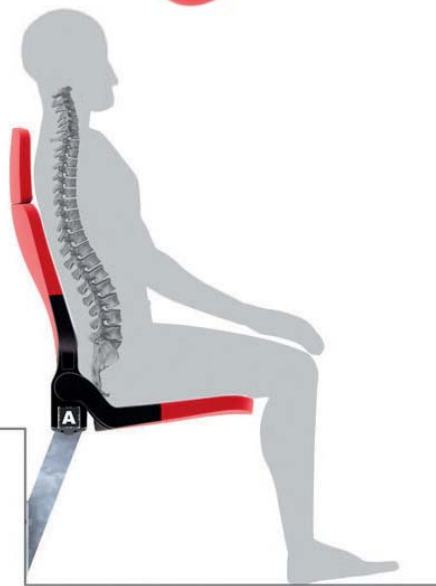


OUT WITH THE OLD, IN WITH THE NEW

As venues grapple with times of austerity, environmental concerns and increasing competition, they can look to a seat for all occasions.



As we find ourselves almost a decade and a half into a new millennium, our many esteemed, twentieth-century-built sports venues are having to grapple with the inevitable process of aging.

And with the ever increasing economic and environmental concerns, it's never been more important to breathe life back into our clubs... in a way that alleviates both financial expense and, of course, carbon footprint.

◀ Cue The BOX Seat 901. The ideal, cost-effective choice of stadium and arena seating. Simply refined with a single element construction, this

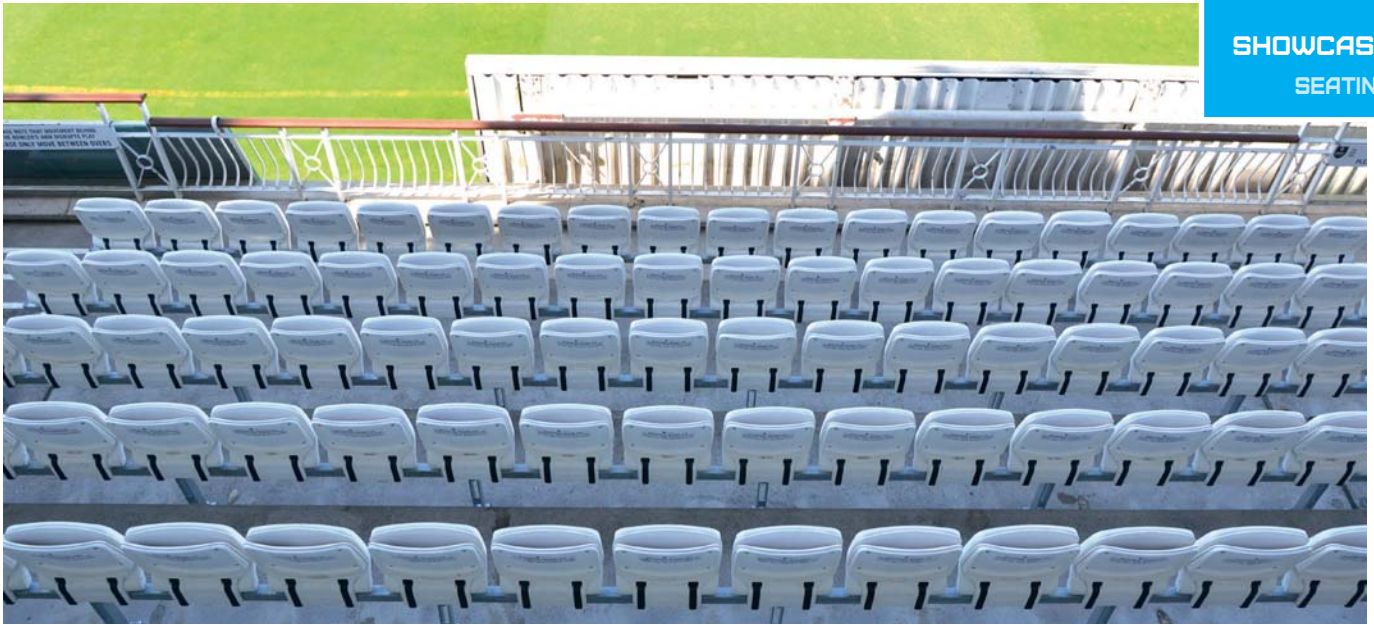
all-polymer soft action 'tip-up' seat is crafted to maintain the correct ergonomic profile for superior lumbar support, and integrates into The BOX Seat product range as an entry-level solution. It offers everything you need as a venue and nothing that you don't. Its upholstered counterpart, The BOX Seat 901 Padded Model, also provides a luxurious yet economical option for VIP or Member requirements.

