

“Pioneering
future-proof
bowling
solutions”



Discovery Bowl

www.discoverybowl.com



Scan the QR Code to visit
the Discovery Bowl website and
explore our official channels.

The Future is Now.

At Discovery Bowl, we're redefining what bowling can be—blending the sport's timeless appeal with cutting-edge technology to create an immersive, next-generation experience. Our advanced, sustainable systems not only elevate gameplay but also help venue owners reduce operational and maintenance costs, with dedicated support at every stage of the project.

In April 2024, Discovery Bowl was officially certified by the United States Bowling Congress (USBC), placing us among a select group of global manufacturers that meet the sport's highest technical standards. This recognition affirms our commitment to quality, performance, and innovation on a world stage.

To us, bowling is more than a game—it's an evolving experience for a new generation. And the future? It's already here. And we're leading it.



Innovation and Sustainability

Profitable ventures. Vibrant spaces.

Innovation, authenticity, and sustainability are the three pillars that drive every project we develop across five continents.

As the leading provider of bowling lane installations in Latin America, our success stems from years of expertise delivering cutting-edge, high-tech solutions for both commercial and residential spaces.

But we're more than just a bowling lane supplier—we're your dedicated partner at every stage of the process. From concept to completion, we offer comprehensive guidance to ensure your bowling project is a success.

With enthusiasm and an unwavering commitment to excellence, we take pride in creating unforgettable experiences, profitable ventures, and sustainable designs. Our mission is simple: to transform ordinary spaces into vibrant hubs of fun and excitement.

Leonado Kappel - Founder & CEO - Discovery Bowl.



Leonardo Kappel

CEO - Discovery Bowl

Leonardo Kappel



Passion for the game. **Commitment to excellence.**

What you can expect
From Us.



High-level expertise
with decades of experience



Tailored solutions for
maximum ROI



360° support from day one,
including after-sales



Cutting-edge technology,
simplified operations, and
low maintenance costs

"(...) A huge thank you for the incredible work and dedication in delivering such a wonderful bowling lane for us. This week, we received the installation and training from the Discovery Bowl team, and everything is amazing—the finish is excellent, everything looks fantastic."

— **Jeferson Cássio | Rede Globo**

"(...) The bowling lanes from Discovery Bowl are truly outstanding. The visibility during our bowling launch event was a game-changer, and we are extremely satisfied."

— **Ratinho | TV Host**

Learn more.

Discovery Bowl Gold & Diamond Series

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Bright Bowling Synthetic Lanes

Diamond Series[©] by Discover Bowl

Leveraging cutting-edge technology, our exclusive projects and custom designs featuring ultraviolet light have the power to transform traditional bowling into an unforgettable experience.

The ultraviolet lighting brings the graphic elements of the lanes to life, with vibrant images and colors, creating a stunning visual effect that captivates and thrills every player.

It's the most effective way to instantly transform the look of bowling lanes, making them more dynamic, engaging, and enhancing player interaction and involvement.



Quick Payback

Thinking about revitalizing or opening a new bowling center? The payback period is often under 12 months.



Venues

If you're looking to upgrade your center or open a new bowling venue, the space required for 10 lanes is approximately 1,000 m² ***.



High ROI

A \$14 billion/year market with a 4.8% CAGR, driven by technological advancements in the industry**. Updated bowling centers see higher ticket sales, greater operational profit, and increased revenue.*



Value

Our lanes will help drive more demand for your bowling center while simultaneously lowering your operational costs, as they require minimal maintenance.

* Compound Annual Growth Rate

** Source: Technavio Market Research Reports; Research And Markets

*** Professional-sized lanes.



“A dazzling display of light and color.”

The ultraviolet lighting brings the graphic elements on the lanes to life with vibrant images and colors, creating a visual effect that captivates and delights every player.





Interactive System

Diamond Series[®] by Discover Bowl

Discovery Bowl[®] is the leading provider of interactive bowling lanes in Latin America.

