



**WHY USE**

**Cast Iron**

**TOP**

**PLATES**

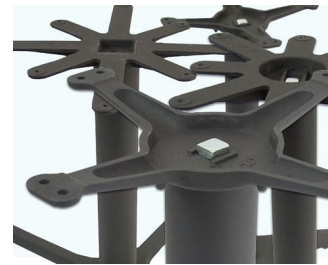


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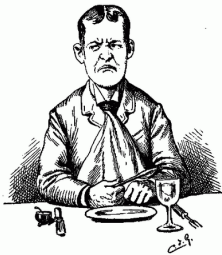
# Why use Cast Iron for your Top Plates

If you own a restaurant, then you know how important the entire dining experience is for your customers. From the food, to the lighting, to the dining tables; every element plays an important role. One wrong thing and you could lose a customer. But it's not just a customer you lose; it could affect your entire business.



Word of mouth can turn one sour customer into hundreds. That one sour customer tells their friends, which today may include hundreds of Facebook friends and then the customer may write other online negative reviews...and, you can imagine the rest. That's why you want to ensure every part of your customers' restaurant experience exceeds their expectations. Of course, you have the tastiest food and the best cooks to prepare it, but what about the furniture? Your table and chairs are an important part of the overall experience. And, of those, the table base itself is the most important!

## The Table Base Provides Stability



Restaurant table bases and table tops come in a variety of shapes, colors, styles, sizes, etc. Choosing the designs and materials that are most suitable can increase the customer's desire to sit at the table and enjoy an amazing meal. It does not matter if you are looking for table tops and bases for an outdoor restaurant, an intimate dining experience, or an informal dining experience, the final choice of commercial table bases and table tops can help a restaurant owner achieve the ideal atmosphere.

Customers generally do not want to come into a restaurant and be seated at an unsteady table. When tables are not sturdy, they are prone to wobbling. Most people use a table as a support or leverage when getting up. They also may use the table to steady themselves as they get seated. If a table does not have a sturdy base, it will become shaky over time. Customers won't feel stable or secure when putting their weight on the table to stand up. Furthermore, a wobbly table is not a comfortable place to eat. Soups or drinks may slosh around and spill out when there is not a solid foundation for your table.

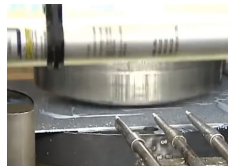
According to a recent yougov.com poll (2018), some 67% of your customers will not return if their table is wobbly or unstable. It's easy to see that the table is the showcase for your food. But if that foundation is less than impressive, your food could suffer as well.

## Cast Iron is More Durable and Reliable

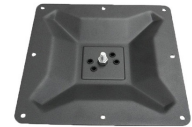
A table base that is constructed of cast iron will hold up longer. The main reason that a JI Bases top plate is made from durable cast iron - it will NEVER flex or bend. Stamped steel top plates have inherent weaknesses:

- because they are "stamped" (stretched) out of a flat piece of steel, over time they can warp, flex, bend, and become unstable.
- the welds around the column can deteriorate and break in a moment when least expected.
- many times, columns are made from thinner steel (18 gauge, rather than the thicker 16 gauge rolled steel used on JI Bases) which leads to potential bends in the column.

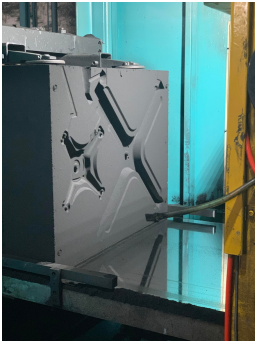
The stamping process begins with large steel sheets that are then "stamped" or pressed into the desired shape.



stamping process  
out of flat steel



The molding process of "cast" iron, is just that. A solid casting of molten iron in the shape desired. No stretching, or pressing involved. In the manufacturing process today, JI Bases is now on the cutting edge of electronic technology. The molds are created on an "assembly" line, poured, and then enter an electronic furnace. No more coal-fired kilns or hand-processing the molds.



Over the course of 60 plus years in the business, the Jacobs family is still manufacturing the sturdiest and most reliable table bases in the world. After many years of experimentation with metals, with packaging, with all sorts of trials, the industry-standard, 4-pronged pedestal table bases made by JI Bases comes out ahead by a long shot. It makes a difference when the originator of the design, Frank Jacobs is still a leading force, along with his son, Michael in this family-owned and operated company.

By all accounts, JI Bases has determined that the most durable table bases will have the following qualities:

- Heavy, solid base plates (cast iron or stainless steel are common choices),
- 16-gauge steel tubing used for the center column; and
- Cast iron is used for the top plate with several sizes to accommodate many sizes of table tops.



12" cast iron top plate



17" cast iron top plate



24" cast iron top plate

This type of construction and material extends the life of your table. Some customers even use their "old" JI Bases when doing a rehab. These cast iron table bases are so durable they can take a beating and still stand tall.

## Enhance Your Brand

When Frank designed the 4-pronged pedestal table base back in 1958, he found that restaurants or hospitality venues experienced some common issues. Customers were trying to find leg or foot room often putting their feet on the base, rather than on the floor; and how the establishments would move tables for cleaning or re-arranging for larger groups. Because of the nature of large "chunks" of metal to hold up a table, these were often too heavy for staff. His answer was the pedestal table base.

With the pedestal-style table base,

- Customers could now "straddle" the base plate, rather than putting their feet on top of it.
- Tables were not so heavy that they couldn't be moved anywhere they were needed.
- Chairs were now able to be pushed up tight against the table top, allowing for extra room creating walkways or passages through the restaurant.
- The adjustable glides that work consistently for every style of base could be cleaned using mops. The mop itself wouldn't get tangled in the glide leaving unsightly strings on the floor; or, in some cases of self-leveling glides, leave oily residue behind on the floor.

Imagine people coming to a place to eat and having the table wobble all through the meal. Or what if a person actually used the table to help them push up from the table and the unsteadiness caused him/her to fall. All of these scenarios would be damaging to the business's brand. However, when all the elements of a good restaurant experience are in place, especially with a solid foundation under your tables, you can count on a boost to your business.

## Costs No More To Ensure Consistent Quality

JI Bases is different. Table bases are all we do. We stand behind our cast iron with lifetime guarantees because we know that it's the best material for the job. After 60+ years in the business we only provide our customers with the best materials, the best products, and the best customer service before, during and after the purchase.

Making decisions that will benefit you financially in the end is a wise move. You lose money if customers are turned off and quit patronizing your establishment. It makes financial sense to purchase a quality cast iron table base from the beginning. By using JI Bases, it costs no more to ensure consistent quality and engineering.

All cast iron JI Bases have a LIFETIME guarantee. If it breaks, we'll replace it. If it's not right, we'll do our best to fix it. Boost your restaurant image and provide your customers with a dining experience to remember.

We can drop ship to you or your customer within 24 hours of receiving your purchase order from our warehouse in St. Louis, Missouri. Never any minimums and our personalized customer service will be with you every step of the way.

*It's not what you see...  
it's what you don't*



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iron  
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