and the spend.

Healthcare Facilities

Environments that reduce anxiety, support development, and make a difficult experience feel a little more like childhood.

Zoos & Aquariums

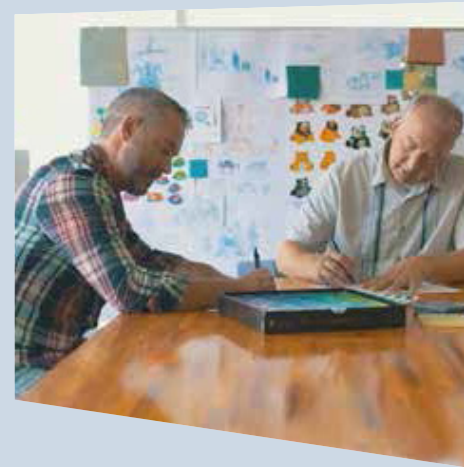
Integrating and reinforcing education through the value of play.



OUR PROCESS

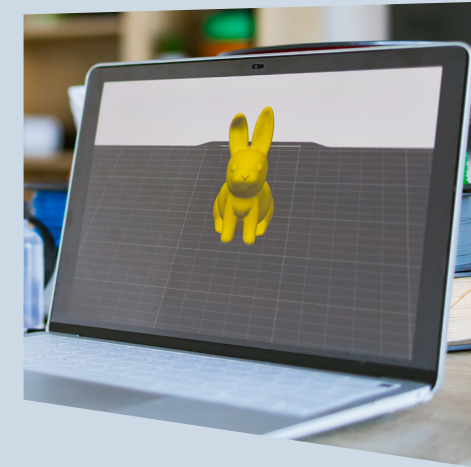
A Clear Path From Idea to Installation

From listening to your vision, to helping you shape it, through budgeting, construction, care and maintenance, we'll give you a clear idea of what it's like to work with us from start to finish.



Design

Iterative and collaborative process.



Engineering

Multifaceted, with attention to detail and safety.



Manufacturing

State of the art production & fabrication facilities.



Installation & Maintenance

Certified, durable, preventative service.



Service & Support

Reliable, trusted partners, warranty.

Designed and Made in the USA



Transform Everyday Spaces into **MAGICAL WORLDS**



**Start Your
Project**



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