



PST: COMFORT, DURABILITY - AND ERGONOMICS

CASINO operators invest huge amounts in the design, technology and even the psychology of their venues, so when it comes to furniture it is important that the right choices are made.

UK-based casino seating specialist PST ensures this commitment is also reflected in the chairs the operator chooses. "Regardless of how exciting or immersive the gaming experience is, a player must be comfortable if they are to remain, which ultimately contributes to profit," the company's Gareth Treharne told InterGaming.

"Just as PST is a seating specialist, so are slot manufacturers specialists in what they do and understanding optimal game play is paramount in bespoke seating design and technology.

"Observations from slot manufacturers assist us in developing an important synergy and one which has enabled PST to create a variety of key features. A prime example would be chair uniformity and direction in front of a bank of slot machines where auto return ensures a seat returns back to its prime position facing the machine once a player gets up and leaves."

So what are the key features of a successful PST casino seat? "Primarily, that is has been designed and manufactured by PST," said Treharne. "Basic components such as research, design and technology will always compose the foundations, but for a seat to be outstanding it should be complemented with psychology, experience and craftsmanship.

"Influencing a player through textiles, temperature, smell, pressure and distribution all prolongs the experience. However, while innovation enables design-led technology, PST understands it must also be combined with traditional hand craftsmanship.

"Comfort and durability are paramount as with any form of seating, however, and so are the ergonomics where seat height, angle, foam density and distance from a machine must be



taken into consideration."

PST is proud of its unique heritage, boasting an enviable reputation gained from more than 50 years' experience in the gaming industry. Indeed, the company employs a diverse team with many engineers celebrating decades at the manufacturer, with one in particular recently celebrating 48 years.

"From the quintessential Derby chair launched more than half a century ago, PST's most recent offerings, the Cosmopolitan and the Monte Carlo, are the epitome of innovation," said Treharne.

"The company's extensive range bears testimony to its design advancements throughout the decades, with its latest ranges benefitting from motion technology and control devices adapted to a variety of seating applications. Both bespoke and core brand product lines showcase various advances, including adjustable mechanisms, brand embroidery, USB charging ports, power cup holders, heat and sound systems."

From when the first static chair was manufactured more than 50 years ago, PST has witnessed and indeed been responsible

for, a variety of progressive innovations and technological advancements considered milestone achievements.

Many of these in recent years have been in conjunction with applied science such as wireless charging; however, not all milestones are design and technology based. A website presence has enabled PST to service its customers worldwide and online ordering changed its traditional sales procedure.

"PST partners with its customers, carefully working throughout every aspect of the process from the design and creation of prototypes through to manufacturing and installation. We are proud of our personal service and our flexibility and attention to detail ensure a bespoke and unique product range."

How does Treharne see its products developing in the future? "We understand that seating must continue to evolve alongside those products it complements. As technology continues to advance, seating is increasingly key to the gaming experience. It's not just technology that affects the future of the industry either. For example, when government legislation banned smoking on a casino floor, PST immediately recognised the need for heated and cooling seats with flame retardant fabric which could be installed in designated smoking areas."

According to Betfred's retail PM Nick Lowe, PST "is one of our only suppliers which constantly goes above and beyond. Nothing is ever too much and they consistently deliver high quality products prior to deadlines."

Interestingly, casino chair architecture is increasingly crossing over into mainstream designer furniture with inspiration taken from the gaming environment being used to create exquisite luxury interior home designs. □

