

STADIUM SEATS





GSM Sella is a furniture manufacturing company in Gößnitz, Germany, providing functional furniture solutions to a variety of customers around the world for 35 years.

Our expertise lies in manufacturing and customizing of furniture such as stadium seats, theater and auditorium chairs, multipurpose chairs, swivel chairs, hallway, waiting area, lounge chairs, tables, and accessories. All materials meet the highest requirements and have been certified for health friendliness, environmental compatibility, resilience and abrasion resistance. We strongly believe in well-thought-out ergonomics, because nothing speaks more about high-quality furniture than the highest level of user comfort.

Our own state-of-the-art metal production, upholstery shop, and powder coating plant at the highest technical level enables us to implement numerous customer requests. As one of the very few German furniture manufacturers we offer all services from one source - literally "100% Made in Germany"!

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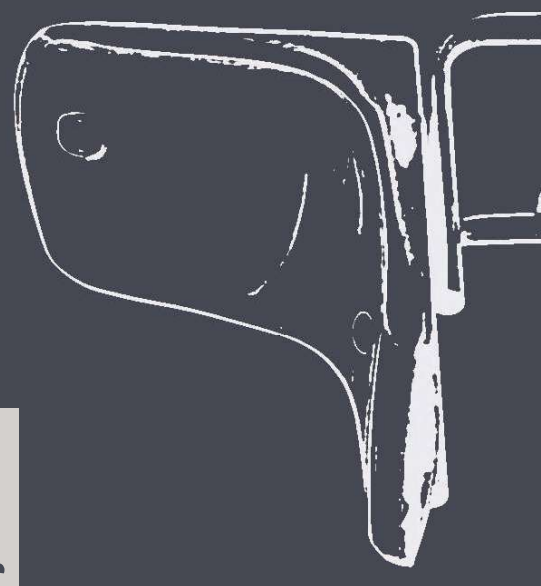
OUR EXPERIENCE

We are specialists in turnkey projects. We create solutions that are customized to the requirements of each sports facility; thanks to our expertise in the industry, we have positioned ourselves as a benchmark in the European market for the design and production of stadium seating.

+2 million seats installed

35 years of experience

+100 projects



What makes us so unique is the fact that the customer can get everything from a single source - from the design to the complete planning and production to the installation on site, we accompany the entire project until the turnkey handover. In addition, all our customers treasure our excellent after-sales service. In addition to maximum flexibility with regard to customer requirements, the 100% in-house production system enables an excellent value for money above all.



KEY FACTS

- part of a financially strong company group with over 700 employees
- worldwide availability of over 300 skilled workers for assembly and 30 trucks for transports at short notice
- two locations in Germany: Gößnitz, (Thuringia) and Schlüsselfeld (Bavaria)
- own welding robots, automatic bending and cutting machines, tube laser systems, flat lasers with associated press brakes, powder coating plant as well as upholstery shop with a new fully automatic cutter
- current production capacity of around 15,000 sports seats per month
- in-house wood processing for the plywood pressings
- ISO 14001 certified sustainability, environment friendly products, minimal packaging
- ISO 9001 & 14001 and TÜV Rheinland GS certifications



LEONARDO

Leonardo, with its ergonomic molded bowl, offers the best seating comfort in two variants. The economical and sustainable use of raw materials reduces costs and protects the environment.



ATTRIBUTES

perfect ergonomics
folding mechanism with integrated counterweight
optimized passage width thanks to minimal folding depth
high-quality plastic blow molding technology
UV-resistant – vandal-proof – maintenance-free
metal parts hot-dip galvanized
flame-retardant – weather resistant

OPTIONS

seat number
row number
armrests
plastic parts in the RAL-colour of choice (depending on quantity)
metal parts powder coated (RAL-colour)
optional upholstery

FIXING METHODS

tread fixing
riser fixing
on beam

HUMBOLDT

Humboldt is the perfect blend of design, quality and comfort in one seat. Stable, vandal-proof, and with the optional seat cushion you can use this chair in the VIP area. Humboldt presents itself as the appropriate seat in any stadium.