The 901 is an absolute game-changer for venues looking to update their style for less, without compromising on quality or spectator comfort.

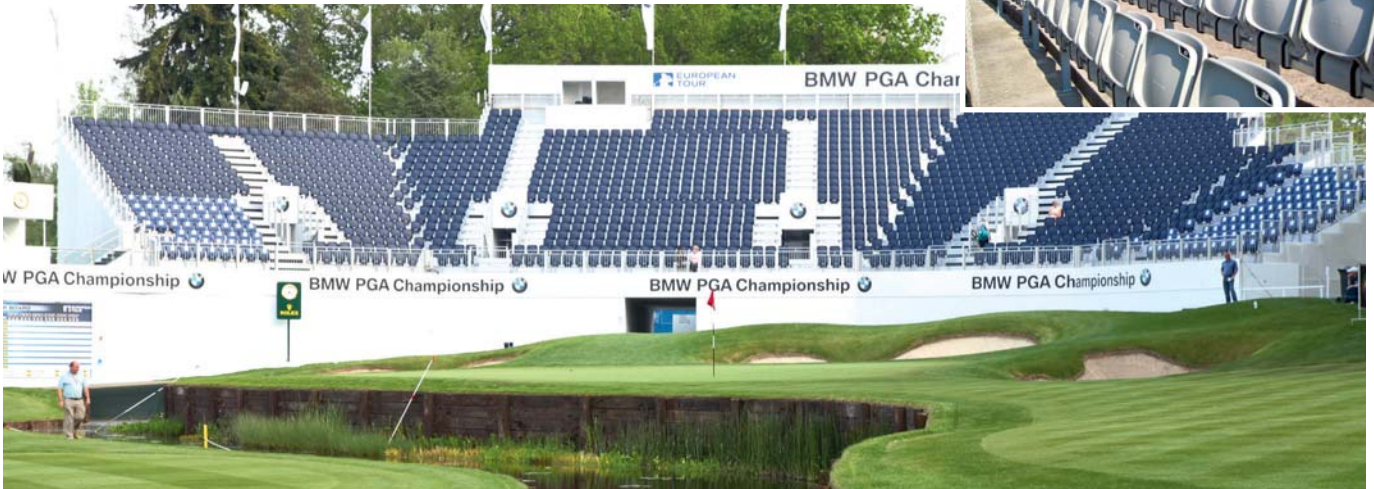


◀ Arenas and stadiums across all sporting genres are benefiting from the masterful design of the 901. Most recently, Ulster Rugby has revived a tired-looking home ground by choosing to install 9,000 BOX Seat 901s into new spectator stands at Ravenhill stadium. Phase One recently saw completion of the Aquinas and Memorial ends, whilst a second phase in the early part of next year will finish the overhaul of the main Grandstand. By utilising The BOX Seat, Ulster have been able to entirely refresh their image yet retain the authentic charm of a venue so richly steeped in history.

The 157-year-old hallowed ground of Lancashire County Cricket Club is another to have undertaken a contemporary rejuvenation with the 901 Model. Old Trafford can now reach a capacity of 65,000 for large-scale events in addition to the cricket programme, vastly boosting revenue opportunities for the club and bringing its facilities in-line with its status as one of the most significant English grounds of the present day. The 901 Padded Model was also the chosen seating solution for the recent redevelopment of the historic Members' Pavilion at The Kia Oval. As Chief Executive Richard Gould put it, the renovation was to create a "front door which fully respects [The Oval's] heritage and history, whilst also providing peerless facilities for its members and supporters".



▲▲▶ In golf, the model has been a welcome, cutting-edge solution to spectator seating at world-famous events, waving a cheerful goodbye to the former staid and exhausted temporary systems. The legendary courses at Wentworth (UK) and Augusta (USA) have brought their PGA tournaments to the forefront of the golfing industry, choosing the impeccable BOX Seat aesthetics to accentuate the environmental backdrop that's typically such an important part of the sport. Royal Sydney Golf Club followed suit for this year's Australian Open with the 901 in a smart-looking arctic grey.



