



everything you need to know

# **ABOUT BINGO** and **PULL TABS**

## ABOUT BINGO & PULL TABS **where to find...**

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## BINGO HISTORY

### THE ORIGINS OF BINGO... how it all began

Bingo as we know it today is a form of lottery and is a direct descendant of Lo Giuoco del Lotto d'Italia. When Italy was united in 1530, the Italian National Lottery Lo Giuoco del Lotto d'Italia was organized, and has been held, almost without pause, at weekly intervals to this date. Today the Italian State lottery is indispensable to the government's budget, with a yearly contribution in excess of 75 million dollars.

In 1778 it was reported in the French press that Le Lotto had captured the fancy of the intelligentsia. In the classic version of Lotto, which developed during this period, the playing card used in the game was divided into three horizontal and nine vertical rows. Each horizontal row had five numbered and four blank squares in a random arrangement. The vertical rows contained numbers from 1 to 9 in the first row, 10 to 19 in the second row, etc., up to 90. Each horizontal row had 5 numbers. No two Lotto cards were alike. Chips numbered from 1 to 90 completed the playing equipment. Players were dealt a single Lotto card, then the caller would draw a small wooden, numbered token from a cloth bag and read the number aloud. The players would cover the number if it appeared on their card. The first player to cover a horizontal row was the winner.

In the 1800's educational Lotto games became popular. A German Lotto game of the 1850's was designed to teach children their multiplication tables. There were other educational Lotto games such as 'Spelling Lotto,' 'Animal Lotto,' and 'Historical Lotto.' Even in today's highly competitive toy and game market, Lotto is holding its own; Milton Bradley sells a Lotto game featuring the Sesame Street Muppets. The game is designed to provide children in the 3 to 6 year age range with a splash of fun while, at the same time, teaching them to count and recognize numbers.

# BINGO HISTORY

It was an evening in December of 1929 when a very tired New York toy salesman, Edwin S. Lowe, decided to drive on to Jacksonville, Georgia so that he might have an early start for his next day's appointments. The year before, with two employees and \$1,000 capital, Lowe had set up his own toy company. Soon after, the market crashed and the outlook for his budding firm looked bleak indeed.

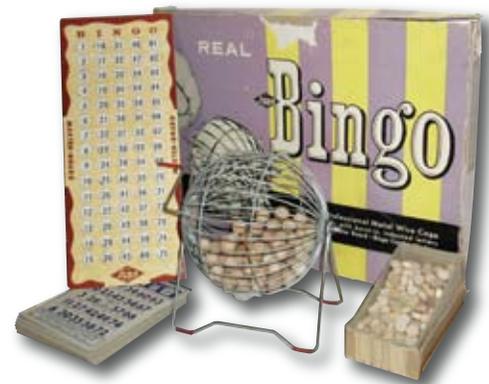
# BEANO!



A few miles from Jacksonville, Lowe came around a bend in the road and was greeted by the bright lights of a country carnival. He was ahead of schedule, so he parked his car and got out. All of the carnival booths were closed except one, which was packed with people. Lowe stood on tiptoes and peered over the shoulders of the participants. The action centered on a horseshoe shaped table covered with numbered cards and beans. The game being played was a variation of Lotto called Beano. The pitchman, or caller, pulled small numbered wooden disks from an old cigar box and, at the same time, called the number aloud. The players responded by eagerly checking their card to see if they had the number called; if so, they would place a bean on the number. This sequence continued until some someone filled a line of numbers on their card - either horizontally, vertically or diagonally. This feat was marked by the shout of "Beano!" The winner received a small Kewpie doll.

Ed Lowe tried to play Beano that night, but, he recalls, "I couldn't get a seat. But while I was waiting around, I noticed that the players were practically addicted to the game. The pitchman wanted to close up, but every time he said, "This is the last game", nobody moved. When he finally closed at 3:00 a.m. he had to chase them out."

After locking up, the pitchman told Lowe that he had run across a game called Lotto while traveling with a carnival in Germany the previous year. His immediate thought was that it would make a good tent or carnival game. He made a few changes in its play, and a change of the name to Beano. The game proved to be such a surefire crowd pleaser and money maker that on his return to the United States, he continued to work the game on the Carnival circuit.



## IT WAS GOING TO BE CALLED... B - B - B - BINGO!

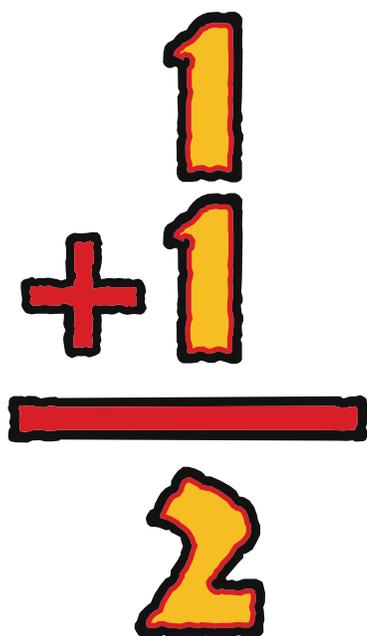
Returning to his home in New York, Lowe bought some dried beans, a rubber numbering stamp and some cardboard. Friends were invited to his apartment and Ed Lowe assumed the pitchman's duties. Soon his friends were playing Beano with the same tension and excitement as he had seen at the carnival. During one session Lowe noticed that one of his players was close to winning. She got more excited as each bean was added to her card. Finally there was one number left - and it was called! The woman jumped up, became tongue tied, and instead of shouting "Beano," stuttered "B-B-B-BINGO!"



"I cannot describe the strange sense of elation which that girl's cry brought to me," Lowe said. "All I could think of was that I was going to come out with this game, and it was going to be called Bingo!"

The earliest Lowe Bingo game came in two variations – a twelve card set for one dollar and a twenty-four card set for two dollars.

# BINGO HISTORY



## MATHEMATICS of BINGO

Several months after Bingo hit the market, Lowe was approached by a priest from Wilkes-Barre, Pennsylvania. The priest had a problem in his parish. A fast thinking parishioner had come up with the idea of using Bingo as a way to get the church out of its financial troubles. The priest had put the scheme into operation after having bought several sets of Lowe's \$2.00 Bingo game. However, problems developed immediately when it was found that each game produced half a dozen or more winners. Lowe could immediately see the tremendous fund raising possibilities of Bingo, but at the same time, he realized that to make the game workable on this large of a scale, a great many more combinations of numbers would have to be developed for the cards. To accomplish this, Lowe sought the services of an elderly professor of mathematics at Columbia University, one Carl Leffler. Lowe's request was the professor devise 6,000 new Bingo cards with non repeating number groups. The professor agreed to a fee that remunerated him on a per card basis. As the professor worked on, each card became increasingly difficult. Lowe was impatient, and toward the end the price per card had risen to \$100. Eventually, the task was completed. The E.S. Lowe Company had its 6,000 cards – at the expense of the professor's sanity!

The church of Wilkes-Barre was saved and after it, a Knights of Columbus Hall in Utica, New York. Word spread fast – "I used to get thousands of letters asking for help on setting up Bingo games," said Lowe – so many that he published Bingo's first Instructional Manual. This effort was followed by a monthly news letter called The Blotter (absorbs all Bingo news) which was distributed to 37,000 subscribers. By 1934 there were an estimated 10,000 Bingo games a week, and Ed Lowe's firm had a thousand employees frantically trying to keep up with demand – nine entire floors of the New York office space, and 64 presses printing 24 hours a day – "... we used more newsprint than the New York Times!" According to Lowe, the largest Bingo game in history was played in New York's Teaneck Armory – 60,000 players, with another 10,000 being turned away at the door. Ten automobiles were given away. Bingo was off to a fast start, and at the same time, had reserved itself next to baseball and apple pie – thanks to Ed Lowe and the loss of Professor Leffler's sanity.

# BINGO STATISTICS

Who Plays Bingo? Bingo does not generally share the negative connotations associated with other types of gambling activity. In fact, Bingo is often described simply as a game. This lighter, more positive image of the game Bingo versus various forms of gambling is mainly due to three factors. The first factor is its widespread association with charitable and church organizations, helping to negate the gambling aspect of the activity and heighten its game image. The second factor, closely related to the first, is common stereotype of the typical bingo player. Bingo is commonly described as a "little old ladies' game" - clearly indicating that most folks view bingo players as a conservative group, predominantly female, elderly, short on income with a relatively low educational achievement. The third factor is the amount of money involved in bingo play. Bingo is not thought of as "big time gambling". Most folks think of bingo as a game of moderation - which does not involve large sums of money. A quick look at the following market study explains why this stereotype exists.