ATTRIBUTES

perfect ergonomics
folding mechanism with integrated counterweight
optimized passage width thanks to minimal folding depth
high-quality plastic blow molding technology
UV-resistant – vandal-proof – maintenance-free
metal parts hot-dip galvanized
flame-retardant – weather resistant

OPTIONS

seat number
row number
armrests
plastic parts in the RAL-colour of choice (depending on quantity)
metal parts powder coated (RAL-colour)
optional upholstery

FIXING METHODS

tread fixing
riser fixing
on beam



MAGELLAN

The filigree design and its excellent stability make the Magellan an absolute all-rounder. It is a very good option for any arena in any variation.



ATTRIBUTES

- perfect ergonomics
- modern design
- folding mechanism with integrated counterweight
- optimized passage width thanks to minimal folding depth
- high-quality plastic blow molding technology
- UV-resistant – vandal-proof – maintenance-free
- metal parts hot-dip galvanized
- flame-retardant – weather resistant

OPTIONS

- seat number
- row number
- armrests
- plastic parts in the RAL-colour of choice (depending on quantity)
- metal parts powder coated (RAL-colour)
- optional upholstery

FIXING METHODS

- tread fixing
- riser fixing
- on beam



KOLUMBUS

Our bestseller with high seating comfort. Particularly flexible and mountable, the Kolumbus fits into any venue. Its optimally adapted shape ensures comfortable seating throughout the event.

ATTRIBUTES

perfect ergonomics
folding mechanism with integrated counterweight
optimized passage width thanks to minimal folding depth
high-quality plastic blow molding technology
UV-resistant – vandal-proof – maintenance-free
metal parts hot-dip galvanized
flame-retardant – weather resistant

OPTIONS

seat number
row number
armrests
plastic parts in the RAL-colour of choice (depending on quantity)
metal parts powder coated (RAL-colour)

FIXING METHODS

tread fixing
riser fixing
on beam



MAXIMILIAN

A real classic! The Maximilian has been used successfully in numerous stadiums for years. Its ergonomic shape and its robust and classic design make the Maximilian the highlight of its class.

ATTRIBUTES

ergonomically shaped
classic design
folding mechanism with integrated counterweight
optimized passage width thanks to minimal folding depth
high-quality plastic blow molding technology
UV-resistant – vandal-proof – maintenance-free
metal parts hot-dip galvanized
flame-retardant – weather resistant

OPTIONS

seat number
row number
armrests
plastic parts in the RAL-colour of choice (depending on quantity)
metal parts powder coated (RAL-colour)
optional upholstery

FIXING METHODS

tread fixing
riser fixing
on beam

LEOPOLD

Comfortable, ergonomic, durable - that's what our Leopold stands for. This classic seating shell has been present in every type of venue for decades. The unbreakable shell meets all requirements for robust and fan-friendly stadium seating at an unbeatable price-performance ratio. Thanks to integrated UV stabilizers, the Leopold keeps its good looks even after years of use.

