



*Arsène Wenger approves the selection of Arsenal's new BOX Seat.*



## ARSENAL FC

The BOX Seat Fully-Padded model was chosen to furnish the magnificent multi-million dollar Emirates Stadium, home of the Arsenal Football Club. As one of the most architecturally advanced arenas in world football, the stadium won the Mayor of London's award for "Planning Excellence" (2006).

The arena's merchandise sales are up 500% from its previous venue sales, with a large portion of this increase strongly attributed to the superior design of The BOX Seat.



**THE BOX SEAT**<sup>®</sup>