A small group of predominantly female players over 65, with incomes over \$8,500.00 and who play once a week or more account for the majority of the stereotypes. While woman outnumber men at most bingo games, their majority is only a scant 20%. An accurate profile of the average player reveals that they have a high school education, are under 45 years of age and have an income in excess of \$16,500.00 per year.

BINGO PLAYERS (sex, age, income)				
		frequency of play		
			1x / week	1x / month
sex	male	43%	1%	99%
	female	57%	13%	87%
age	18 - 24	38%	4%	96%
	25 - 44	29%	8%	92%
	45 - 64	22%	9%	91%
	65 +	11%	15%	85%
income	less than \$8,500	13%		
	\$8,501 - \$16,500	28%		
	\$16,501 - \$25,000	29%		
	\$25,001 +	30%		

marital status	
married	22%
divorced / separated	35%
never married	28%
widowed	15%

education	
some high school	20%
high school graduate	31%
some college	28%
college graduate	21%

reasons for playing bingo	
to have a good time	62%
excitement	27%
challenge	20%
to make money	19%
luck	3%
for a good cause	2%

BINGO PLAYERS vs. NON PLAYERS gambling activities		
	players	non-players
lotteries	59%	24%
horse track	28%	14%
casino trips	43%	10%
slots	53%	4%
dog track	9%	4%
numbers	5%	3%
sports cards	5%	3%

BINGO PLAYERS vs. NON PLAYERS use of leisure time		
	days / year	
	players	non-players
watch tv	219	215
read magazines	223	181
read books	80	90
home improvement	84	92
socializing	91	81
drinking alcohol	48	17
active non-team sports	25	9
fishing, hunting, camping	27	18
arts and crafts	29	18
attending sport events	31	13
night clubs, bars, dancing	29	6

# BINGO PAPER BENEFITS

## MAKE the SWITCH from hard cards to paper

- A 25 - 50% IMMEDIATE INCREASE IN PLAYER SPENDING.

- SEATING CAPACITY INCREASES 50%!

Bingo paper books are smaller, therefore more people can sit at a table.

For example, one table might seat 6 bingo paper players while it will only seat 4 hard card players.

- GAME ATTENDANCE INCREASES!

More people like to play on bingo paper. It offers faster play, more color, larger variety, increased excitement... players play more cards!

- DOUBLE SESSIONS ARE POSSIBLE

Faster play with bingo paper can cut a typical 3.5 hour game to 2.5 hours or less. Players mark bingo paper faster!

- HIGHER PROFITS

More games can be played during a session.

More time to play pull tabs - longer intermissions.

More bingo paper faces can be played by each player in a game.

Easy to reach - Easy to dab - Easy to see!

- NO NUMBER DUPLICATIONS WITH BINGO PAPER - FEWER POTS TO SPLIT.

Bingo Paper is available in several different 9,000 series.

Hard Cards are available in only 1 - 6,000 series.

- INCREASE GAME SECURITY - USE AUDITRACK™

The advantages of using bingo paper with Auditrack are a must for players and managers.

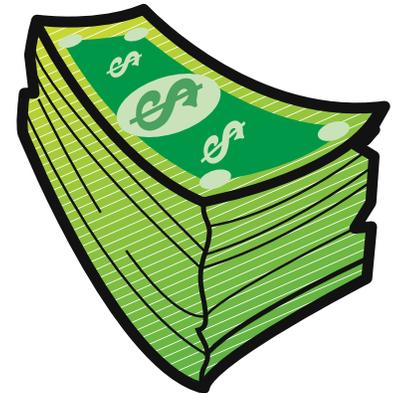
Auditrack is a unique control and inventory feature available on our bingo paper.

Each bingo paper booklet is consecutively numbered allowing you to quickly and accurately track bingo paper sales.

Safeguard against cheating.

Players want honest games.

Players attend games with maximum game security and integrity.



## 6 EASY STEPS TO UPGRADE FROM HARD CARDS

- 1 ADD A FEW SPECIALS ON BINGO PAPER
- 2 ADD 1 OR MORE MAJOR JACKPOTS ON BINGO PAPER
- 3 ADD THE OPTION OF AN ALL BINGO PAPER PACKAGE AT BUY-IN
- 4 DESIGNATE 1 OR MORE NIGHTS PER WEEK AS ALL BINGO PAPER SESSIONS
- 5 CONVERT ENTIRE PROGRAM TO BINGO PAPER WITH HARD CARDS AVAILABLE
- 6 SWITCH EXCLUSIVELY TO BINGO PAPER

# UNIMAX® BINGO PAPER INFORMATION

In determining the series appropriate for your game, keep in mind the following terms:

**FACE** - the individual bingo sheet containing 24 numbers plus free space number.

**FREE SPACE NUMBER** - enables you to verify the winning face in our Bingo Verification Checkbook or with our exclusive E-max® console or Statesman™ Verifier System. This number will run consecutively through the series.

**ON** - refers to the number of bingo faces per sheet. For example, a 3 ON (shown here) would have 3 faces per sheet.

**SERIAL NUMBER** - the number printed on the "N" of each bingo face to identify that particular set. They are used to keep unauthorized paper out of the game. Unimax has a single unique serial number for each set of paper.

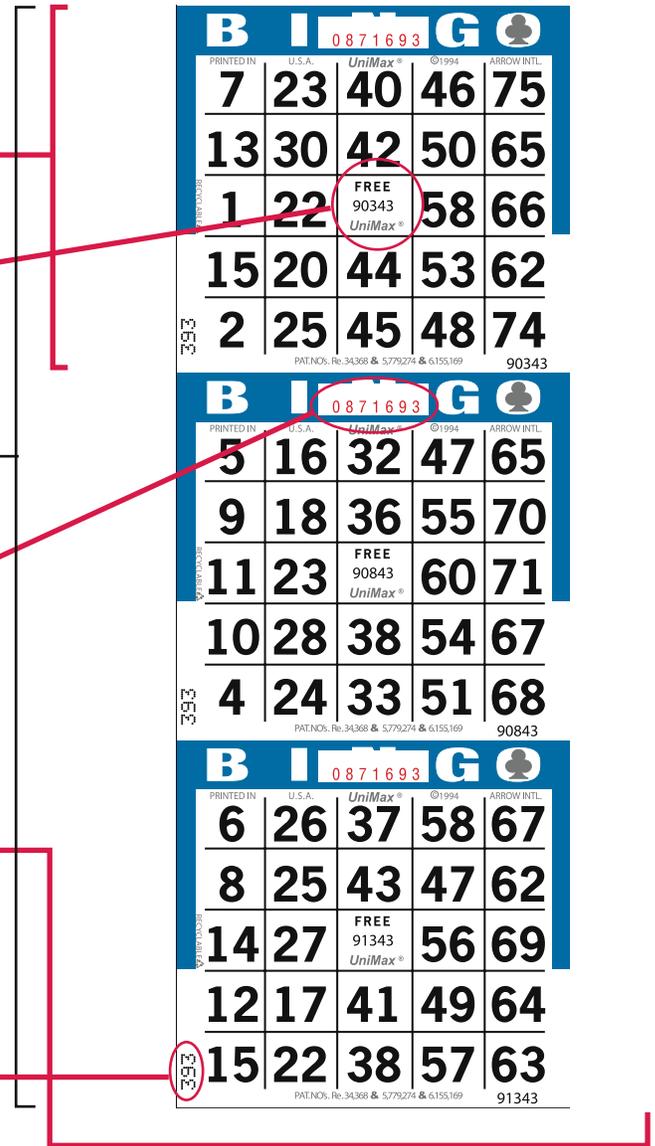
**SERIES** - indicates the range of free space numbers that a single set will contain.

**UP** - refers to the number of sheets that are used to make a bingo book. For example, 6 UP indicates the book has 6 sheets of bingo paper.

**AUDIT NUMBER** - a consecutive number printed on each bingo book that is used to track sales.

**How does Audittrack™ work?** The top sheet of every booklet is imprinted with an audit number. At the end of each session, subtract the audit number on the first remaining sheet from the original starting number, and you will know the exact number of sheets sold by each floor person.

**EXAMPLE:** A seller's sheets run from 1,501 to 1,600 at the beginning of the session. At the end of the session, the top sheet is 1,588; this means 1,588-1,501=87 sheets were sold. Multiply the 87 sheets by your selling price and your seller's sales are instantly calculated!



• Actual Unimax paper face size: 4" H x 4 1/16" W

HOW TO CALCULATE THE FOLLOWING:	
FACES PER SET	UPS x SERIES SIZE
BOOKS PER SET	SERIES SIZE ÷ ON
FACES PER BOOK	UPS x ON

Unimax's exclusive Audittrack System will simplify the tracking of your sales. As your paper sales and profits grow, Audittrack will provide you an easy method of maintaining reliable, accurate accounting of each session's sales.