ATTRIBUTES

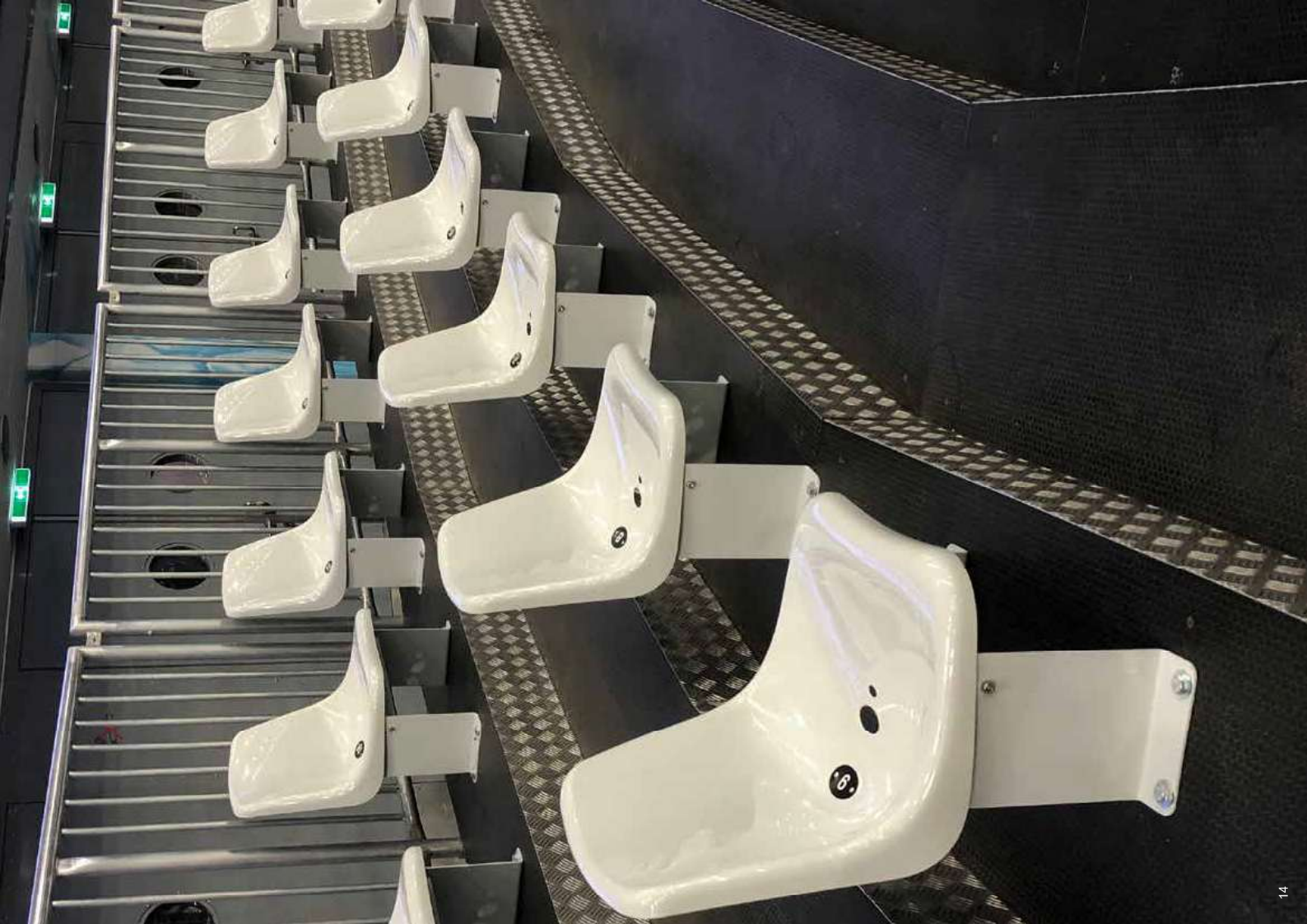
ergonomically shaped
classic design – comfortable knee roll
integrated water drain – UV-resistant
vandal-proof – maintenance-free
metal parts hot-dip galvanized
flame-retardant – weather resistant

OPTIONS

seat number
row number
plastic parts in the RAL-colour of choice (depending on quantity)
metal parts powder coated (RAL-colour)

FIXING METHODS

direct tread fixing
tread fixing with Z-profile
riser fixing
on beam



EDISON



Filigree appearance combined with absolutely robust properties presents our Edison in its best form. The solid folding seat made of 2 mm perforated plate withstands even extreme conditions and is ideally suited for any type of stadium. Its ergonomic design ensures the best comfort for visitors.

ATTRIBUTES

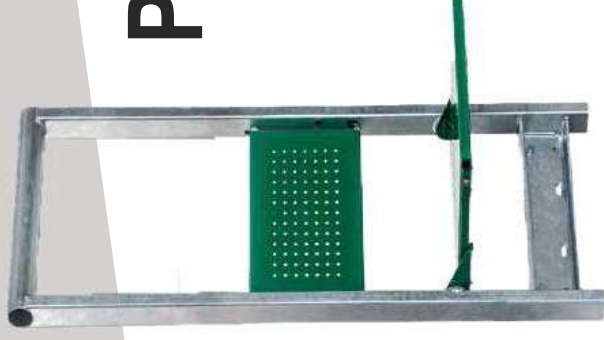
ergonomically shaped
solid steel construction – comfortable knee roll
invisibly mounted folding mechanism powder coated (RAL-colour)
vandal-proof – low-maintenance
flame-retardant – weather resistant

