

P R E S S R E L E A S E



Contact:

Andreas Neuerburg

Tel. +49 (0) 9102-80954

andreas.neuerburg@stechert.de

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New seats for Stoke's East Stand- The successful cooperation between Stechert and Stoke City FC continues

The success story between Stoke City FC and Stechert continues. Between 2013 and 2015 Stechert had already installed various seats (e.g. VIP-seat "HAMBURG", "TipUp smart) as well as 36 highly modern Bench Seats for the dugouts in Stoke's stadium. Furthermore Stechert equipped the hospitality areas of the stadium with over 700 "Lugano" chairs. All these models were so convincing that the club decided to order 5,000 new seats from the German world market leader.

As the stadium's name has changed from "Britannia Stadium" to "bet365 Stadium" on June 1st, the layout of the East Stand must be modified. In this context, the club decided to order new high-quality seats from Stechert. The top selling "BERLIN" tip-up seat convinced Stoke City FC straightaway.

Stechert's model "BERLIN" is (like all Stechert seats) 100% made in Germany and is made of best materials. Especially in countries like the UK where the supporters stand and sometimes kick the backrests from behind, a lot of the plastic backrests break easily. However not the Stechert ones of the model BERLIN do since a metal frame underneath and all around provides extra stability.

The new seats will be installed during the summer break and will be ready for use on the first match day of the new Premier League season.

The project to replace the stadium seating is part of a wider refurbishment programme which will see the remainder of the North, East and South sides of the stadium - including the proposed South East corner - benefit from the installation of new seats next year. Work would then be completed by replacing seats in the Q-railing (West) Stand in 2018.

Kay Habermaier, Stechert's Head of Sales, is glad that the relationship between Stoke City FC and Stechert is constantly improving: *"We are working together with a very well organised football club. They take one step after the other in a very smart way, focusing on top quality – not only in terms of seating but how they modernise the whole infrastructure of their stadium. We are looking forward to set a new level of seating in the bet365 Stadium and the Premier League."*