Our lanes are designed to enhance the entertainment experience and offer a unique gaming experience, using laser technology to project animations that respond to players' actions in real time. With a lifespan of up to 30,000 hours, the projections are built to last. The effects are interactive, accurately tracking each throw with the help of a smart speed camera and infrared sensors. Players can choose from a variety of effects. Commercial ads for products and services can also be displayed.



“The most groundbreaking bowling project of the last few decades.”



Our mission is simple: to bring the exciting world of bowling to everyone.

Unmatched
Quality.



A trusted brand with worldwide recognition.



Low maintenance, easy to use, maximum profitability.



Specialized technical support from day one.



Technological edge and exclusive design.

"Congratulations to Discovery Bowl for your dedication and attention to detail in every project. We're really impressed by your continuous drive for improvement, which has a direct impact on the end customer—both yours and ours."

— **Wilyams Regalin | Via Bowling**

"(...) You have truly elevated the experience for our customers, making it a standout attraction that no competitor can match. Once again, thank you for the exceptional technology and the professionalism of your installation team. We look forward to further collaboration with Discovery Bowl."

— **Dhruv Patel | BounceUp Entertainment**



High-Performance Classic Lanes

Cold Series® by Discover Bowl

Also known as “traditional lanes,” these are designed with real wood-like finishes, perfect for any setting, offering a nostalgic experience and a cozy, inviting look.

USBC (United States Bowling Congress) Approved, Discovery Bowl® lanes are durable, functional, and packed with cutting-edge technology.

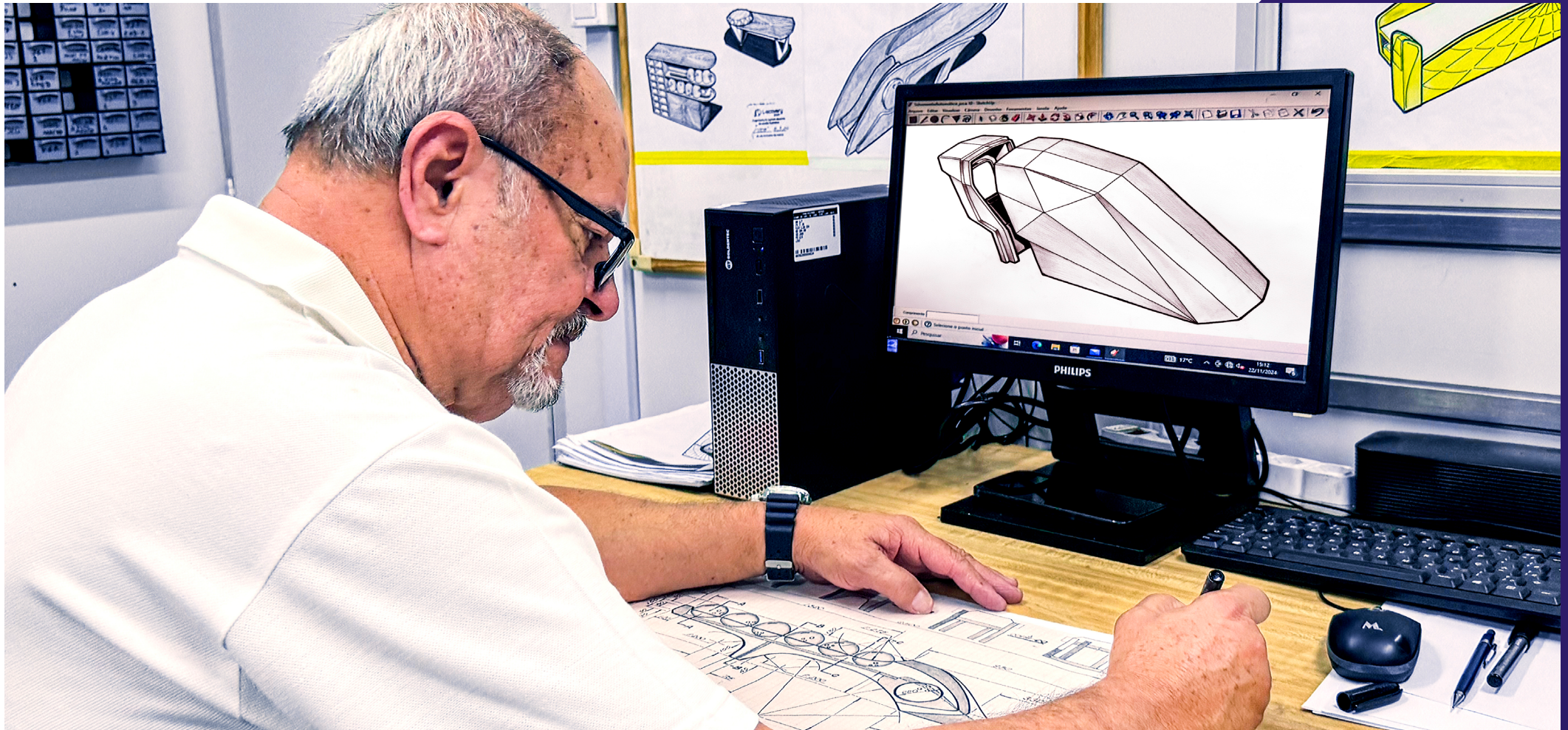
Whether you’re upgrading your commercial space or creating unforgettable moments with friends and family in a private setting, Discovery Bowl® Classic Lanes are the perfect choice for those who appreciate tradition and quality in their bowling experience.