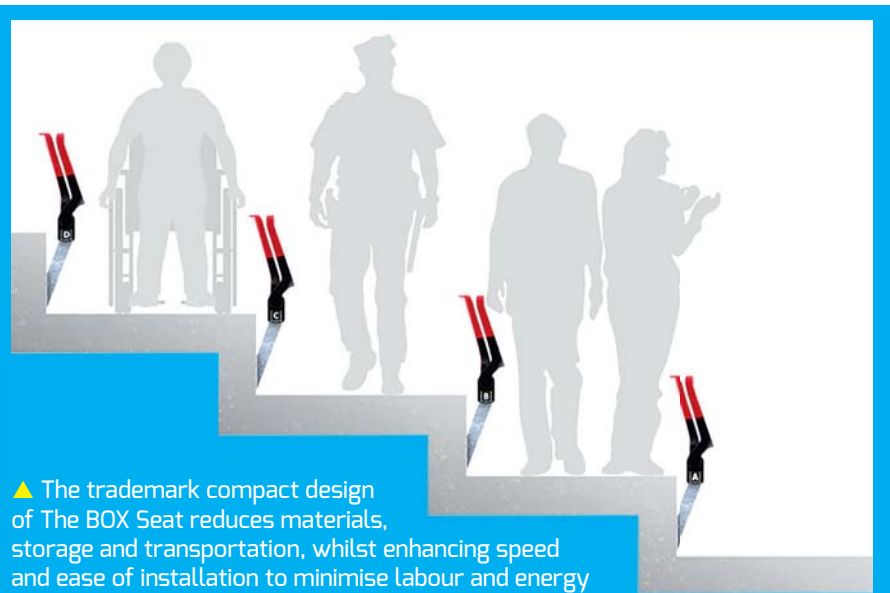
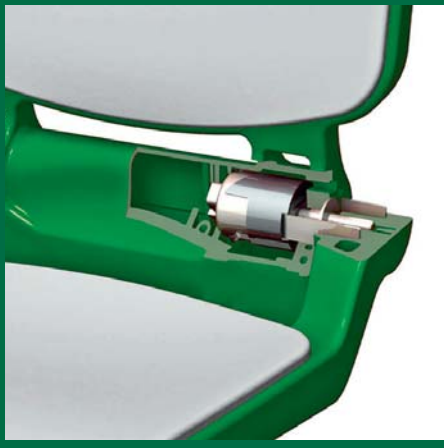
▶ When Le Havre Football Club broke ground with their brand new stadium, their vision was to construct a venue that would remain true to their traditions as the oldest football team in France, but stand as a fresh, new ideal of football stadiums for the country. The BOX Seat 901 is used throughout – for both their fixed and retractable systems – alongside other BOX Seat VIP models, to harness their adoring crowd in unprecedented style and comfort.



◀ Besides providing any venue with a dynamic look and state-of-the-art technological benefits, The BOX Seat offers vastly more sustainability than products that have gone before. Its polymer material is double the strength of its historical equivalents, making it substantially longer lasting. The clever geometry also maintains a strong UV advantage; the seat closes in line with the backrest, protecting it from harmful UV exposure and, therefore, the inevitable fading and discolouration to which many other products are susceptible. Each of these benefits reduces the necessity for replacements and, in turn, lowers production costs and emissions.



▼ Environmental sustainability has always been at the forefront of The BOX Seat design, as it's meticulously crafted to reduce material and energy consumption. The patented seat tipping mechanism reduces the weight of the chair by over 2.5kg when compared to counterweight seat tipping systems. All components can be recycled or reused, reducing global footprint.



▲ The trademark compact design of The BOX Seat reduces materials, storage and transportation, whilst enhancing speed and ease of installation to minimise labour and energy inputs. From a revenue-generating perspective, this same trademark also enables the widest clear space ('seatway') between rows, halving the time taken for customers to reach vendor facilities and increasing the purchase of food and drink. It also accelerates access and egress from the venue, greatly enhancing crowd safety.

◀ The unique rail system allows for seats to be easily adjusted at any time with upgrades or the addition of accessories; should the venue wish to alter their look at any point in the future, they don't have to incur the expense of an entirely new seating system.



As well as remaining an integral source of a community's income, sporting venues provide the public with a very potent perception of culture and lifestyle. In a fast-paced society filled with high expectations, it's become crucial for our stadiums and arenas to reflect the environment we wish to see in the cities that surround them. The BOX Seat 901 is an unparalleled solution for facilities across the globe to carry out a premium overhaul on a low budget. As well as meeting the evolving needs of fans by providing them with a sophisticated space in which to enjoy an event, it is a powerful driver of revenue, providing an all-important cash-flow boost for venues that are so often at the very heart of our urban communities.

The BOX Seat 901. Proof that first-class renovation doesn't have to cost the earth.* ■

*For a simple guide to The BOX Seat specifications and pricing, try the new online configurator at www.theboxseat.co.uk/configurator

Or for full details on The BOX Seat innovations, visit www.theboxseat.co.uk/innovations