## FEATURES

### ONE SERIAL NUMBER IN EACH SET

Makes tracking serial numbers easy.  
Eliminates illegal paper and missed revenue.

### AUDITRACK™ SYSTEM

Each booklet is consecutively numbered.  
Allows for quick and accurate sales tracking.

### SERIES IDENTIFICATION SYMBOL

Each series is identified with a unique symbol in the "O" of BINGO for easier identification by staff.

### MACHINE COLLATED

Reduces manufacturing errors such as torn sheets, missing pages and wrong colors.

### STANDARD COLOR COLLATION

Always available. Fastest turn-around.

### CLEANER, EASIER TO READ FACE

Half border design makes numbers appear larger.

### NO WAX SHEET

Eliminates waste.

### MATCHING STRAIGHT GOODS

Available in the 36,001 - 45,000 series standard borders or striped borders for both special and extra sales.

### EXTRA BOOKLETS IN EACH SET

Extra booklets in each set. 36 extra faces per set equals: 2 (18 ON), 3 (12 ON), 4 (9 ON), 6 (6 ON) or 12 (3 ON) extra booklets. Extra booklets bring more profits.

### FLEXIBILITY

3 through 25 up and no minimum order quantity.

### SPECIAL COLLATIONS

Great for early bird, night owl or other special games. There are a large number of special collations in a variety of series available for quick shipment with your UniMax order. Ask your authorized Arrow distributor for a list of all UniMax special color rotations.

### PLAYER PREFERRED ADVANTAGE

More dabbing with each call, more excitement and more fun.



**UniMax®**  
is Packed by  
Auditrack Number  
Not by Card Number Or  
Free Space Number

# UNIMAX BINGO PAPER

**COMMON SERIAL NUMBER ON EVERY FACE IN EACH SET**

**Series Identification Symbol**

**Large secondary free space on all series**

**Auditrack Number**

BORDER COLORS			
1. Blue		7. Olive	
2. Orange		8. Brown	
3. Green		9. Red	
4. Yellow		10. Purple	
5. Pink		11. Black	
6. Grey		12. Aqua	
STRIPED BORDER COLORS			
13. Blue		20. Brown	
14. Orange		21. Red	
15. Green		22. Purple	
16. Yellow		23. Black	
17. Pink		24. Aqua	
18. Grey		25. Slim Line Black	
19. Olive			

Standard Color Rotation

## HOW TO SELECT THE RIGHT UNIMAX SERIES.

1. Begin by listing out each cut used at your hall, starting with the most popular cut at the top of your list.
2. With the most popular cut used, locate the column in the table below that corresponds to that cut.
3. Using that column, find the smallest number corresponding to a bingo series.  
(IMPORTANT: Numbers 1 - 8 correspond to best series selections. For example, 1 = Best Choice, 2 = 2nd Best Series Selection, etc.)
4. Write down the UniMax bingo series selected for that cut and cross out the entire row corresponding to that series.
5. Repeat steps 3 and 4 for the remaining cuts, making sure not to duplicate a series that have already been crossed out.

Unimax Bingo Paper Series	Series Symbol	3 ON Vertical	4 ON Square	6 ON Vertical	6 ON Horizontal	6 ON Straight	8 ON Horizontal	9 ON Square	12 ON Horizontal	12 ON Straight	18 ON Horizontal
1 - 9,036 (36 ON)		5	8	7	5	5		5		5	5
1 - 9,096 (24 ON V)		8	4	8			3		3		
9,097 - 18,132 (36 ON)		4	7	5	4	4		4		4	4
9,097 - 18,192 (24 ON V)		7	3	6			2		2		
60,001 - 69,036 (36 ON)*		3	1	1	1	1		1		1	1
70,001 - 79,096 (24 ON V)*		6	2	4			1		1		
80,001 - 89,036 (36 ON)*		2	6	3	3	3		3		3	3
90,001 - 99,036 (36 ON)*		1	5	2	2	2		2		2	2

\* Indicates Player Preferred Series



## FEATURES

### Player Preferred Series

All 75 numbers appear at least once on every UniMax® Player Preferred series 6 ON V and at least twice on every 9 ON S.

More game involvement, excitement and action keeps player interest high.

More dabbing equals more fun.

## SOLUTIONS

### Why is UniMax Player Preferred Series the Complete Bingo Solution?

Compare the two 6 ON's below.

All 75 numbers appear at least once on every 6 ON V UniMax Player Preferred series: after the first 14 numbers are called, UniMax Player Preferred paper has had at least one dab with every number called and is only 1 number away from winning!

With other non-Player Preferred paper, your customers are still waiting to make their first dab.

<b>B</b>	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
<b>I</b>	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30
<b>N</b>	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45
<b>G</b>	46	47	48	49	50	51	52	53	54	55	56	57	58	59	60
<b>O</b>	61	62	63	64	65	66	67	68	69	70	71	72	73	74	75

<b>B</b>	6	22	41	48	70	<b>B</b>	14	25	39	46	72
<b>I</b>	2	17	35	47	74	<b>I</b>	12	18	40	54	63
<b>N</b>	14	29	FREE 21030	53	69	<b>N</b>	9	28	FREE 22330	58	70
<b>G</b>	12	20	39	52	65	<b>G</b>	4	23	35	48	65
<b>O</b>	8	18	43	56	62	<b>O</b>	10	26	44	57	64

<b>B</b>	4	25	44	51	74	<b>B</b>	4	24	44	51	72
<b>I</b>	12	21	45	58	61	<b>I</b>	10	17	42	50	71
<b>N</b>	8	28	FREE 21530	48	66	<b>N</b>	6	26	FREE 23030	58	70
<b>G</b>	11	22	31	57	64	<b>G</b>	13	21	35	52	61
<b>O</b>	5	20	43	53	73	<b>O</b>	11	16	39	47	66

<b>B</b>	8	23	40	50	75	<b>B</b>	7	24	44	48	64
<b>I</b>	13	26	42	47	68	<b>I</b>	8	18	31	46	63
<b>N</b>	2	30	FREE 20530	49	64	<b>N</b>	14	29	FREE 20530	52	75
<b>G</b>	11	29	41	57	72	<b>G</b>	12	22	42	51	73
<b>O</b>	10	27	44	53	63	<b>O</b>	9	21	35	56	69

Actual non-Player Preferred paper

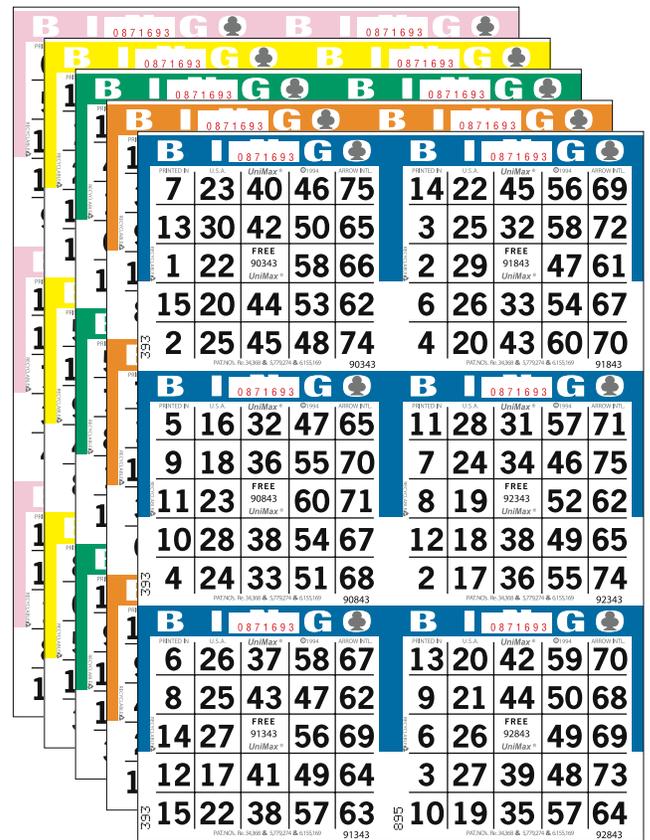
<b>B</b>	9	18	33	55	66	<b>B</b>	1	22	36	59	66
<b>I</b>	1	17	37	58	62	<b>I</b>	4	19	35	54	70
<b>N</b>	2	22	FREE 05530	60	71	<b>N</b>	13	23	33	53	68
<b>G</b>	3	16	32	50	67	<b>G</b>	6	30	43	48	63
<b>O</b>	14	20	31	52	73	<b>O</b>	15	18	41	46	61

<b>B</b>	4	26	35	55	66	<b>B</b>	8	20	41	60	67
<b>I</b>	8	19	39	51	63	<b>I</b>	1	25	38	58	75
<b>N</b>	9	23	FREE 05530	54	71	<b>N</b>	13	24	FREE 05530	53	61
<b>G</b>	6	27	38	56	64	<b>G</b>	14	18	37	55	70
<b>O</b>	12	25	43	49	65	<b>O</b>	11	22	40	52	62

