

NEWS RELEASE

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New Products Bring 'Counter'-Balance to Hospitality Establishments

Countertop devices allow restaurant and bar owners to maximize revenue while accommodating all customers

North Venice, FL – May 5, 2011 – A new product line is bringing smart solutions to the restaurant and hospitality industry. Designed by engineers at Counterbalance Corporation, the Serv-A-SYST, Lift-A-SYST and Counter-A-SYST each address separate needs that architects and builders have pondered over for many years.

Serv-A-SYST

Counterbalance Corporation's newest device, the Serv-A-SYST counterbalance, is designed to control the movement of almost any countertop, from the height of a traditional bar top to one that accommodates the needs of guests with disabilities, and back again.

"Accommodation is no longer a design option, it is a requirement by law," said Joe Avotins, AIA, former Director of Design for both Houston's Restaurants, (now Hillstone Restaurant Group), and McCormick and Schmick's. "While there are other solutions to meet requirements for a lowered portion of counter at your bar, none are as innovative and easy to use as the Serv-A-SYST."

With the Serv-A-SYST installed, a 60" wide portion of the counter can effortlessly move between a high-top and low-top position, (in an arc, vertically 9 -1/2 inches and horizontally 11 inches). The range of motion has been specifically designed to provide the proper height and projection needed to accommodate wheel chair access at any high-top service counter, and meets the American with Disabilities Act (ADA) Standards for Accessible Design.

The Serv-A-SYST counterbalance will be available for purchase after the unveiling at the Las Vegas Hospitality Design Expo in May 2011.

Lift-A-SYST

Considered particularly unpopular with restaurant and hotel owners, countertop doors, or "flip-up" counters, have been consistently removed or "designed out" of most hospitality establishments over the last decade, until now.

The Lift-A-SYST counterbalance is available in six different sizes to accommodate different countertop door spans and weights. The counterbalance can accommodate ranges between 21 and 39 inches, and weights from 22 to 72 pounds. The Lift-A-SYST counterbalance was created for ease of use and installation, hence the do-it-yourself installation kit that comes with your purchase.

"The Lift-A-SYST counterbalance offsets the weight of the countertop door. The door goes where you move it and stays there," said Lou Mintzer, Vice president of Sales and Marketing at CounterBalance Corporation. "Before, the countertop door would actually fall down, which can be very scary when the door weighs 60 or 70 pounds. The great thing about the Lift-A-SYST is that it can be added to already functioning countertop doors. It only takes about an hour to install and have it properly functioning. It's a simple process, and definitely worth the investment. The Lift-A-SYST gives bartenders and wait staff the option of using prime workspace in the restaurant or bar."

The Lift-A-SYST has recently been installed in several commercial locations including a [Philly Pretzel](#) fast food restaurant in Exton, PA.

Counter-A-SYST

CounterBalance Corporation also offers a custom product line for “flip-up” countertop doors called the Counter-A-SYST® counterbalance. Similar to the Lift-A-SYST, the Counter-A-SYST offsets the weight of the countertop door and allows easy movement by the operator.

“The Counter-A-SYST is recommended if you have a custom design in mind or your countertop door size or weight cannot be accommodated with one of the six standard sizes offered through the Lift-A-SYST program,” said Mintzer.

Custom units of the Counter-A-SYST counterbalance are installed in various locations, including five in the Las Vegas [CityCenter](#), one in the [Broken Sound Club](#) in Boca Raton, one in [Paciugo Cafe & Gelato](#) at Cleveland International Airport, one in [Chicago Marriott Suites O'Hare](#) and four in private homes throughout California and Colorado.

Counterbalance Technology

As with all of CounterBalance Corporations products, each device works by using patented torsion spring hinge technology. At the heart of the counterbalance, flexible rods store mechanical energy when twisted, and release the energy when returned to their neutral position. As the countertop is moved in an upwards or downwards motion, the energy stored in the system is applied to precisely offset the weight of the counter. The effect is to neutralize the weight of the countertop making it virtually weightless while in motion. This means easy and safe operation for the user.

The Serv-A-SYST, Lift-A-SYST and Counter-A-SYST counterbalances will be available for demonstration at the [HD Expo & Conference 2011](#) in Las Vegas. Exhibits are open May 18th – 20th in the Sands Expo and Convention Center. CounterBalance products will be displayed in booth #4069.

CounterBalance Corporation

[CounterBalance Corporation](#) is an original equipment manufacturer of modular torsion spring systems used to lift lids, covers, hatches, countertops and electro-mechanical equipment. Counterbalances are used in diagnostic equipment, industrial and commercial applications, corporate offices, restaurants and hotels, foodservice equipment, military vehicles and educational institutions. CounterBalance Corporation provides complete design, application and prototyping services to assist in the development of its [products](#). CounterBalance also offers various product series to meet the needs of most applications. For additional information about products and services, please visit www.cbal.com.

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