

Thorn & Zumtobel Announce Partnership with Sunderland AFC for Lighting Upgrade

Press Release
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Thorn and Zumtobel, lighting brands of the Zumtobel Group, are delighted to announce their partnership with Sunderland Association Football Club (Sunderland AFC) for a comprehensive lighting upgrade at the Stadium of Light. This project represents part of the club's most significant investment in their stadium in over two decades and aligns with Sunderland AFC's long-term sustainability goals, including their aim to become energy self-sufficient by 2028.

The lighting upgrade, which debuted during Sunderland's recent match against Derby County, followed by a highly praised performance during the Leeds United match, delivered a stunning matchday experience for fans, both in-stadium and watching live on Sky Sports. The club's efforts to enhance the atmosphere and visual experience received widespread positive feedback, creating a new level of excitement for fans.

A key factor in Sunderland's decision to partner with Thorn and Zumtobel was the proximity of the Spennymoor manufacturing plant, located just 21 miles from the stadium. This local production enabled faster delivery and installation, supporting the regional economy while providing top-tier, energy-efficient lighting solutions for the club.

The scope of the lighting project extends beyond the stadium itself, encompassing key locations such as the Eppleton Colliery Welfare Ground (Hetton Centre) and their training facility, the Academy of Light, including the gym and training barn. Other noteworthy areas include the exterior canopy, public concourse area, and hospitality zones, including Quinns Bar, the Business Lounge, and Montgomery Suite.

Innovative lighting solutions, including Thorn's Altis—used by renowned clubs like Boca Juniors— as well as Zumtobel's SLOTLIGHT infinity, CRAFT II Performance, and LITECOM lighting management system, were chosen to enhance visibility, lighting quality, and ambience across the venue. The pitch lighting upgrades ensure optimal lighting quality for TV broadcasts through meticulous flicker measurements and light level assessments, leveraging the Group's advanced technology and expertise.

Paul Kilburn, Managing Director at Thorn & Zumtobel - UK & Ireland, commented:

"We are honoured to be a lighting partner for Sunderland Association Football Club, playing a pivotal role in illuminating several key areas. This collaboration reflects years of relationship-building and a shared commitment to delivering cutting-edge lighting solutions. It is a proud moment to return to the Stadium of Light, having been involved in the original Roker Park site and the subsequent Stadium of Light build in 1996/1997, as well as the floodlighting upgrade in 2013 with Altis HID technology. Additionally, with our plant located in Spennymoor, this project is especially close to home."

Strengthening the relationship, Thorn Lighting is a Club Partner, with the Thorn logo prominently featured on Sunderland A.F. C's website and displayed in the Business Lounge, further solidifying the collaboration. The partnership also includes matchday tickets for key fixtures, underscoring the strong connection between the organisations.

SAFC's Chief Business Officer, David Bruce said: "Our team are consistently looking to identify new ways to improve experiences for our supporters. In Thorn and Zumtobel we have a core partner who plays an integral role in bringing a new energy to matchdays at the Stadium of Light. The brand's attention to detail and focus on quality, alongside our Head of Facilities, Chris Ferguson, and his team have resulted in a best-in-class offering for our fans. As a stadium, we pride ourselves in giving visitors the best possible experience, regardless of the occasion. These significant upgrades will enable us to do this across our multi-event calendar, including concerts and other sporting events, and allow us to be at the forefront of in-stadia engagement and experiences."

For more information about the respective products, please visit www.thornlighting.co.uk or <https://z.lighting/en/zumtobel/>.

ABOUT

Thorn

With nearly 100 years' experience in manufacturing and supplying efficient, high-quality and connected solutions, Thorn knows lighting, inside out. Our knowledgeable people provide best-in-class support throughout the entire customer journey, while our extensive portfolio of products and technologies can be used for both indoor and outdoor applications including education, health and care, office, retail, urban life, architecture, sport, road, transportation and tunnel. Our unrivalled expertise and easy-to-use products extend further into our ThornEco range which offers economical luminaires for wholesalers. So next time you Think Lighting, Think Thorn, because we make light work for you. To find out more visit www.thornlighting.co.uk

Zumtobel

Our passion is to create quality lighting solutions that deliver total perfection. We are driven by a conviction that the right kind of light can create the right atmosphere in a building at any time of day or night. When tailored to people's individual needs, light becomes something of an experience. We are always exploring new ways to come up with inimitable and timeless designs and are inspired by a unique creative ambition. When working on the lighting of tomorrow, we are driven by our innovative corporate philosophy of continuously improving the aesthetics of light. With passion, a sense of beauty and a forward-looking approach, we are constantly seeking to use light to help improve people's quality of life. The Zumtobel brand is part of Zumtobel Group AG, based in Dornbirn in the Vorarlberg region of Austria. To find out more visit <https://z.lighting/en/zumtobel/>

INFORMATION

Local Contact

Emma Cronin

Marketing Communications & Events Coordinator

Tel: 07785 248642

E-mail: emma.cronin@zumtobelgroup.com

Tel: 0191 365 2222 Email: info.uk@zumtobelgroup.com Websites: www.thornlighting.co.uk and <https://z.lighting/en/zumtobel/>

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