<b>B</b>	5	16	44	50	74	<b>B</b>	3	17	34	60	70
<b>I</b>	9	18	45	48	67	<b>I</b>	15	29	32	57	65
<b>N</b>	10	17	FREE 05530	59	72	<b>N</b>	13	21	FREE 05530	47	69
<b>G</b>	1	28	36	49	68	<b>G</b>	7	30	31	54	74
<b>O</b>	2	19	33	46	75	<b>O</b>	4	22	42	52	73



## PLAYER PREFERRED

### specifications

AVAILABLE SERIES	MASTER
60,001-69,036	36S
70,001-79,096	24V
80,001-89,036	36S
90,001-99,036	36S

# UNIMAX STRAIGHT GOODS

## FEATURES

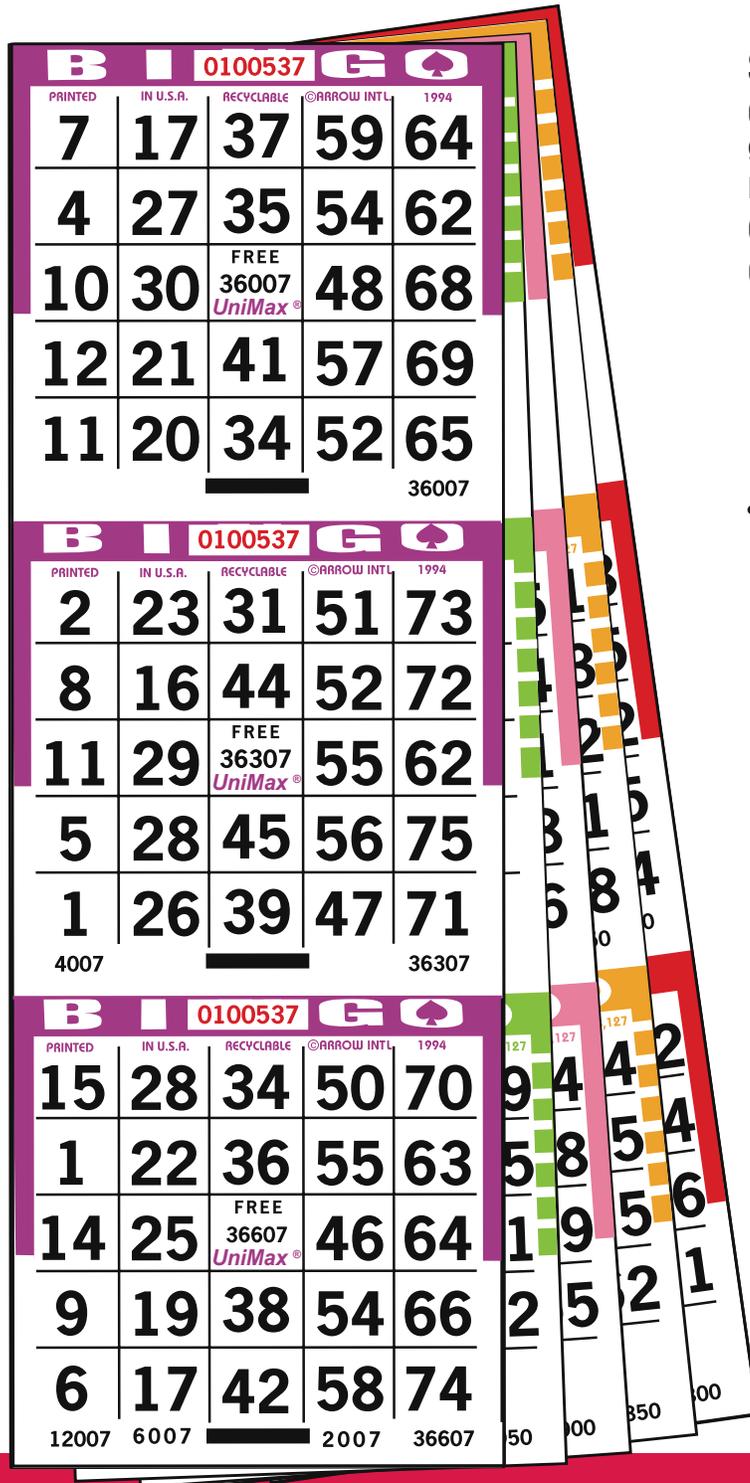
### Straight Goods

Games can match "specials" with their UniMax game pack. Matching borders and stripes.

Ideal for floor sales or special games.

Can be ordered loose or padded 25.

One color per case.



### specifications

AVAILABLE SERIES	MASTER
36,001 - 45,000	36S

- Actual face size: 4"H x 4 1/16"W

BORDER COLORS			
1. Blue		7. Olive	
2. Orange		8. Brown	
3. Green		9. Red	
4. Yellow		10. Purple	
5. Pink		11. Black	
6. Grey		12. Aqua	
STRIPED BORDER COLORS			
13. Blue		20. Brown	
14. Orange		21. Red	
15. Green		22. Purple	
16. Yellow		23. Black	
17. Pink		24. Aqua	
18. Grey		25. Slim Line Black	
19. Olive			

# UNIMAX HAS IT ALL.

## FEATURES

### Audittrack System

Quickly and accurately track sales and inventory.

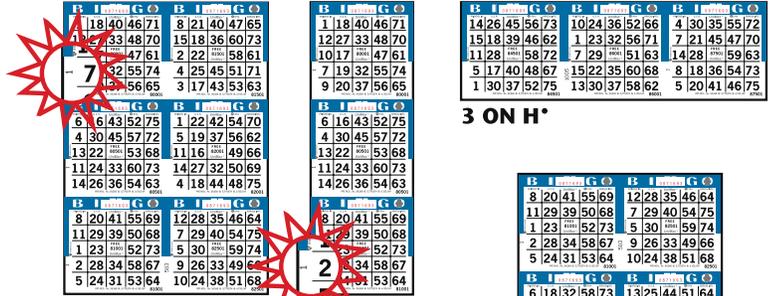
Each booklet is consecutively numbered.

Maintain reliable, accurate accounting records.

Each Unimax® Book is consecutively numbered with the Audittrack system making your sales easier to track.

•AUDITRACK IS NOT AVAILABLE IN THESE CUTS/SERIES

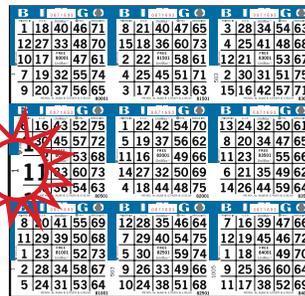
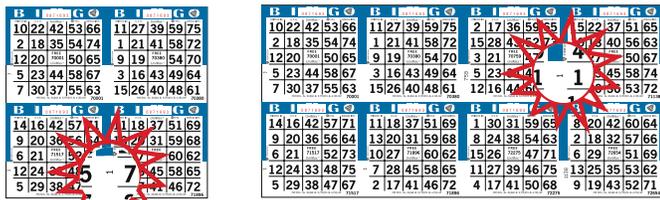
## 36 ON



### 6 ON V

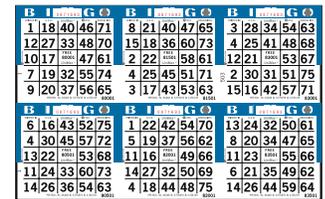
### 3 ON V

## 24 ON

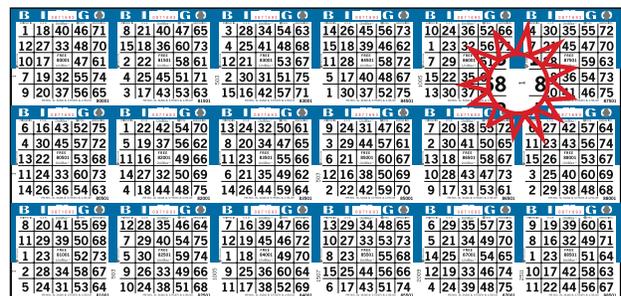
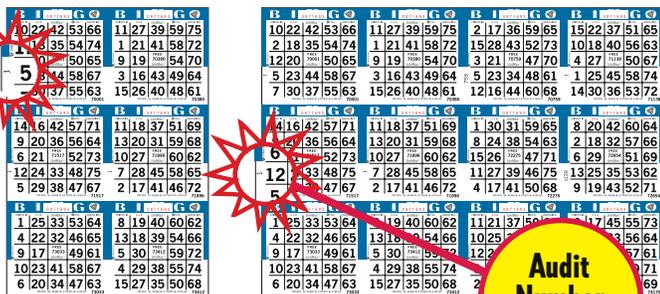


