



# In Focus

The QTS Box at Derby County Football Club

---

Believe in Excellence





# The QTS Box at Derby County Football Club

## The Requirement

QTS Group was formed in 1992 and have established themselves as one of the UK's leading rail contractors providing specialist services in: Vegetation Management, Drainage Services, Fencing Installation, Training, Civil Engineering, Earthworks, Geotechnical Services, Industrial Rope Access and Specialist Plant Fleet Hire. This multi-discipline company employ over 750 staff, boasting an extensive skill base to deliver services to both the rail and utility sectors.

The QTS headquarters are located in Scotland where they have a major association with Scottish Premiership side Kilmarnock. In November 2014, following the opening of their English head office, QTS continued their association with UK football clubs by becoming an official partner of Derby County Football Club (DCFC). In addition to recently becoming the clubs back of shirts & shorts sponsor, QTS can host match day guests and business delegates in their executive box at The iPro Stadium.

Earlier in 2014 Cinos had been selected as the preferred Audio Visual Partner for DCFC. As part of this partnership Cinos completely refurbished two executive boxes used by Sky to broadcast live games. Known as 'The Cinos Suite', this area utilises a range of technologies which enhance the experience for both match day guests and business delegates.

Having seen the quality of the Cinos Suite, QTS made contact with Cinos to discuss the refurbishment of their own executive box at The iPro Stadium. Whilst they did not require the level of technology in place in the Cinos Suite, they wanted an aesthetically pleasing environment to entertain match day guests and business delegates.

## The Solution

In July 2015 Cinos began work on the refurbishment of the QTS Box. The main objective was to enhance the interior design with new furniture and technology; delivering an executive and modern ambience, similar to that of the Cinos Suite.

Once the room had been stripped back, Cinos worked with local bespoke engineering and furniture manufacturers to enhance the interior design. To ensure the aesthetics would deliver the same impression as the Cinos Suite, a predominately black and white colour scheme was chosen.

Sitting at the centre of the room is a ten person boardroom-style table with a black finish, supplemented with executive white leather chairs. The table boasts a detachable top to ensure DCFC staff can move it with ease when required. The same black,

modern kitchen storage units used in the Cinos Suite were fitted in the box in addition to a black commercial-quality carpet. The walls and ceilings were finished in white to contrast the predominately black furniture.

Delivering full HD video in the room was achieved with an NEC 50" E505 display, wall-mounted at one end of the box. Ideal for corporate and digital signage applications, this display utilises LED backlighting to reduce power consumption whilst still delivering stunning image quality. Cinos connected the display to the Tripleplay IPTV and digital signage stadium system; allowing guests to enjoy the match day build up and view the latest scores from the comfort of the box.

A custom made logo was provided to reinforce the QTS brand and deliver a sleek and stylish finish to the room. Working with a local specialist company, a metal

QTS logo was created with a smooth, black finish. Cinos wall-mounted this in the box with an orange backlight; emphasising the QTS brand whilst rounding off the executive look and feel of the box.

The refurbishment of the QTS Box has enhanced the overall experience for both business delegates and match day guests. The executive style has provided QTS with an alternative site for business meetings outside of their recently opened English head office. On match day, guests can indulge in the corporate hospitality from the comfort of the box; enjoying the build-up and pre-match entertainment.



The guys at Cinos delivered more than we ever imagined from the brief we issued. Its amazing just how much they can transform a space and really open it up. No ideas were too big and no innovation was too much for the highly experienced team. We use our box for corporate hospitality at every match and our guests always comment on how well designed and branded our box is. Their seamless integration of technology makes for a very welcoming environment. Well done team Cinos.

**Gregg McEwan**  
Marketing Manager - QTS Group



