



Action Storage Systems Ltd
6 Fitzhamon Court, Wolverton Mill South,
Milton Keynes, MK12 6LB.

Freephone: 0800 592215

Fax: 01908 321650

Email: sales@action-storage.co.uk

Web: www.action-storage.co.uk

... at a glance

Company

The International Women's Champions Hockey Trophy is an annual tournament between six of the world's top teams. In 2010 it was held in the UK for the first time at the Highfields Sports Club in Nottingham. Highfields is the UK's leading venue in the UK and has hosted the men's tri-Nations Tournament in 2003, many of the UK's premier domestic finals and the YAZOO National Youth Hockey Festival for the previous three years.

Challenge

The event's organisers wanted to be able to provide secure storage facilities for cameras and other expensive equipment being used in the press area, therefore the storage facilities had to be resistant to break in attempts.

Solution

Action Storage provided its eXtreme™ plastic lockers free of charge for the duration of the tournament. The eXtreme® lockers are made of hardwearing plastic which means they can be stacked outdoors under cover without rusting and their durable construction was perfect for safeguarding the expensive photographic equipment ensuring it could be stored securely.

Benefits

The eXtreme® lockers supplied by Action Storage were used throughout the event by journalists and photographers in the press enclosure. The events organisers were delighted with the secure storage facilities provided by the eXtreme™ plastic lockers. The success of the sponsorship deal has attracted interest from other event organisers wishing to setup a similar arrangement with Action Storage.



Challenge

This was the first time that the International Women's Hockey Trophy had been held in the UK. Consequently, the event's organisers wanted to ensure the event ran smoothly. Along with England competing for the first time in 6 years, a lot of press coverage was expected of the clash between the world's top women's hockey teams. This meant there would be a lot of cameras and other expensive equipment being used in the press enclosure.

To ensure equipment could be stored safely, the events organisers needed to provide journalists with secure storage facilities which would be resistant to break in attempts by thieves.

Solution

Storage equipment specialist Action Storage was contacted by the event's organisers for advice on the best solution. Action Storage had the perfect solution with its range of eXtreme™ plastic lockers, which Action Storage supplied free of charge for the duration of the tournament as official event sponsors.

The eXtreme® lockers are made from hardwearing polyethylene plastic. This enables them to be stacked outdoors under cover without fear of them rusting in the rain. It also enables them to be easily cleaned so they could be used by numerous journalists throughout the event.

The eXtreme® locker's hinges are also exceptionally strong and are able to withstand up to 3200 N without breaking, which is 7 times Furniture Industry Research Association (FIRA) standards. In fact, the lockers are so durable that they can resist break in attempts with a claw hammer and offer the best possible protection against thieves.

Along with being weather resistant and secure, it was vital that the lockers were delivered and installed at Highfields on time and ready for the opening match. Despite other deliveries and other activity taking place onsite, Action Storage's experienced in-house installation team were able to ensure the lockers were safely stacked in the press enclosure ready for use from day one of the International Women's Hockey Trophy.



Benefits

Journalists and other members of the press made constant use of the eXtreme™ plastic lockers throughout the tournament. Cameras and other expensive equipment could be safely locked away and the risk of theft blighting the tournament was averted.

The event's organisers were delighted with both the performance of the eXtreme® lockers and Action Storage's prompt assistance. The UK's first hosting of the International Women's Hockey Trophy was a huge success due to the coordinated efforts of the event's sponsors and suppliers, as well as the action taking place on the pitch.

The event also helped to attract interest from other event organisers wishing to arrange similar sponsorship deals with Action Storage to provide safe, secure storage free of charge.