### 9 ON

### 4 ON\* (24 ON PAPER ONLY)



### 6 ON H\*



### 18 ON H



#### specifications

##### 24 ON AVAILABLE SERIES

1 - 9,096  
9,097 - 18,192  
70,001 - 79,096\*

#### specifications

##### 36 ON AVAILABLE SERIES

1 - 9,036  
9,097 - 18,132  
60,001 - 69,036\*  
80,001 - 89,036\*  
90,001 - 99,036\*

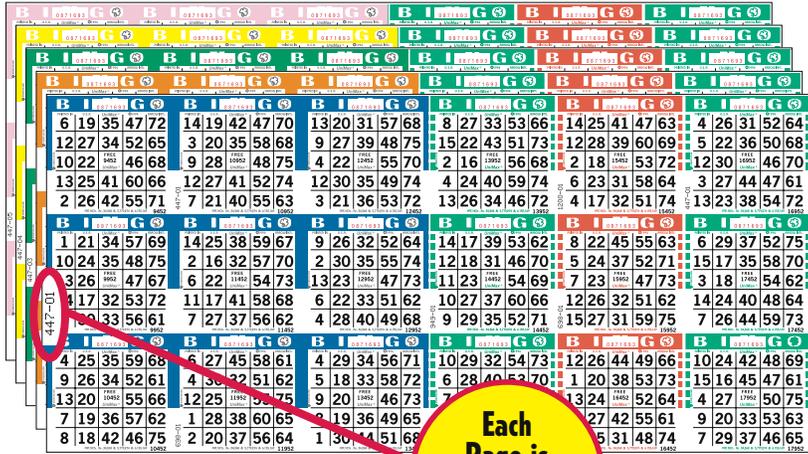
AUDITRACK AVAILABILITY BY SERIES AND CUT	SERIES	3 ON V	3 ON H	4 ON S	6 ON V	6 ON H	8 ON H	9 ON S	12 ON H	18 ON	24 ON	36 ON
	90,001 - 99,036*		A			A			A		A	
80,001 - 89,036*		A			A			A		A		A
70,001 - 79,096*				A	A		A		A		A	
60,001 - 69,036*		A			A			A				A
1 - 9,036		A			A			A		A		A
1 - 9,096				A	A		A		A		A	
9,097 - 18,132		A			A			A		A		A
9,097 - 18,192				A	A		A		A		A	

A = AUDITRACK

\* Player Preferred

# UNIMAX SPECTRUM/DOUBLE SPECTRUM

## UNIMAX SPECTRUM



**Each Page is Consecutively Numbered**

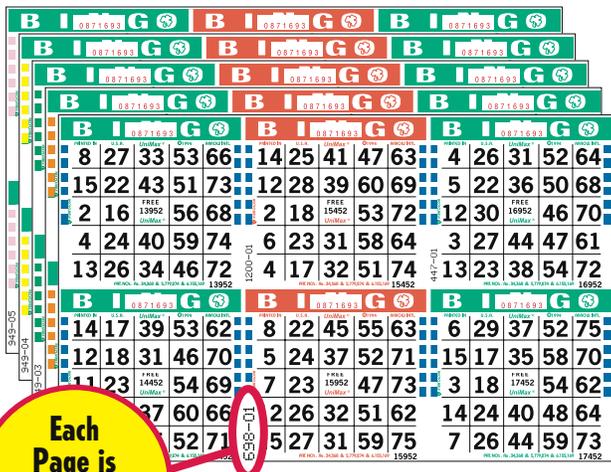
### specifications

AVAILABLE SERIES	UPS / PGS PER BOOK
9,097 - 18,132	17up, 18up, 20up
90,001 - 99,036*	18up, 20up

\* Player Preferred

BORDER COLORS			
1. Blue		7. Olive	
2. Orange		8. Brown	
3. Green		9. Red	
4. Yellow		10. Purple	
5. Pink		11. Black	
6. Grey		12. Aqua	

## UNIMAX DOUBLE SPECTRUM



**Each Page is Consecutively Numbered**

## FEATURES

### Spectrum

- 3 different prize levels on each sheet.
- Predetermined odds for each tier (50% border, 33% green stripe, 17% red stripe).
- Every player has the opportunity to bingo on any tier.
- Common serial number for each sheet for easier tracking and better security.
- Consecutive Auditrack numbers provide an easy control system for tracking books sold.
- Each page of each book is consecutively numbered so players know what sheet to play.
- "Player Preferred®" dabbing features in 99,036 series.
- Standard border color rotation repeats.

### specifications

AVAILABLE SERIES	UPS / PGS PER BOOK
9,097 - 18,132	15up, 17up, 19up, 20up

BORDER COLORS			
1. Blue		7. Olive	
2. Orange		8. Brown	
3. Green		9. Red	
4. Yellow		10. Purple	
5. Pink		11. Black	
6. Grey		12. Aqua	

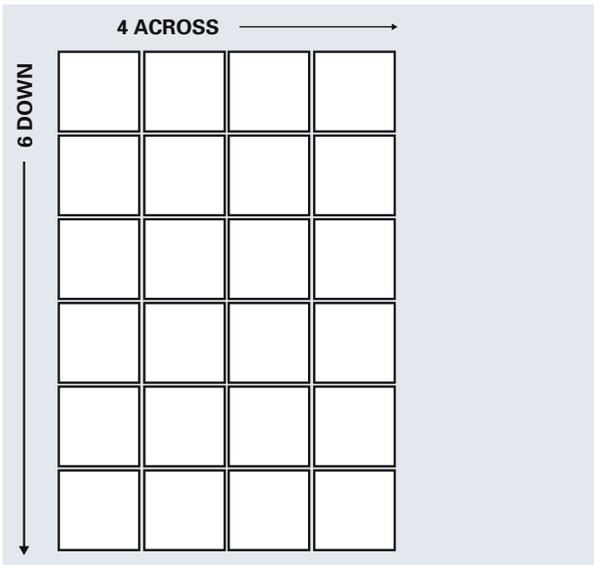
### Double Spectrum

- Designed to be used with standard rotation UniMax to create additional sales.
- Structure initial buy-in packages at various discount levels to encourage a higher number of color cards.
- Dotted stripe standard color rotation repeats.

# ALL ABOUT BINGO PAPER CUTS

All bingo paper is cut from a master sheet. Below are 2 examples of master sheet sizes. A 24 ON layout has 24 bingo faces on a sheet and a 36 ON layout has 36 faces on a sheet. Most bingo paper is packed in sets, or bundles. Unimax has 9,036 bingo faces in a 36 ON master layout and 9,096 faces in a 24 ON master layout.

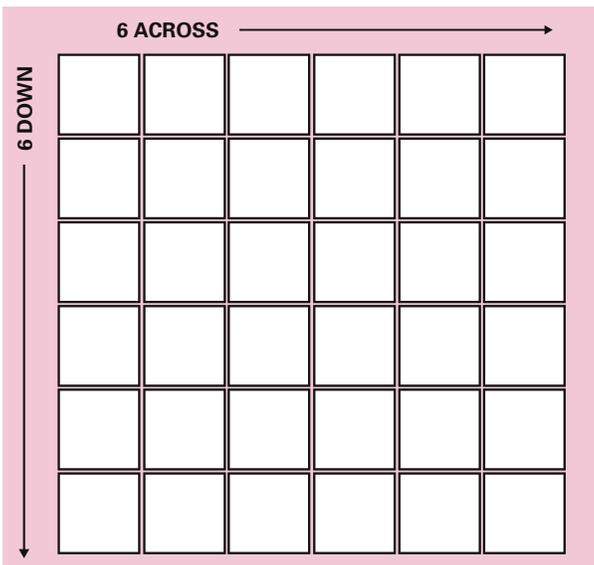
## UNIMAX® LAYOUTS



### 24 ON LAYOUT

CUT	DESCRIPTION	BOOKLETS	# ACROSS	#DOWN
3 ON	vertical	3,032	1	3
4 ON	square	2,274	2	2
6 ON	vertical	1,516	2	3
8 ON	horizontal	1,137	4	2
12 ON	horizontal	758	4	3
24 ON	vertical	379	4	6

\*Other cuts are available, but could involve "off-cuts".



### 36 ON LAYOUT

CUT	DESCRIPTION	BOOKLETS	# ACROSS	#DOWN
3 ON	vertical	3,012	1	3
3 ON	horizontal	3,012	3	1
4 ON	square	2,259	2	2
6 ON	vertical	1,506	2	3
6 ON	horizontal	1,506	3	2
9 ON	square	1,004	3	3
18 ON	horizontal	502	6	3
36 ON	square	251	6	6

\*Other cuts are available, but could involve "off-cuts".