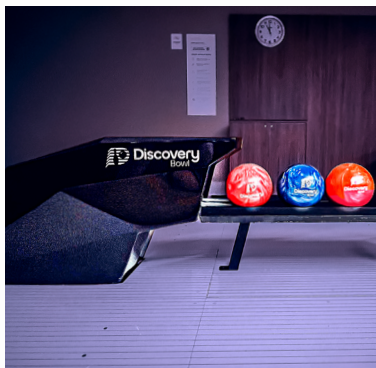
“The best of traditional bowling.”

Lane Design

Optimized Spaces.

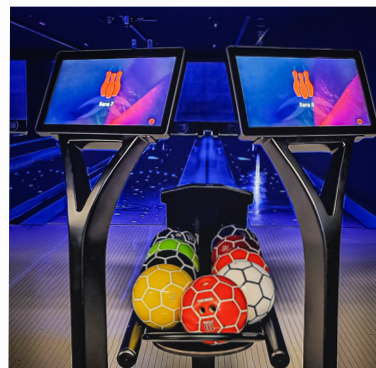
Discovery Bowl® has been a driving force in creating new trends in bowling equipment worldwide, thanks to its talented designers with decades of experience in both manual and digital industrial design. The result is multifunctional terminals, ball racks, tables, ball holders, and premium finishes that bring a distinctive aesthetic to any space, offering comfort, elegance, and exclusivity.





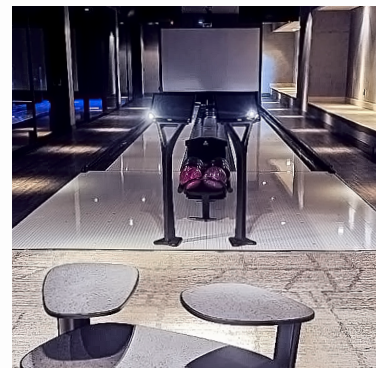
Smart Design

All elements are designed with a design thinking approach, focusing on the actual needs of players and owners.



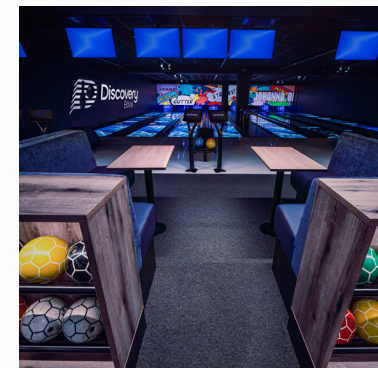
Unique Look

At Discovery, details are as important as the big picture. That's why our products inspire modernity and boldness.