OPTIONS

seat number
row number
armrests

FIXING METHODS

tread fixing
riser fixing
on beam
tread fixed with inclinable foot for telescopic stands
fixing with swing away system
(optional with retaining spring)



PICASSO

The perfect solution for flexible standing areas is called Picasso. This sitting-stand combination meets all necessary guidelines and is characterized by maximum user-friendliness. The vario seat can be converted from the wavebreaker to the seat in a short time and manages thereby an enormous time advantage. Unlike other solutions, the seats do not have to be reinstalled at every game, but can simply be unlocked with a security lock system. Its solid workmanship withstands the strongest loads and makes Picasso the optimal and flexible solution for any fan block and "safe standing" area.

ATTRIBUTES

wave breaker for standing areas and seat in one
extremely solid construction made of galvanized, massive rectangular and round steel tube
seat and backrest made of perforated metal, powder coated (RAL-colour)
fast conversion from wave breaker to seat ensures a huge time advantage
convenient and vandal-proof safety lock system
vandal-proof – maintenance-free
flame-retardant – weather resistant
tilt option for the backrest while seating creates better seating comfort

OPTIONS

seat number
row number

FIXING METHODS

tread fixing
riser fixing



SELLA BENCH

Ergonomic design, multiple quilted padding and numerous features ensure that players and coaches enjoy the highest comfort. The headrest can be provided with club or sponsor logo. It is also easily replaceable, so you can respond quickly to sponsor change. Optional installable electrically adjustable backrests and heated seats make it the absolute top product for every coaching zone.

ATTRIBUTES

timeless design – extremely comfortable upholstery
exchangeable headrest – spacious seat – lumbar support
metal parts powder coated (RAL-colour)
side parts made of oval tube profile
flame-retardant – weather resistant

OPTIONS

seat number – row number – seat heating
electrically adjustable backrest
storage net – sponsorship sign
individual embroidery – individual print – seat cover

FIXING METHODS

tread fixing



SELLA REPORTER

This seat transports the excitement of the event perfectly. It offers much space for emotions on just a few centimeters. Our reporter and commentator seats are highly customizable. Each public, business and VIP model can be customized for the specific reporter environments. Individual table solutions will be matched perfectly to the seats. Fixed connections, swing away systems as well as smart chair guidance systems can be used for the mounting. We gladly support the best solution for every project.