## UNIMAX PACKAGING

CUT	DESCRIPTION	SHEETS / BOOKLETS PER SET
1 ON	1 single face	9,036
2 V	2 vertical faces	4,518
2 H	2 horizontal faces	4,518
3 V	3 vertical faces (36 ON)	3,012
3 V	3 vertical faces (24 ON)	3,032
3 H	3 horizontal faces	3,012
4 ON	4 faces square (36 ON)	2,259
4 ON	4 faces square (24 ON)	2,274
6 H	6 horizontal faces	1,506

CUT	DESCRIPTION	SHEETS / BOOKLETS PER SET
6 V	6 vertical faces (36 ON)	1,506
6 V	6 vertical faces (24 ON)	1,516
8 H	8 faces	1,137
9 ON	9 faces square	1,004
12 H	12 faces	758
18 ON	18 faces	502
24 ON	24 faces	379
36 ON	36 faces	251

\*Packing diagrams available by request



## BINGO LINGO

# COMMONLY USED TERMS AND DEFINITIONS

**AUDITRACK™:** Enables the game operator to determine how many sheets each seller has been allotted and how many sheets have been sold.

**BINGO BALLS:** Originally made of wood; bingo balls are now made of plastic and are similar to ping-pong balls. They come in sets of 75 and are mixed in a console or blower chamber to randomly select numbers for the caller.

**BINGO EVENT GAME:** An event game means a type of pull-tab game, with or without a seal card, that is designed by the manufacturer so that certain prizes are determined by the draw of a bingo ball.

**BINGO FACE:** The individual bingo sheet containing 24 numbers plus the consecutively numbered free space.

**BOOK:** Two (2) or more bingo sheets glued together. Can be either in straight goods or collations.

**BREAK OPEN:** A multi-ply card, made completely from paper or paper products, with perforated break open tab or tabs. These perforated tabs cover a series of numbers or symbols

which determine whether any particular ticket is a winner or non-winner. A break open is another name for a pull tab, instant bingo ticket, tear-offs, pickles, cherries, lucky 7's, peel-offs, bell jars, Nevadas or club tickets.

**BUY-IN:** The price charged for a "Packet" of bingo paper for an evening's play. Different buy-in levels are offered based on the player's ability to play (and pay). Buy-in levels consist of different packets of early birds, regular session, specials and nite owls.

**CALLER:** The person who randomly "calls" balls in the play of bingo. He/she usually sits above the crowd so that he or she can be seen by everyone.

**CHARITABLE ORGANIZATION:** Any religious, benevolent, educational, fraternal, veteran, service, non-profit medical, volunteer rescue, volunteer fire, senior citizen or youth athletic organization that is exempt from the payment of federal income tax under section 501(a) and listed in section 501c3, c4, c8, c10 or c19 of the Internal Revenue Code.

# BINGO LINGO

**CHIPS:** Small round plastic discs used to cover called numbers on hard cards.

**COIN BOARD:** A paper board containing die-cut holes used for inserting coins. Some winners receive the coins as prizes and other winners receive cash prizes. A coin board is usually played in conjunction with a pull tab or jar ticket game.

**COLLATION:** A tablet or pad of bingo sheets arranged in a specific color sequence.

**COLLATIONS:** Provides game operators an easy method of supplying players with different cards for a selected group of games. Each game of the session can have its own color sheet. Collations can be obtained in either a standard rotation or a customized rotation.

**COMMON SERIAL NUMBER:** The number printed on the "N" of each bingo face to identify that particular set. They are used to keep unauthorized paper out of the game. Unimax® has a single unique serial number for each set of paper.

**CONSOLE:** A wood or metal cabinet, consisting of a blower chamber and a master board, used to operate a bingo game. Some people call them desks.

**COVER-ALL (Blackout):** A big \$ or jackpot bingo game usually played late in a bingo session which requires the player to cover all 24 squares on a bingo face to win.

**CUT:** Indicates the direction in which a sheet of faces will be cut from the master sheet. A cut can be square, horizontal or vertical.

**DABBERS:** Small bottles of ink used to mark called numbers on bingo paper.

**DEAL / BOX:** The small boxes inside a case of pull tabs. The case may be packed 2 deals or more per case depending upon the number of pull tabs in the deal. A deal is each separate game or series of pull tabs that has the same serial number.

**EARLY BIRD:** A short bingo session (2-8 games) placed prior to the regular session, used by the bingo operator to get players to the hall well in advance of the start of play. Small prizes are usually awarded.

**TICKET FACE:** The front of a pull tab ticket.

**FLASHBOARD:** An electronic board (sign) displayed in a bingo hall that is used with a console and contains 75 numbers which can be lit up after the caller "calls" the number.

**FLOOR-WORKER:** A person who assists in the play of a bingo game to keep it operating smoothly. He/she usually works a section of the floor selling pull tabs or is used to call back or verify a winning bingo.

**FREE SPACE:** The middle space on each bingo face. The free space has a number in it (free space number) used to identify that particular bingo face.

**FREE SPACE NUMBER:** Allows you to verify the winning face in a Bingo Verification Checkbook or with our electronic Verifier System. This number will run consecutively through the series; a 1-9,000 series will have free space numbers from 1 to 9,000.

**GAME PATTERN:** Refers to a combination of squares which are required to be covered in order to win a bingo game. For example: The letter "X" game pattern tells players that they must cover both diagonal rows to win.

**HARD CARD:** A heavy cardboard bingo card played in the old days with corn or plastic chips. Some are still in use in remote areas.

**HORIZONTAL:** How bingo paper may be cut, determined by the customer. A horizontal cut has more faces left to right than up and down.

**INSET:** The reverse side of a ticket face that reveals the various symbol combinations when the tabs or windows are opened.

**INSTANT:** A game of chance similar to a pull-tab except that an instant game does not utilize a seal card. There are no holders; all winners are paid out instantly.

**JAR TICKET:** A carnival or gaming ticket printed on lightweight paper, folded and held by a strip of colored tape, containing numerals or symbols. They are usually sold in a cookie jar-like bin.

**LATE BIRD/NITE OWL:** A short bingo session (2-6 games) played after the regular session, used by the operator to get players to stay and spend. Small prizes are usually awarded.

**LOOSE:** Jar Ticket product that is not stapled together in bundles.

**LOOSE PAPER:** Bingo paper not collated into books or pads and sold individually. Loose paper is also called paper "specials".

**NAFTM SEAL:** National Association of Fund raising Tickets Manufacturers. The black and yellow seal on each deal of pull tabs. This means that the pull tab has been approved by the association. If this seal is broken, the box could be tampered with and it should not be sold.

**OFF CUT:** Refers to faces that cannot be cut from the master sheet in the desired ON. For instance, if the master sheet is a 24 ON Vertical and you order a 9 ON sheet, the result will be two (2) 9 ON cuts equaling 18 faces and an OFF CUT totaling six (6) faces to complete the 24 faces on the sheet.

**ON:** An "ON" is the number of bingo faces per sheet of paper. For example: a 9 ON would have nine faces per sheet.

# BINGO LINGO

**PACKETS SPECIALS:** Consist of a number of bingo paper UPS and. They are used by the operator to lure players into the hall. A "package deal" for the player.

**PADDED:** Some bingo paper is ordered in "padded" form, usually in books of 25. Padded paper is used because it provides more control than loose paper. Sold in 1 color - full series.

**PAYOUT:** The percentage of sales paid out by the House.

**PAYOUT SHEET:** The sheet inside the deal of tickets which shows you the complete breakdown of each deal. This sheet is commonly attached to the bingo session report and is turned into the State regulatory group.

**PERCENTAGE GAME:** A stand-alone bingo game where the operator sells for that game only (not part of the packet). The proceeds from the sale are split between the winner and the house 50-50 or 60-40.

**POPP-ETTES™/ROCK-ETTES:** A small one-window pull tab. Also known as a stamp or tabbie.

**PROGRESSIVE GAME:** A progressive game is a seal card game with a designated jackpot that, if not won, is carried forward and added to the Jackpot of the subsequent deals of the game until the jackpot is won.

**PULL-TAB:** A pull-tab is a game of chance using a folded or banded paper ticket, or a paper card with perforated break-open tabs, the face of which is covered or otherwise hidden from view to conceal a number, letter, symbol or set of numbers, letters or symbols, some of which have been designated in advance as prize winners and shall include tickets that utilize a seal card. Pull-tabs are commonly known as Popp-Opens tickets, break opens or charity game tickets.

**PUSHOUT:** A bingo face printed on heavy paper stock that has been die-cut allowing the numbers to be folded when called. Pushouts can be reused.

**QUICKIE:** (Also known as a Lightning or Speed game.) A very fast paced game usually played early in the session on single cards. Small prizes are usually awarded.

