

# Where did it start?

Penny machines have been satisfying collectors' insatiable hunger for memories and mementos for over 100 years. Market interest and activity for pressed pennies has never been higher.

## Interesting Facts

- There are close to 3,000 machines in North America, and in over 38 countries around the world.
- In the US alone, collectors purchased over 1,000,000 passports (collector books that hold pressed pennies) in 2005.
- Some avid collectors have more than 250,000 coins in their collections.
- The record amount paid for a pressed coin is \$3,000.

## Why are pressed pennies so popular?

They're an easy and interactive way for children, adults and families to create a lasting keepsake. **Plus, they're fun to trade and collect.**

Organizations that have penny machines on-site create more smiles for their visitors and enjoy immediate, steady revenue.

# Penny King

## About Us

Penny King is owned by Vancouver entrepreneurs Kevin and Tara. With over 20 years combined experience in the tourism industry as owners of an award-winning casual dining restaurant chain, Kevin and Tara understand the importance of creating and maintaining positive relationships with their clients and suppliers. They consistently receive industry praise from publications such as Where Magazine, The Vancouver Sun & Province, and ZAGAT.

Kevin and Tara bring this experience and reputation for excellence to their latest business, Penny King. Both are committed to delivering the highest quality product, backed by dependable customer service and innovative value-add insights and ideas.

Over a year of research and development has gone into creating the Penny King machine. Technology innovations and feature enhancements ensure maximum customer enjoyment, virtually zero-down time and minimal maintenance.

## Contact Us

Call us at: 604 970 5400 or  
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# Penny King

**A favorite keepsake for your  
visitors young and old...  
a hassle-free, limitless  
revenue opportunity for  
your business.**

## Pressed pennies...

For many of us, making, collecting and trading these little keepsakes was part of growing up. Over the past decade, this has turned into big business. Tourist attractions and high-traffic locations are installing penny machines in record numbers.

For collectors, pressed pennies are a fun and powerful reminder of a positive experience; for businesses, penny machines deliver immediate and steady revenue.

Capitalizing on this multi-million dollar industry is simple and fast...  
**just put Penny King to work for you!**





# What types of companies use penny machines?

Any company that enjoys high volume visitor or tourist traffic can benefit from a pressed penny machine to increase revenue. These include tourist attractions, historical locations, amusement / theme parks, fairs, shopping centres, airports, zoos, sporting arenas, water parks, and ski hills amongst others.

Since many collectors seek out locations where they can press a penny, having a machine on-site can increase your visitor numbers.

Bring a penny machine to your location and visitors will immediately line up - and often purchase multiple coins.



# Who collects pressed pennies?

Young, old or somewhere in between – the pressed penny collector is virtually anyone! Just as penny machines can be found in almost any country, collectors are borderless as well.

North Americans, Europeans and Asians are particularly intense collectors. If these are the people who visit your location, a penny machine is a must!

## Hobbyists

Children, adults and families all enjoy collecting pressed pennies as a “handmade” interactive keepsake from vacations, activities, or special occasions. For many, this hobby has a strong influence on the attractions they visit.

## Buyers/Sellers/Traders

Both children and adults purchase pressed pennies to buy, sell or trade and to improve their collection. These collectors purchase in volume and are very desirable customers!

Hobbyist or active trader, collectors seek out locations to purchase new coins. Without a penny machine on-site, you’re not maximizing visitor revenue.



# The Value of a Penny King Machine at Your Location

If your business caters to local visitors or tourists, a Penny King machine is an ideal way to increase revenue from your customers. Plus, when they return home, one of the first keepsakes they’ll show friends and family is the pressed penny from your location. This word-of-mouth PR is invaluable!

## Penny King machine – an attraction for locals and tourists

Whether a local repeat customer or an international visitor, collectors can’t resist adding a new pressed penny to their collection. Having a Penny King machine on-site will immediately generate increased revenue for your business.

Promotional activities such as onsite signage and selling complementary products (e.g., penny passports) are great ways to increase visibility and increase redemption rates. Ask us how we can help create targeted marketing events for your Penny King machine!

Increase your revenue and PR visibility everyday by having the best penny machine on-site...Penny King.



# The Penny King Revenue Opportunity

Penny King offers customizable revenue share opportunities for our clients. We want to help drive your visitor revenue and be a partner in your success. In four easy steps you can have a Penny King machine on site and enjoy an additional revenue stream for your business.

**Step 1** Sign up for Penny King’s revenue share program.

**Step 2** Select the number of machines for your location.

**Step 3** Sign off on the artwork unique to your machines.

**Step 4** Once your machine has arrived, your visitors will enjoy making their Penny King keepsakes.

Start to finish, you can have a Penny King machine selling pressed pennies for \$1/purchase in 2-3 weeks!

Installing a Penny King machine on site is a no-risk opportunity for your business. You’re only responsible for keeping the machine loaded with supplied pennies waiting to be pressed and collecting the revenue.

## 5 No-Risk Reasons to Try Penny King

- 1 No cost – this is a win-win revenue share arrangement
- 2 We create the graphic content
- 3 We manage any and all service issues right away
- 4 We’ll support your business in promotional activities
- 5 YOU collect the revenue and forward Penny King the appropriate portion of the collected funds

No risk, fast turnaround, low-maintenance, steady revenue. It’s just as easy as that.

Get a machine today!  
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