ATTRIBUTES

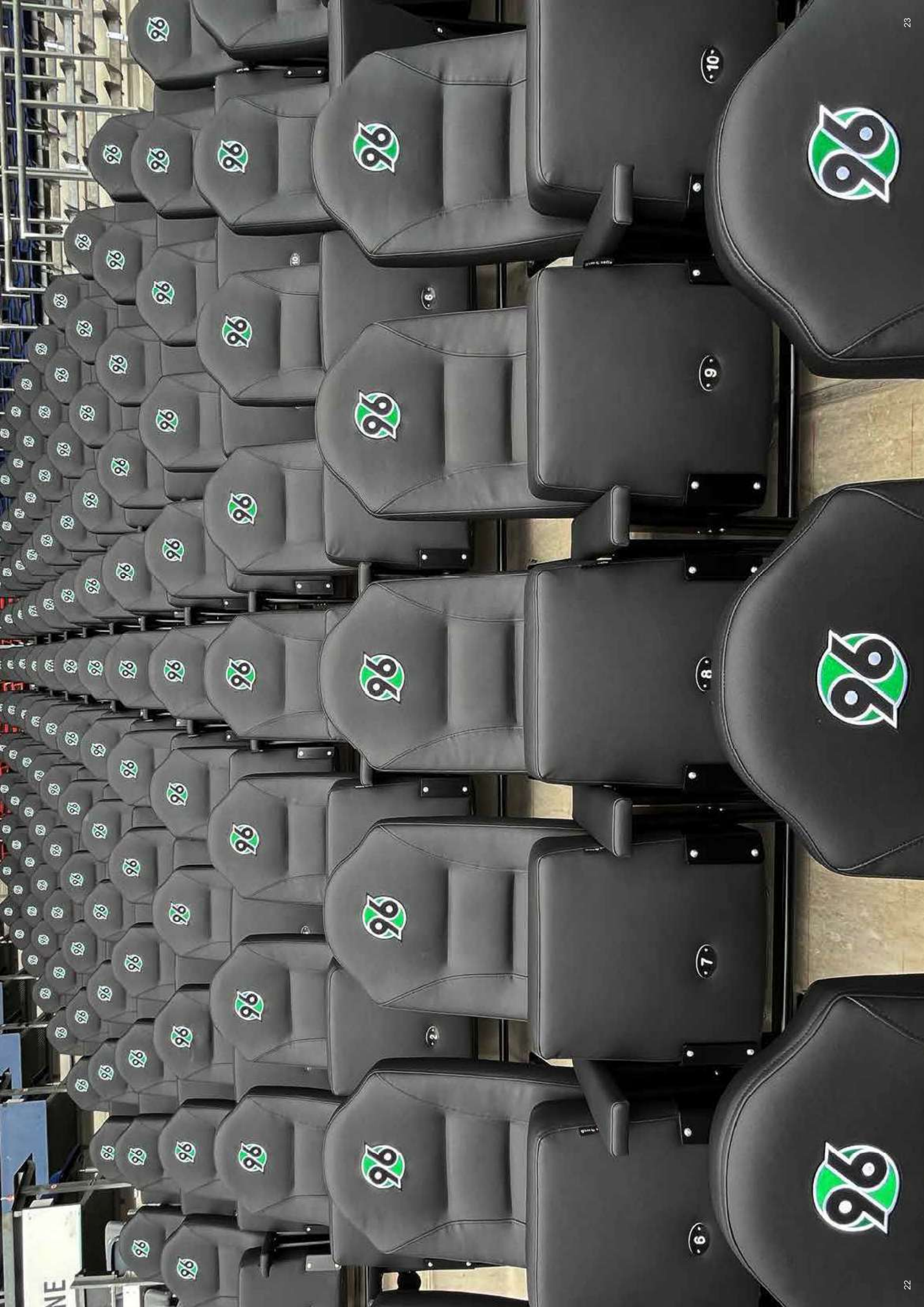
individual table measures possible
seat freely selectable from public, business and VIP portfolio
weather-resistant compact core tabletop
various table finishes available – writing tablet fixed or foldable
lumbar support – metal table parts powder coated (RAL-colour)
flame-retardant – weather resistant

OPTIONS

cable duct – height adjustable – pin strip – privacy screen
preparation for installation of sockets, USB ...

FIXING METHODS

tread fixing



SELLA BUSINESS



Sella Business is the all-rounder among our business seats. The model is highly customizable, so it can be perfectly adjusted to any stadium or tribune. The back height can be fitted individually. The Sella Business optionally offers an extra high backrest, which can be used as fall protection for the row above. The optional lumbar supports offer additional comfort. Sella Business is also available as a solid seat-backrest-combination, which is directly tread fixed. Of course, all variations of Sella Business can be equipped with a number of options.

ATTRIBUTES

ergonomically shaped seat and backrest
classic design – spacious seat
comfortable upholstery
invisibly mounted, low-maintenance folding mechanism
metal parts powder coated (RAL-colour)
side parts made of oval tube profile
flame-retardant – weather resistant

OPTIONS

seat number – row number – armrests
higher backrest (different heights available)
storage net – sponsor shield
individual embroidery – individual print – seat cover

FIXING METHODS

tread fixing
direct tread fixing (non-foldable)
riser fixing
on beam
fixing with swing away system
(optional with retaining spring)*
on chair guidance system

*Only available with electrogalvanized metal parts.

LEONARDO BUSINESS



The Leonardo Business offers a perfect solution for high-end stadium areas. Available in all RAL colors and customizable with various options, the Leonardo Business is a flexible option.

