SUZOHAPP: SPECIALIST IN THE FIELD

G AMING accessories are not a side product for SuzoHapp - the company has been specialising in this field for decades now.

"Accessories have always been a speciality of ours," the company says. "We, of course, have your standard, tried-and-true, products but also have the ability to customise pretty much any type of accessory to best suit your needs and really give your game that wow factor.

"Big hits from our offering right now include video toppers, narrow frame LED monitors and mechanical reels. We have the widest selection of gaming products in the industry so our offering really runs the gamut. Add to that our engineering and design capabilities and there really isn't anything that we can't source for you."

How have these products been received in the market? "What's surprised us the most has been the return of mechanical reels. Obviously, we see a lot of digital only games on casino floors these days so, ironically, now the way to stand out is to go a bit retro.

"Players love the physical aspect of a mechanical reel because they can see the randomisation and it harkens back to simpler times. Over the past two years we've really seen this line take off and improve drastically from where it was before. Post-pandemic we expect that trend to continue.

"The goal of any game is to draw customer attention better than the game next to yours. That being said, the biggest trends follow ways that games can differentiate themselves. We have monitors in unique shapes, video toppers that are dual-sided to attract attention from further away, mech reels to bring out those nostalgic feelings and stand apart from all the digital screens.

"Additionally, customisation to get a unique product is definitely on the rise as being different is so much more important. So we help our customers by offering innovative engineering without giant mark-ups and with fast turnaround time allowing games to get to market with distinctive features just as quickly as off-the-shelf options." ❏