

PRESS RELEASE



Contact:

Andreas Neuerburg

Tel. +49 (0) 9102-80954

andreas.neuerburg@stechert.de

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Stechert entering the Premier League

“Seats for all over the world” – true to this motto the German sporting seat specialist Stechert is equipping stadiums around the globe. After supplying nearly all Bundesliga-Stadiums and more than ten World Cup venues in Germany, South Africa and Brazil, Stechert is currently more and more entering the UK market.

In 2013 Stechert started with their first project in the UK and delivered new VIP-seats to Stoke City’s Britannia Stadium. These seats with integrated seat heating and a high quality logo print were so convincing, that the club ordered a whole range of new seats in 2015 including the two top-models Copacabana and TipUp smart. However, the highlight of the second project were the 36 new bench seats for the dugouts. These very modern seats offer best seating quality due to a cold foam upholstery, ergonomic design, electrically adjustable backrests and integrated seat heating.

The dugouts were an area which the club was keen to improve as Managing Director, Richard Smith, explains: “We wanted to replace the seating to our dugouts for two reasons, primarily to afford the players more comfort than they had previously and secondly to present our commercial partners with an advertising opportunity on the new seat headrests. The comfort issue was borne out of the fact that the existing seats were padded versions of our standard stadium seats and were quite cramped in configuration. We wanted to enhance the environment such that it gave the players more room and better posture. They can sometimes be called upon at short notice for a substitution, so it is far better for them physiologically to be in a more relaxed position. We worked with Stechert to produce a bespoke solution that gave us everything we needed to meet our objectives. This included advice from our medical staff to create a new seat with the additional features of electrically adjustable backrests and heating.”

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Another highlight is that the headrest is exchangeable to reflect a change in sponsor, something which will be of great value to stadiums that host different tenant teams. Installation took place in early August, just in time for the opening home game of the season against Liverpool. "We are absolutely delighted with the end product that Stechert have produced for us and we could not have asked for them to be more helpful throughout the process" adds Smith.

Besides the new seats for the dugouts and stand of Britannia Stadium, Stechert also delivered 700 new chairs of the model "Lugano" for the hospitality area. This stackable chair is also formed economically and its perfectly shaped armrest guarantees best comfort.

Besides Stoke City, a number of other Premier League clubs also ordered new seats "made in Germany" from Stechert. Just like Stoke City, Everton F.C. got 250 new Lugano-chairs for their hospitality area and was completely delighted with the result. Tottenham Hotspur ordered over 100 heated VIP-seats "HAMBURG" (the same model Stechert had delivered to Stoke in 2013) with integrated seat heating and embroidery of the club logo for the luxury boxes in the West Stand of White Hart Lane.

Manchester United also got in touch with Stechert and ordered a small number of "Copacabana Business" seats, to get an impression of the quality and to see how they would fit into Old Trafford. Kay Habermaier, Stechert's Head of Sales, is confident that the number of Stechert seats at Old Trafford will rise in the near future: "We are totally convinced that our premium quality seats will meet all expectations of Manchester United. Our Copacabana leaves nothing to be desired with its high-class workmanship and its award-winning design. We are looking forward to see more Copacabanas at Old Trafford in the future."