ATTRIBUTES

ergonomically perfect
comfortable upholstery
folding mechanism with integrated counterweight
optimized passage width thanks to minimal folding depth
high quality plastic blow molding technology
UV-resistant – vandal-proof – maintenance-free
metal parts hot-dip galvanized
flame-retardant – weather resistant

OPTIONS

seat number – row number – armrests
seat heating
plastic parts in RAL-color
metal parts powder coated (RAL-color)
individual embroidery – individual print – seat cover

FIXING METHODS

tread fixing
riser fixing
on beam
tread fixed with inclinable foot for telescopic stands
fixing with swing away system (optional with retaining spring)*

*Only available with electrogalvanized metal parts.

MAGELLAN BUSINESS

Our Magellan is equally well suited for the business area and offers a very pleasant seating feeling by perfect ergonomics and comfortable, high-quality upholstery.

ATTRIBUTES

ergonomically shaped
comfortable upholstery
folding mechanism with integrated counterweight
optimized passage width thanks to minimal folding depth
high quality plastic blow molding technology
UV-resistant – vandal-proof – maintenance-free
metal parts hot-dip galvanized
flame-retardant – weather resistant

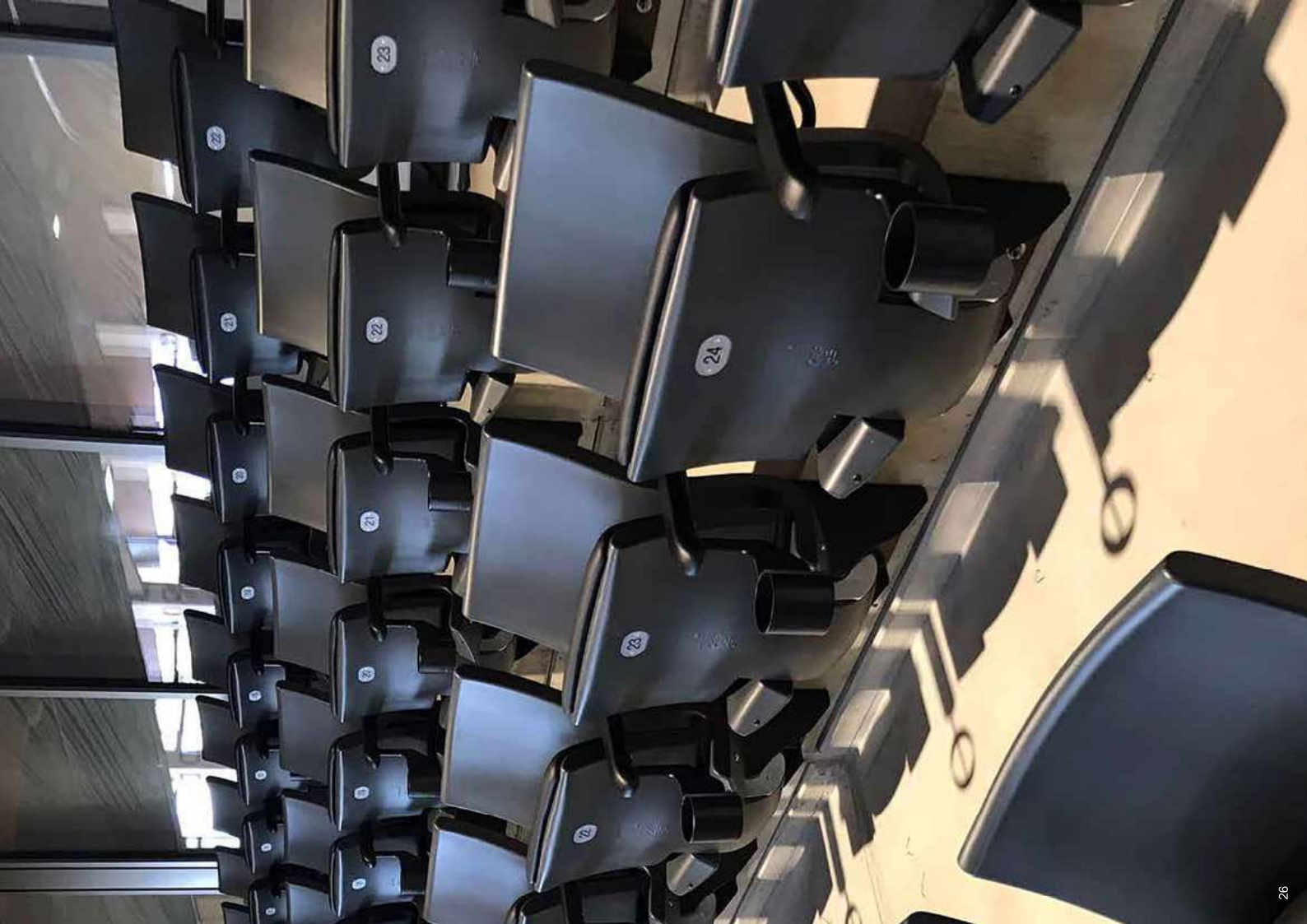
OPTIONS

seat number – row number – armrests
plastic parts in RAL-color
metal parts powder coated (RAL-color)
individual embroidery – individual print – seat cover

FIXING METHODS

tread fixing
riser fixing
on beam
tread fixed with inclinable foot for telescopic stands
fixing with swing away system
(optional with retaining spring)*

*Only available with electrogalvanized metal parts.



HUMBOLDT BUSINESS



Impeccable seating comfort and timeless design make this chair the perfect seating option in every stadium. Tested several times by the use in stadiums worldwide this chair convinces all along the line!

ATTRIBUTES

ergonomically perfect
comfortable upholstery
folding mechanism with integrated counterweight
optimized passage width thanks to minimal folding depth
high quality plastic blow molding technology
metal parts hot-dip galvanized
UV-resistant – vandal-proof – maintenance-free
flame-retardant – weather resistant

OPTIONS

seat number – row number – armrests
seat heating
plastic parts in RAL-color
metal parts powder coated (RAL-color)
individual embroidery – individual print – seat cover

FIXING METHODS

tread fixing
direct tread fixing (non-foldable)
riser fixing
on beam
fixing with swing away system
(optional with retaining spring)*

*Only available with electrogalvanized metal parts.



