



# Haystack Dryers

The Ultimate Drying Experience

## ABOUT

Haystack Dryers provides body dryers for amusement and theme parks in 38 countries. In the US alone, Haystack owns and operates over 100 dryers in water parks, theme parks, and tourist attractions – including popular destinations like Universal, Seaworld, and Legoland.

## CHALLENGE

While Haystack has been adding card readers to its fleet for the past several years, in 2023 the company decided to fully transition its US-based fleet of body dryers to cashless only. To do that, it needed a reliable and secure point-of-sale solution that could also provide robust reporting.

## SOLUTION

Haystack installed Cantaloupe's G11 card readers for payment acceptance of credit/debit cards and mobile wallets on its body dryers. The card readers have proven stable in their outdoor locations and resistant to high temperatures, which is important for a business that relies on performance during peak seasons.

Haystack also began using Cantaloupe's Seed Live platform to track real-time sales from their card readers and create custom reports. Ultimately, Seed Live has helped them understand business profitability and seasonality.

## RESULTS

By going fully cashless with Cantaloupe across its dryer fleet, Haystack has seen the following results:

**A 20-40% increase in transaction value,** without a reduction in the number of sales.

**Double digit year-over-year increase in revenue** due to improved customer experience.

**An average vend time of two seconds** compared to a minute or more with cash.



"Overall, we're finding that it's costing us less to operate the business, and the faster transaction speed with our Cantaloupe card readers has made a significant impact on our revenue."

**—Wayne Jacks**

VP of Operations, North America