Luxurious Atmosphere

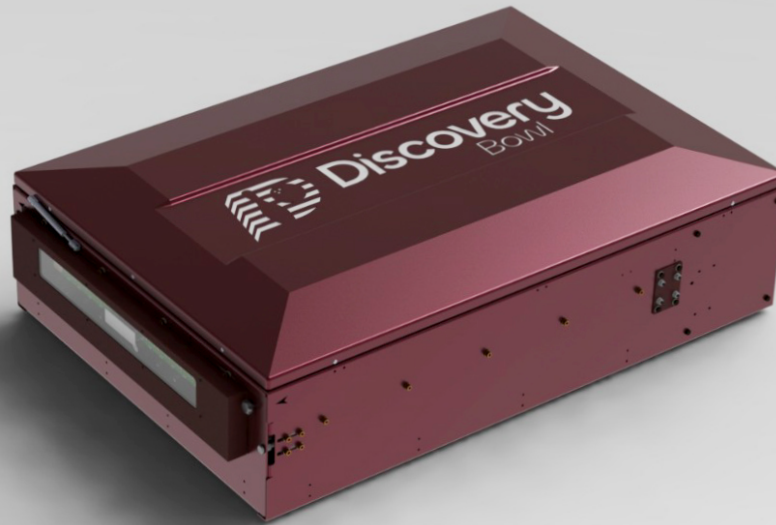
Top-quality components, luxurious finishes, and advanced technological innovations create unique, refined, and comfortable spaces.



Optimized Spaces

We know what it takes to create optimized spaces. We design and develop with this goal in mind every step of the way.

Carefully studied, analyzed, and designed, the elements that make up Discovery Bowl® lanes feature a minimalist, contemporary, and bold personality. Every component is designed to be efficient, effective, and sustainable, reducing maintenance costs and optimizing the surrounding space.



The Pinsetter

The key component.

Silent and
Durable.



Extraordinary
performance.



Low maintenance,
easy operation.



Made from high mechanical
strength materials.



Revolutionary
electromechanical design.

The Discovery Bowl® Pinsetter ensures top-notch performance and exceeds entertainment expectations in all formats and professional tournaments. It stands out in several ways: it's the quietest machine on the market, thanks to its revolutionary electromechanical design. We've designed it to be easy to operate, handle, and maintain, making it cost-effective to run. We use high-strength materials, including injected polymers, plastic and thermoplastic profiles, metal sheets, and corrosion-resistant fasteners, along with electrostatic paint and high-precision drive mechanisms. The electro-electronic system features advanced microcontrollers, modular electronic boards, industrial safety devices, user-friendly electrical controls with status indicators, and communication interfaces. Protective grids and an elevated platform make routine maintenance a breeze.

Revolutionary Design

Discovery Pinsetter[®] by Discover Bowl

Discover the Discovery Bowl[®] Pinsetter, where innovation meets performance. With its quiet operation and speed, every game becomes more exciting. Compatible with a variety of systems, including Steltronic, it easily adapts to your environment, offering flexibility and seamless integration.

Designed with technicians in mind, we've simplified access for quick and hassle-free maintenance, reducing downtime and increasing efficiency. This approach not only enhances operations but also ensures your customers enjoy an uninterrupted experience. With cutting-edge technology and advanced safety features, the Discovery Bowl[®] Pinsetter offers more than just functionality—it provides reliability and peace of mind, raising the quality standard of your entertainment center.

The “heart” of our bowling system.



Synthetic Lanes

Unmatched Durability

The decorative synthetic laminates, also known as solid phenolics, are produced under high pressure and consist of a rigid core with decorative surfaces made from weather-resistant thermosetting resins.

