

SICO® stages aid Manchester Arena to become busiest in the world.



Since opening in 1995 Manchester Arena has been using the SICO® 'Roll n' Set' stage system for its 21,000 capacity venue. Now attracting more than one million visitors per year, the venue is one of the busiest in the world and the largest indoor arena in Europe.

'Thanks to the simplicity and flexibility of the SICO® stage system we are able to offer our customers virtually any configuration of stage they require, including runways, side wings and height variations,' commented John Clarkson, Senior Event Technician.

'The key benefit to us is the system's versatility and the speed of set-up; 6 staff can set up a complete 60' x 40' stage from scratch in just two hours. This enables us to book events back to

back, meaning we can maximise our efficiency, profitability and can offer our clients a wide range of production slots,' he continued.

'This speed of turnaround helps us to host around 90 events every year, and roughly 20 of those are back to back. This means our SICO® stages have been used approximately 1,200 times (to date) and they are still going strong!'

The venue, which has staged some of the biggest names in live entertainment including Madonna and Pavarotti, has recently won the accolade of 'Favourite Venue' in the Total Production International Awards 2009.

John added, 'Acts now want to perform at the Manchester Arena and production companies like to work here as we offer an excellent service and stage system. An added bonus is the storage space underneath the stages – which is perfect for the production companies' equipment.'

The Manchester Arena's 36 Roll n' Set decks are regularly maintained by SICO®'s specially trained service engineers, helping to prolong the lifespan of the stages. 'The service engineers provide an excellent service, their product knowledge is second to none – no matter what query we have we can be confident they know the answer,' said John.

'SICO® understands the business we're in,' he concluded.

“ The Manchester Arena's 36 Roll n' Set decks are regularly maintained by SICO®'s specially trained service engineers, helping to prolong the lifespan of the stages. The service engineers provide an excellent service, their product knowledge is second to none – no matter what query we have we can be confident they know the answer ”

CONTACT US NOW for more information: 0800 085 8186 or sales@sico-europe.com

SICO Europe Limited The Link Park, Lympe Industrial Estate, Lympe, Kent CT21 4LR, England T: +44 (0) 1303 234000 F: +44 (0) 1303 234001

One day. One room. Multiple uses.

www.sico-europe.com