Our bestseller is even more comfortable in its business version with very high quality upholstery and many optional features.

ATTRIBUTES

ergonomically perfect
comfortable upholstery
folding mechanism with integrated counterweight
optimized passage width thanks to minimal folding depth
high quality plastic blow molding technology
metal parts hot-dip galvanized
UV-resistant – vandal-proof – maintenance-free
flame-retardant – weather resistant

OPTIONS

seat number – row number – armrests
seat heating
plastic parts in RAL-color
metal parts powder coated (RAL-color)
individual embroidery – individual print – seat cover

FIXING METHODS

tread fixing
riser fixing
on beam
tread fixed with inclinable foot for telescopic stands
fixing with swing away system
(optional with retaining spring)*

*Only available with electrogalvanized metal parts.

SELLA VIP

A real classic among VIP-seats: Sella VIP offers an ergonomically formed, high back rest as well as high-quality cold foam upholstery. Its timeless appearance complies with every stadium. Nearly unlimited options make it possible to adjust Sella VIP for every purpose.

ATTRIBUTES

ergonomically shaped seat and backrest
classic design
perfect axial dimension
comfortable upholstery – lumbar support
maximum comfort combined with optimized space usage
invisibly mounted, low-maintenance folding mechanism
metal parts powder coated (RAL-colour)
side parts made of oval tube profile
flame-retardant – weather resistant

OPTIONS

extra thick upholstery
seat number – row number – armrests
seat heating
storage net
sponsor shield – individual embroidery – individual print
seat cover

FIXING METHODS

tread fixing
riser fixing
on beam
on chair guidance system





SELLA DELUXE

This chair with a slender silhouette and headrest offers first-class seating comfort. Embroidered club or sponsor logos make it an individual premium seat. High-quality cold foam upholstery and various options guarantee an unique seating experience. This makes Sella Deluxe the best choice for top class VIP areas.

ATTRIBUTES

ergonomically perfect
sportive design
comfortable upholstery – lumbar support
invisibly mounted, low-maintenance folding mechanism
metal parts powder coated (RAL-colour)
side parts made of oval tubes profile
flame-retardant – weather resistant

OPTIONS

seat number – row number – armrests
seat heating – chatose armrests
sponsor shield – storage net
individual embroidery – individual print – seat cover

FIXING METHODS

tread fixing
riser fixing
on beam







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