

Oakwood Lanes Strengthens Customer Experience with Scranton Products® Hiny Hiders®



In Washington, New Jersey, Oakwood Lanes has been a mainstay of local entertainment since 1959. A rural area with easy access to nearby metropolises like New York and Philadelphia, this family-owned bowling center has remained competitive through decades of shifting leisure trends, growing customer expectations, and rising standards for facility design.

For Rob Plenge, President of Oakwood Lanes, staying relevant in today's entertainment landscape requires more than just maintaining the lanes. He aims to provide a top-to-bottom experience that makes every customer feel welcome, whether they're a league regular or stopping in for a rainy-day activity. And that includes an area many business owners tend to overlook—the restrooms.

"We're not just competing with other bowling centers anymore," said Plenge. "We're competing with how people spend their time—Netflix, corn mazes, wineries, escape rooms. Some of the options for convenience store food, like Wawa and Sheetz, have gotten really good, and although we don't compete directly with them, they set a standard of physical space. The expectations have changed, so the experience we offer has to change too."

Seeing Solutions for the Long Run

Oakwood Lanes still operates from its original 1959 building. The tile, the layout, and much of the character remain unchanged, which is part of its charm. But when it came to the bathroom partitions, charm wasn't cutting it anymore. One patron observed that a stall door that swung inward was difficult to enter, and noted that it would be easier for people with mobility limitations to access the stalls with outward swinging doors. Plenge also wanted to add stalls that were ADA accessible.



**SCRANTON
PRODUCTS**

For years, the facility relied on aging metal partitions that were prone to rust and vandalism. They'd been sanded and re-painted during the pandemic, but corrosion and wear always returned. "It was a losing battle," said Plenge. "We used every ounce of life out of them, but eventually, they just didn't hold up. We wanted to invest in something good, something we'd never have to think about again."

Plenge did the legwork of scoping out public restrooms in other businesses until he found a partition system that looked and felt like the right fit. "What stood out was the durability, the hinges, the construction," he recalled. "I saw a label, took a picture, and did my homework. That's how I found Scranton Products."

Raising the Standard with Scranton Products

When it came time to replace the aging partitions in both the men's and women's restrooms, Plenge chose Hiny Hiders® for their long-term durability, simple maintenance, and high functionality. Constructed from solid HDPE, Hiny Hiders resist rust, dents, graffiti, and bacterial growth—all common concerns in a high-traffic entertainment setting.

"These restrooms get a lot of use," said Plenge. "We've got families, seniors, league bowlers, kids, and teens. We needed something that could take the abuse and still look good years down the line. This industry doesn't subscribe to a disposable mentality. You buy it once and it lasts."

The partitions were supplied and installed by Associated Building Specialties (ABS), a local Scranton Products dealer, who helped ensure every detail aligned with the existing space. Color selections included sandstone in the men's room and gray in the women's, chosen specifically to complement the original 1950s tilework and preserve the building's nostalgic character.

"Longevity was one of the biggest factors in this decision," Woodburn explained. "The partitions are easy to clean, highly durable, and they come with a solid warranty. That's what made Hiny Hiders the clear choice. It gives the customer confidence they're making a smart investment."

The installation took about a day, minimizing restroom downtime and customer disruption. "We demoed everything, double-checked measurements on site, and had the material ready to go," said Woodburn. "We try to make sure the customer can get back to normal operations right away."

Rob saw the outdated metal partitions as the main element holding the restrooms back and knew that upgrading them would have the biggest impact on improving the overall experience.

"They were on the fence about a full remodel," said Steven Woodburn, Director of Operations at ABS. "But once we put in the new partitions, it updated the entire bathroom. It looked great, and they didn't need to spend extra on renovating the tile or walls."

Success in a Competitive Landscape

The feedback from customers has been largely unspoken, which in Plenge's words, is a good thing. "I know the new restroom stalls make a difference," he said. "We raised the standard, and I'm proud of that."

Oakwood Lanes continues to thrive, even as nearby bowling centers have closed their doors. With less direct competition, the responsibility to uphold quality falls even more heavily on those still standing. For Plenge, that means doing the right thing for his community, one thoughtful upgrade at a time.

"Hiny Hiders are high quality. The installation met my expectations, and I don't have to think about issues with the old metal partitions anymore," he said. "We were able to take our substandard setup and bring it up to a nice new, shiny standard. That's a win in my book."

To learn more about Scranton Products Aria Hiny Hiders Partitions, please visit www.scrantonproducts.com or call 800-445-5148.

About Scranton Products:

With more than 30 years of experience, Scranton Products is the industry leader in plastic bathroom partitions and lockers. Endless design options and an array of designer colors and textures provide confidence and elegant style in every project, creating a lasting impression. Proudly made in the USA and constructed from premium-grade solid plastic, our products' unmatched durability withstands impact, corrosion, graffiti, and mildew. Backed by sustainable technologies and industry-leading warranties, with our partitions and lockers you are investing in peace of mind.

About our brands' health and safety