**REGULAR SESSION:** Just as the name indicates, the regular session is the main attraction consisting of anywhere between 10 and 20 games and usually has the big jackpot as the last game in order to "hold" the crowd.

**SEAL CARD:** A heavy paper card used in the play of pull tabs, jar tickets, tip boards and coin boards. A seal card will have a predetermined number of sign-ups or qualifying numbers, so that when a seal is broken, a winner is then determined.

**SERIAL NO.:** The number printed on the "N" of each bingo face to identify that particular set. They are used to keep unauthorized paper out of the game.

**SERIES:** Indicates the range of free space number that a single set will contain.

**SET:** Bingo paper of the same color or border having the same serial number in multiples of 9,000 faces.

**SHILL:** A person used by an unscrupulous operator to play out some form of deception. Can be a man or a woman used in a wide variety of situations.

**STAMP:** A one-window pull tab. Also known as Popp-ettes™ or Tabbies.

**STAPLED:** A term used for jar tickets when 3, 4 or 5 of them are stapled together.

**STRAIGHT GOODS:** Paper which is cut to specification and is usually sold one color to the case. It may be either loose or padded.

**TEAR-OPEN:** (Bonanza™) Single bingo faces that are folded and sealed preventing the face from being seen until it is sold and "torn-open". A tear-open or bonanza game is usually the big \$ jackpot game.

**U-PIK-EM:** (Lucky Seven) A two-part NCR (no carbon required) form used by players to pick their own numbers for a special bingo game. Players retain the top copy, turning in the second copy before the start of the game so that it can be used later for winner verification.

**UPS:** Refers to the number of sheets that are used to make a book or pad of bingo paper. A 10 UP indicated that the book has 10 sheets.

**VERTICAL:** How bingo paper may be cut, determined by the customer. A vertical cut has more faces up and down than left to right.

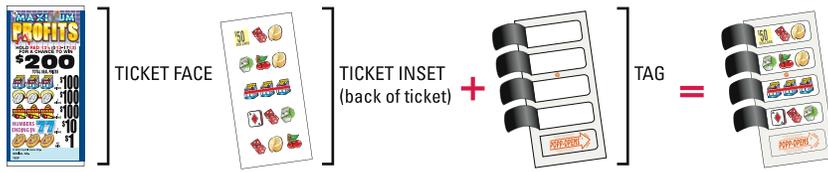
**WARM UP:** A short bingo session (2-4 games) used to get the player warmed up. Small prizes are usually awarded.

**WINNER TAKES ALL:** A stand-alone bingo game (not part of the regular session) played toward the end of the evening where cards are sold for play and all money raised in their sale will be given back as the prize.

## WHAT ARE POPP-OPENS®?

Popp-Opens® are also called pull tabs, break opens, Nevada tickets, cherry bells, pickle cards, instant bingo and bowl games. The object of the game is to match the symbols inside the ticket to winning combinations on the ticket face or flare card. Winning tickets are turned in for a monetary prize.

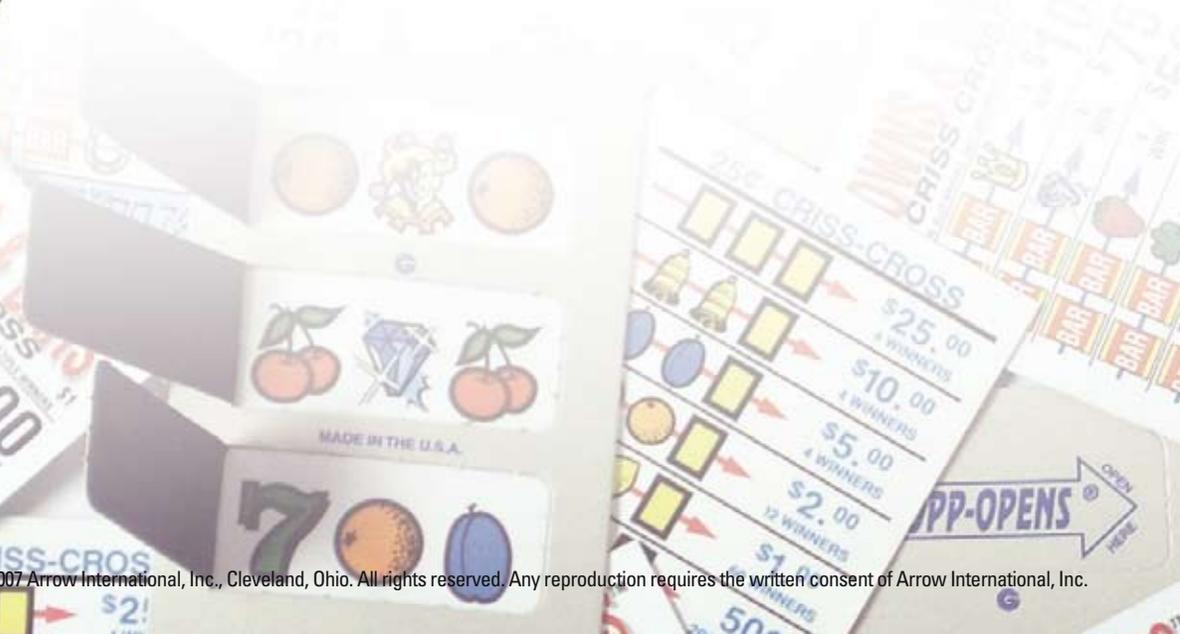
To increase the integrity of the pull tab game, Arrow was the first manufacturer to add security features that are now the industry standard. These features include the Cash Pay Out® and Win Guard® protection system.



## WILL POPP-OPENS RAISE MONEY FOR MY CHARITY?

In a recent NAFTM survey in states where charity game tickets are popular, it was reported that pull tabs ticket sales generate annual gross receipts in excess of \$4.1 billion. And this figure does not include Indian gaming and states that do not require reporting of pull tab sales. On average, Bingo halls generate up to 70% of their total profit from pull tab sales.

According to the NAFTM 2005 Annual Report, charity game operators generated over \$1.5 billion from charitable and community activities across North America. Bingo and Popp-Opens continue to be a source of financial support for charities and civic organizations such as the Multiple Sclerosis Society, the Cystic Fibrosis Foundation, the American Red Cross, Art Museums, Little League Baseball Teams, etc.



## SELLING POPP-OPENS

# POPP-OPENS = PROFITS



## REASONS WHY CHARITIES SELL PULL TABS

- Extra money for a small investment.
- Some pull tabs generate as much money as \$400 profit!

*Where else can a group make that much money in such a short period of time?*



- Pull tabs can be the breaking point for a group to make money or not.
- Pull tabs are the only sure profit at a Bingo game.

For example, in 2002 the state of Texas amended their administrative rule on pull tab bingo. This allowed for the sales of new style pull tabs games and event pull tabs, not previously allowed in the state. As a direct result, ticket sales increased dramatically from \$89 million in 2002 to \$223 million in 2005. Keep in mind, players spend anywhere between \$20 - \$200 a night on pull tabs alone.



# ABOUT POPP-OPENS®

Popp-Opens or pull tabs manufactured by Arrow International are the highest quality and most creative games across the industry! We offer a wide variety of unique ticket themes; large, easy to read, full color symbols; and exciting graphic designs, all of which instantly grab the attention of the players.

Arrow is an active member of the National Association of Fund-Raising Ticket Manufacturers (NAFTM). NAFTM members are required to comply with exacting standards of quality and security in the production of charity game tickets. In addition, Capital Game® brand tickets feature Cash Pay Out® and Win Guard® protection. Cash Payout is an exclusive security feature enabling players to discover their total cash prize payout instantly. The Cash Payout number replaces a losing symbol in one of the windows of the ticket. This security feature creates instant excitement for players and makes paying out cash prizes easier for the employees, thus fewer mistakes are made.

Win Guard identifies valid winning pull tab tickets in the top three payout tiers. A random 4-6 digit number appears inside the window of a winning ticket, adjacent to the winning symbols. Winners are then identified by matching this number with the appropriate number printed on the Win Guard ticket. The Win Guard ticket is placed in each deal of Capital Game Popp-Opens. The ticket's serial number matches the serial number on the deal.

## SECURITY

The cash payout, ticket serial number and Win Guard® number (on applicable tier levels) should be used to validate all winning tickets before prize payment.

### PAYOUT

Lists the winning symbol combinations, the corresponding prize amounts and the number of winners in a deal of pull tabs. Each combination of winning symbols is referred to as a "tier."

### SERIAL NUMBER

A unique number printed on all of the tickets in a deal.

### FORM NUMBER

Manufacturer's ticket identification unique to the game and payout.