As a result, Discovery Bowl® synthetic lanes are designed to withstand decades of use in high-traffic commercial environments, offering stone-like durability against the constant impact of bowling balls.

Color Customization: We offer custom color options to match your project's design.

Looking for 100% customized bowling lanes? From the design of the lanes to their components, at Discovery Bowl, you'll find the personalized solution you're looking for. Contact our team today.



DB10



DB20



DB30



Our Promise

Commitment Guaranteed.

360° Support

You'll have a highly skilled and professional team by your side, guiding your project from day one through every step

Sustainability

We design our products to withstand a wide range of usage conditions, ensuring minimal maintenance requirements.

Future-Proof

Our products are at the cutting edge of the market. We're an innovative company, and everything we create is built to stand the test of time. Innovation is our mantra.



Process

Want to know more?

Whether you're looking to upgrade your bowling center, upgrade your home, or start a new business, the Discovery Bowl team is here to help. We'll go over all the details with you, answer any questions, and assist you in making the best investment decision.

Get in touch with us, no strings attached. Our team is ready to tackle any challenge and support you every step of the way.

[**comercial@discoverybowl.com**](mailto:comercial@discoverybowl.com)



Discovery Team.

A team of talent

We don't just sell high-quality products. We're true partners, guiding your project through every stage to ensure everything runs smoothly, with efficiency, technical precision, and reliability. You can count on our professional, skilled team, with years of experience in the industry, to ensure your satisfaction and that of your customers.





Leonardo Kappel

Founder & CEO

Founder and CEO of Discovery Bowl and is now one of the leading figures in international bowling, with a significant contribution to the evolution of the game.



Gabriel Cardoso

Sales Manager

Started his career in the healthcare field. With experience and dedication, he now leads with excellence, driving innovation, growth, and the overall “health” of the company.



Carla Schewngber

Accounting Analyst

Began her career at Kopp, a former bowling equipment manufacturer. Skilled and professional, she is the company's asset in public relations.



Alexandre Appel

Market Analyst

Started his career as a Latin American (LATAM) market analyst. He is known for his exceptional focus and problem-solving skills.

The Discovery Bowl team, led by CEO Leonardo Kappel and made up of dozens of skilled professionals, has gained strong recognition and trust from the market, as well as from high-profile clients and partners such as TV host Ratinho, Brazil national team players like Vini Júnior and Douglas Luiz, and well-known brands like TV Globo, Rock in Rio, Vittia Group, CA2A Incorporadora, and BET Nacional. In recent years, Discovery Bowl has been responsible for planning, managing, and executing bowling projects around the world, building a wealth of experience and up-to-date expertise, making it one of the most qualified companies in the industry.



**+500
Lanes**

**+200
Projects**

Discovery Bowl is now one of the leading players in the bowling industry. Founded in Santa Cruz do Sul, in the heart of the Rio Grande do Sul state, it is now a global brand with a strong reputation and credibility, boasting an extensive client portfolio world-wide.

Here are some testimonials from Discovery Bowl clients. Every client is important to us. No matter the size or scope of the project, we give it our full attention, dedication, and professionalism.



Jeferson Cássio *****
Rede Globo

A huge thank you for the work and dedication in delivering a wonderful bowling lane for us. This week, we received the installation and training from the team, and everything is amazing. The finish is great, everything looks fantastic.



Bruno Oliveira *****
Barelli Pizzaria

Discovery Bowl is a 10/10 (...) amazing team, I recommend them to everyone. For me, it's the best bowling company in the world.

From those who know us the best.

Clients and Partners



Wilyams Regalin *****
Via Bowling

Congratulations to Discovery Bowl for your dedication and attention to detail in every project. We are very pleased with your constant pursuit of improvement, which directly impacts the end customer, both yours and ours.



Dhruv Patel *****
BouceUp Entertainemnt LLP

I want to extend my appreciation for the exceptional work your team put into our bowling installation at Bounceup Ahmedabad. (...) Truly elevated the experience for our customers, making it a standout attraction that no competitor can match.



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