

SHOWCASE

Bet365 Stadium, Stoke City FC

Stoke-on-Trent, United Kingdom



Lighting a Premier League Icon

Home to Stoke City Football Club, Bet365 Stadium is one of the UK's most recognisable sporting venues, hosting thousands of fans each matchday and serving as a landmark for Stoke-on-Trent. Owned by global gaming brand BET365, the stadium represents more than just football, it is a major entertainment destination where atmosphere, fan engagement, and visual impact play a critical role. With increasing expectations for immersive matchday experiences and sustainable infrastructure, BET365 sought a dynamic façade lighting solution that would elevate the stadium's presence while delivering long-term performance and efficiency.

Meeting Performance, Precision, and Practical Constraints

The client required a powerful RGBW lighting system capable of evenly illuminating the stadium roof bays while enabling dynamic colour scenes for events and matchdays.

"The key challenges for this project centred on achieving the required light output and beam precision while ensuring installation efficiency. Traxon e:cue provided an ideal solution, offering a product with the right performance and beam angle to align perfectly with the roof bays. In addition, the luminaires were competitively priced and required only minor cable adaptations, enabling a smooth and streamlined installation process." - Darren Worley (Senior Lighting Application Consultant, Traxon e:cue UK & Ireland).

Beyond dynamic lighting performance, the project demanded a robust luminaire capable of withstanding harsh outdoor conditions, while remaining straightforward to install across difficult-to-access roof structures. Traxon e:cue worked closely with partners Elite Control Services Limited (ECS) Lighting to ensure product specification, cabling adaptations, and installation logistics aligned smoothly on site.

High-Output RGBW Wash Lighting for Architectural Impact

The solution centred around Traxon e:cue's WASHER GO MAXI 150W RGBW with a 12° narrow beam, selected for its exceptional output, precision optics, and architectural-grade durability. Designed for large-scale façades and venues, the WASHER GO MAXI delivers powerful, uniform colour mixing with high-efficiency RGBW LEDs, enabling vibrant scenes as well as clean architectural white light.

Featured Products



WASHER GO MAXI 150W
RGBW 12DEG

Project Details

Category: Stadium

Location: Stoke On Trent

Client: Stoke City Football Club

Full Turnkey Partner: Elite Control Services Limited

System Integrator: ECS LTD

Featured Products:
WASHER GO MAXI 150W
RGBW 12DEG

Completion Date: Jan 2026



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Housed in a robust aluminium body with outdoor-rated protection, the luminaire offers excellent thermal management and long operational life, making it ideally suited for stadium environments. The narrow 12-degree beam ensured accurate light placement across the roof bays, maximising visual impact while minimising spill. DMX controllability allows for flexible programming, supporting dynamic lighting effects that enhance fan experience and reinforce the stadium's identity during matches and special events.

A Collaborative Success

Traxon e:cue would like to thank Stoke City FC for their trust, alongside longstanding partner ECS Limited - a UK-based specialist in architectural lighting and control systems known for delivering full turnkey solutions on complex projects with precision and reliability.

"As longstanding partners with Traxon, Elite Control Services is proud to continue delivering world-class lighting and control solutions underpinned by Traxon's innovative technology. From early collaboration through to final commissioning, Traxon has consistently provided products of exceptional quality, reliability, and performance. Most recently, Traxon's lighting systems played a central role in the lighting and controls upgrade at the Bet365 Stadium for Stoke City FC. The integrated RGBW solutions contributed to a state-of-the-art LED control system that elevates matchday experience, enhances fan engagement, and significantly improves energy efficiency across the stadium. This project is a testament to the strength of our partnership and the mutual commitment both companies share in pushing the boundaries of dynamic lighting technology"- Adam Hardy, Director at Elite Control Services (ECS).



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