

## Boomerang makes the changes to accelerate harmonisation strategy

INFRASTRUCTURE

Continuing its laser sharp focus on the customer **Boomerang Digital** has announced changes to its business structure designed to major on strengths and progress its strategy of harmonisation.

**B**oomerang Digital has confirmed a double change as it accelerates its strategy of harmonising and streamlining the business for the benefit of its growing customer base.

Majoring on what is a leading knowledge of PayStations built over more than 35-years of hands-on experience Ian Fuller is moving into the newly created post of Director of Product, effective June 1.

Additionally, Howard Gant, Managing Director Compliance Operations, will be leaving Boomerang on May 31. Howard, who was instrumental in securing the sale and subsequent integration of IHL will be supporting the business on several key innovation projects.

Commenting on his new role, Ian Fuller stated: "I'm excited to be offered the opportunity to fully focus on a product range that I know well. I have been associated with Change Machines and PayStations since 1991 and was instrumental in reviving the Thomas Range as well as



the development of the 8000 Series of PayStations which are now industry standard products."

He continued: "With a pedigree stretching over 40 years the PayStation brand has become a trusted leader in payment processing solutions across the UK and Europe. PayStations are known for their reliable, seamlessly integrated systems, managing both cash and cashless transactions

with efficiency and ease. The recently launched Tik-Ex showcases the level of quality that we can create."

Expanding on the changes Boomerang Digital co-founder and Group Chief Executive Andrew Ludlow said: "We have ambitious plans for the Paystation range, including its expansion in both the gaming and non-gaming sectors. Switching Ian to this key role makes best use of his experience

and allows him to fully focus on the range. It also further supports the full integration of the Playsafe business."

He added: "On a personal note I would like to take the opportunity to thank Howard Gant for his contributions to IHL and the wider Boomerang business. We enjoy a great relationship which we look forward to maintaining as we work on several important projects."

"The compliance solutions we offer via Smarthub and the current Bacta Portal are an integral part of our business and our future product strategy. Compliance sits centrally to our customers operations, and we are proud to have been delivering robust, compliant solutions for over nine years."

"The Boomerang team has been and continues to work closely with our customers to deliver a range of product enhancements including consumer interactions. With a clear roadmap of future developments already in place I am confident that Smarthub will continue to be the operator's compliance platform of choice".

### In perfect harmony

**Andrew Ludlow said...**

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## AW Hainsworth appoints new international sales manager for Cue Sports Fabrics

APPOINTMENT

**A**W Hainsworth has named Andy Laycock as international sales manager for Cue Sports Fabrics, a new role intended to contribute to the brand's global growth.

With more than 30 years of international sales and export experience in the textiles industry, Laycock will now seek to build the worldwide reputation of the high-performance cloth.

"Andy will be responsible for managing our customer relationships outside the UK, working with both long-standing partners and new contacts," said a spokesperson. "He'll be travelling extensively to meet customers face-to-face, ensuring they receive the personal service that Hainsworth is known for."



## Cowells-Arrow Bingo joins GBG as the sector faces "a tough landscape"

BINGO

**A**s Cowells-Arrow Bingo continues to expand into the manufacture and supply of machines to pubs and clubs, the group has officially announced its membership of the Gambling Business Group, in order to play its part in helping to drive regulatory reform and technical innovation.

Speaking to Coinslot, MD Tony Lister detailed the regulatory challenges, economic pressures, and shifting consumer habits that are impacting the bingo landscape, and the ways in which trade bodies remain an important and effective voice for the industry.

"Cowells-Arrow Bingo, as the name suggests, is embedded with the bingo industry and has been a strong supporter, advocate and member of the Bingo Association for many years and remains so," said Lister. "However, as we have expanded our portfolio, additionally becoming a gaming machines manufacturer and supplier, we felt that GBG membership is an avenue we should also progress."

"Currently we are concentrating, as a machines manufacturer and supplier, on the proposed Gaming Machines Technical Standards and feel that GBG is particularly



focused on UK gambling regulation and the machines manufacture and supply element of the industry."

Looking ahead, Lister said: "To survive, traditional bingo halls must evolve beyond just 'numbers on a board' and offer more immersive, entertainment-driven experiences."

"The GBG can and is helping with the challenges the industry faces through their work on regulatory reform and tech integration."

Tony Lister interview  
Page 22

"One of Andy's first projects will be attending the Guangzhou International Billiards Exhibition (GBE) in Guangzhou, China. He'll be joining our commercial director, Phil Atherton, and managing director, Amanda McLaren, to meet both existing and prospective customers in the region."

Laycock joins Hainsworth from Freudenberg Performance Materials Apparel, where he also worked as international sales manager and collaborated with numerous UK fashion brands and global manufacturers.

"I'm excited to join Hainsworth, an amazing business, and I'm looking forward to using my international sales experience to drive growth in the leisure division," said Laycock.