

## Copper plated zinc tokens



Amusement operators and family entertainment centers (FECs) seeking to control costs in a tough economy are achieving success by replacing standard brass tokens with copper plated zinc ones from TokensDirect.

Plated zinc tokens are approximately five percent cheaper than brass tokens, yet can be made from existing dies. The copper plating does not flake off, and the finished tokens look like a U.S. penny. Available in the popular 0.900-inch and 0.984-inch sizes, plated zinc tokens provide durability to rival brass, with similar lead times.

Plated zinc tokens work in most mechanical and electronic mechanisms, but to prevent surprises, operators should test a few samples in every game before ordering tokens. If there's a compatibility issue, coin mechanisms are fairly inexpensive and easy to replace. Because plated tokens are lighter than brass, special care must be taken by establishments that weigh count their tokens.

"With more than half a million copper plated zinc tokens already shipped, and an extensive inventory of blanks on hand, we're poised to support the industry as it moves to plated tokens," said TokensDirect Marketing Manager, David Blumenfeld.

TokensDirect offers hundreds of standard designs, which can be easily customized for locations. Every token is minted with crisply detailed impressions and accurate dimensions, which exhibit electrical and weight consistency throughout every batch. This minimizes jams and rejections.

Coin acceptors can be programmed with very tight settings, significantly reducing cross-acceptance of unwanted tokens. Large or small orders ship from a conveniently located Cincinnati mint, minimizing transit time and cost. Many metal choices are available including brass, red brass, nickel silver, and aluminum.

TokensDirect, a division of Osborne Coinage Co., offers a full line of tokens through their online store with factory direct pricing, low minimum order quantities, and fast turnaround time on all orders. Hundreds of designs and sizes are available for immediate shipment. Custom tokens minted with company name, logo, and marketing message can be shipped within 10 business days.

For more information, call (866)274-0868; e-mail ([david@tokensdirect.com](mailto:david@tokensdirect.com)).