

Universal Space

“2012,” said Steven Tan, general manager of Universal Space, “was a fantastic year for UNIS.” Speaking ahead of the EAG International Expo later this month, Tan explained that the company’s hard work and investment in R&D is now “bearing fruit.”

Over the course of the last 12 months, Universal Space promoted 12 new products, the majority of which have been launched globally to great success. The company has also focused on strengthening its platform in the US by opening an office and warehouse in Dallas, Texas.

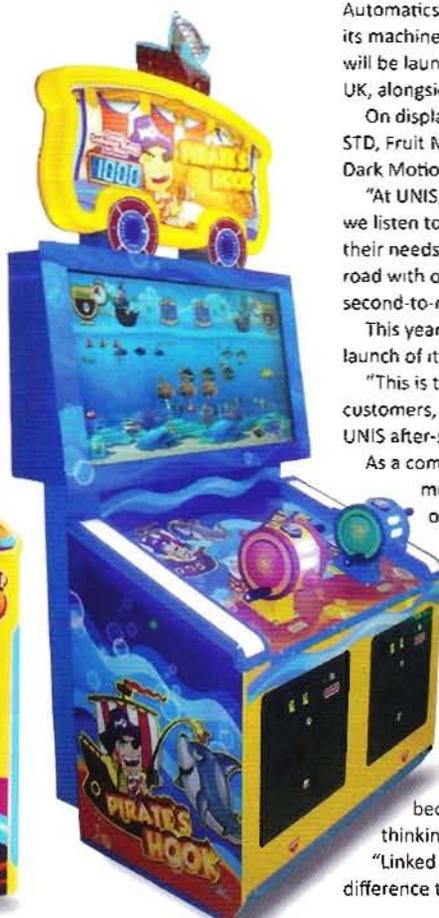
“We will continue to focus on the markets we have seen success in during 2012 and, alongside this, fine tune our hard work and investment in North America, the UK, Europe and surrounding countries,” said Tan.

The EAG International Expo therefore offers an opportunity for the company to present its latest products and services to a truly international audience. This year, Universal Space is planning to really make its presence felt at the show.

“EAG is a world-class show that continues to be one of the premier events for all serious manufacturers,” Tan said. “From our perspective, we identify three key shows to launch products – IAAPA, EAG and the Amusement Expo in the US. This year at EAG we have a larger stand than ever before, which demonstrates how important a show we believe it to be.”

Buyers come to London from all over the UK and Europe, he said, noting that these are important territories for the company.

“At IAAPA our audience is primarily buyers from the US, Mexico, Central America and South America, therefore EAG is vital as a promotional platform for manufacturers that have a global influence but are located in or near Europe.”



In the UK, Universal Space has confirmed an exclusive deal with Instance Automatics, giving this longstanding company the contract to handle all of its machines, servicing and parts requests. At this year’s EAG event, UNIS will be launching a selection of exciting, previously unseen products in the UK, alongside its new partner.

On display will be what Tan describes as “showstoppers” – Fruit Mania STD, Fruit Mania Xtreme DLX, Pirate’s Hook, Cowboy Shoot Out, the After Dark Motion Simulator and “a few more surprises...”

“At UNIS,” said Tan, “we feel the key to our success in tough times is that we listen to our clients, we find out what they require and develop with their needs in mind. Selling our machines is just the first step along the road with our customers; our after sales, feedback and customer care is second-to-none and that is what we also base our reputation on.”

This year, Tan’s company will be focusing on customer service with the launch of its Customer Relationship Management software this month.

“This is the year that we extend even better service to our existing customers, working closely with our global distributors to give unrivalled UNIS after-sales service.”

As a company with a truly international presence, the next 12 months are likely to pose new challenges – but ultimately new opportunities – for the company. Legislative changes can “severely disrupt” momentum in any marketplace, explained Tan, and so UNIS is following events in China, Italy and the US closely.

“Instability in certain markets could affect our company so we have ensured diversification in global sales. We have a great team of innovative engineers and design technicians, we are working in tune with our distributors ensuring we receive feedback from their operator customer base and, importantly, we listen to the players.”

The company is able to expand in an uncertain marketplace because it diversifies and is flexible enough to change its way of thinking if required to do so, he continued.

“Linked with our network of distributors, UNIS is sure that it can make a difference to your business.”