### WIN GUARD

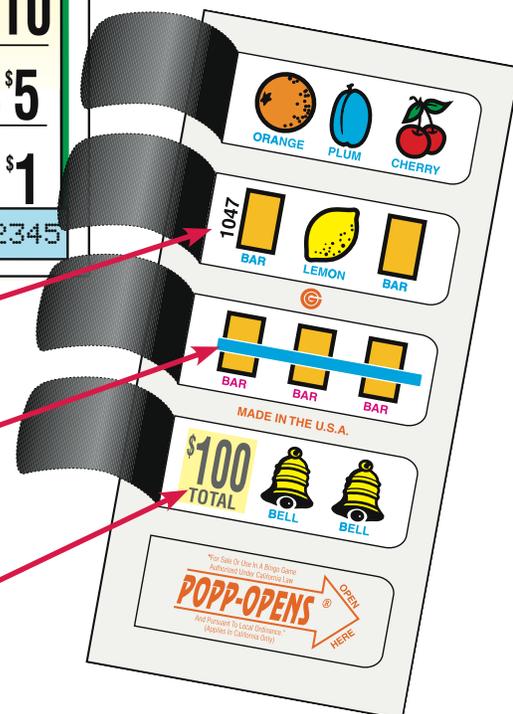
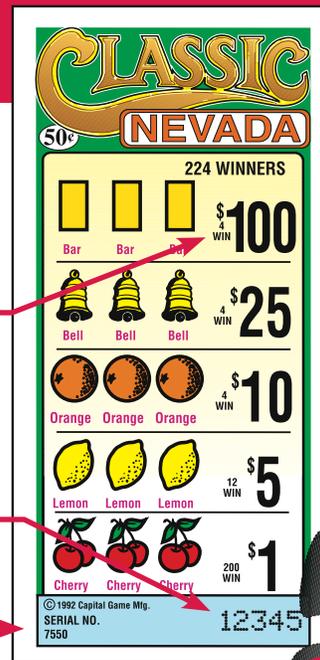
Random number printed on only the top few tiers of winners. The number is matched to a security ticket unique to the deal.

### WINNING COMBINATION

Combination of symbols on winning tickets that corresponds to the tiers listed on the front of the ticket and determines the prize payout.

### CASH PAY OUT®

Dollar amount on all winning tickets that instantly shows the total prize amount.



# ABOUT POPP-OPENS®

Every form number in Arrow's extensive line of pull tabs comes complete with a definite number of tickets, ideal payout, and an ideal profit.

## WINNING COMBINATION

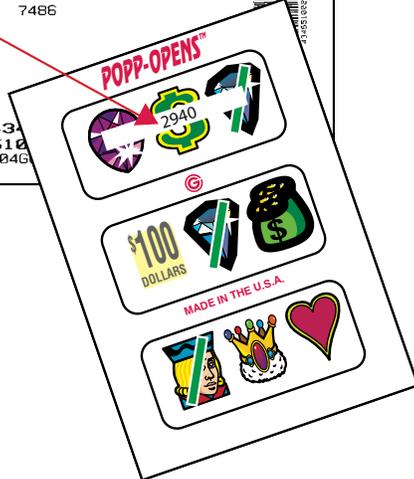
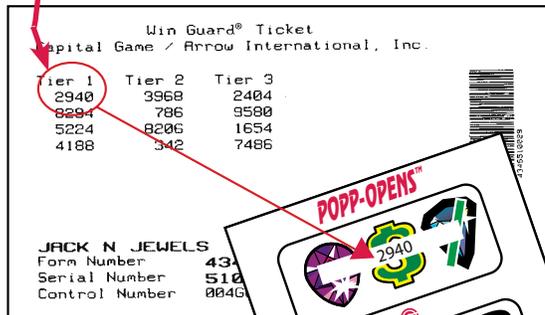
Combination of symbols on winning tickets that corresponds to the tiers listed on the front of the flare and determines the prize payout.

## PRIZE PAYMENT

Monetary prize payout for a winning ticket based on a specific winning combination of symbols.

## WIN GUARD

Random number printed on only the top few tiers of winners. The number is matched to a security ticket unique to the deal.



## FORM NUMBER

Manufacturer's ticket identification unique to the game and payout.

## TICKET COUNT

The total number of tickets in the deal or set.

## TICKET PRICE

The price the players pay per ticket (varies per game).

## TOTAL MONEY

The total amount of money that would be taken in if all of the tickets were sold in the deal.

## WINNERS

The number of winners at each specific pay out level.

## PAY OUT

The ideal amount that game will pay out in prize money.

## IDEAL PROFIT

The ideal profit shows the amount the game will make once all the tickets are sold and all winners are paid.

## PAYBACK

Percentage paid out to players in winnings.

## SETS PER CASE

The number of individual deals or sets that are packed into one case of tickets.

## WIN RATIO

The ratio of winners per number of tickets sold. For example 1 winner per 10.7 tickets sold.

<b>FORM 7550</b>		<b>50¢ per card</b>	
<b>2399 cards @ 50¢</b>		<b>.....\$1199.50</b>	
<b>PAYS OUT</b>			
<b>4</b>	<b>Winners</b>	<b>@ \$100.00</b>	<b>.....\$400.00</b>
<b>4</b>	<b>Winners</b>	<b>@ \$25.00</b>	<b>.....\$100.00</b>
<b>4</b>	<b>Winners</b>	<b>@ \$10.00</b>	<b>.....\$40.00</b>
<b>12</b>	<b>Winners</b>	<b>@ \$5.00</b>	<b>.....\$60.00</b>
<b>200</b>	<b>Winners</b>	<b>@ \$1.00</b>	<b>.....\$200.00</b>
<b>PAYS OUT</b>		<b>.....\$800.00</b>	
<b>IDEAL PROFIT</b>		<b>.....\$399.50</b>	
<b>66.7% payback    Win Ratio: 1 in 10.7</b>			
<b>4 sets per case</b>			



# ABOUT POPP-OPENS SECURITY

## CHARACTERISTICS of FORGED PULL TABS

### QUANTITY

- More winning pull tabs are redeemed than actually provided for by the deal
- Ideal profits are inconsistent

### SYMBOLS

- Winning symbols are pieced together
- Misalignment of winning symbols in a row/column
- Misalignment of all pull tab symbols as appearing through the window
- Winning symbols are of different shades of color on the same pull tab
- Security feature(s) missing, modified or misrepresented on winning pull tab
- Configuration of all symbols on winning pull tab duplicated when compared to other winning pull tabs
- Winning symbols are of different shades of color compared to other like winning symbols of other winning pull tabs

### DIMENSIONS

- Non-standard width
- Non-standard length
- Non-standard thickness
- Untrimmed/uneven edges
- Non-guillotine edge cut
- Non-standard number of plies of paper (standard is usually 2 or 3 plies)

### GLUE

- Foreign glue seeping out from the edge(s)
- Back of pull tab reglued in backward position
- Non-standard color of glue on the back edge where the tab is torn off
- Back edge of pull tab where the tab pulls off does not make a clean tear due to excessive glue
- Glue appears on the surface of the symbol side of the pull tab which had previously been covered by the original back
- Back edge of pull tab where tab pulls off does not make a clean tear due to a glued edge when the manufacturer does not glue that particular edge

### SURFACE

- Frayed edges
- Surface is waffled
- Corners are separating
- Plies of paper are separating
- Incorrect game serial number
- Water soluble ink that is used to print game serial number on face of pull tabs will be partly or completely faded or washed away
- Color of trim and/or the face side of the pull tab is of a different shade of color compared to the color of trim or face side of other winning pull tabs
- Razor blade type imprints appear on the surface of the symbol side of the pull tab that had previously marked the perforated edge(s) of the window(s) relative to the original back

### PLAYERS/WORKERS

- Frequent large winners from one person
- Winning Popp-Opens are not destroyed
- Winners coming in from outside the premise just to "cash in"





**ARROW INTERNATIONAL  
WORLD HEADQUARTERS**

9900 Clinton Road, Cleveland, OH 44144  
 ph: 216.961.3500 / fax: 216.634.7186  
 Toll Free Phone: 800.321.0757

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 Brooklyn Park, MN

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**COWELLS ARROW**

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**ARROW GAMES DE MEXICO**

Juarez, Chihuahua

**ARROW GAMES/BAZAAR & NOVELTY  
BINGO MANUFACTURING HEADQUARTERS**

37 Woodyatt Drive, Brantford, ON N3R 7K3  
 ph: 519.770.4621 / fax: 519.770.4731  
 Toll Free Phone: 800.387.7621 / Fax: 877.392.7769

**Ticket Manufacturing Headquarters**

6199 Don Murie St., Niagara Falls, ON L2E 6X8  
 ph: 905.354.7300 / fax: 905.354.5662  
 Toll Free Phone: 877.983.7300 / Fax: 877.983.7301

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