



SPORTS AND ENTERTAINMENT VENUES

We've Got You!

How Egal's Pads on a Roll enhanced the guest experience and inspired glowing reviews



Egal[®]

PADS ON A ROLL



THE HIDDEN PROBLEM

Live venues invest heavily in the fan experience, yet one of the strongest drivers of comfort is often overlooked - the bathroom. Research shows that clean, well-maintained bathrooms influence how long people stay, how much they spend, and whether they return.* When basic needs aren't met, the experience falters regardless of the quality of the sport or entertainment on offer.

One of the most uncomfortable and traumatic experiences for a woman at an event is an **unexpected period**. There are no shops selling supplies, and it may be rare to find another fan with extra product. This is especially likely because of tightened security. Often, only small transparent bags are allowed, so women are discouraged from bringing period supplies with them. In the worst case, a woman seeking a solution may have to leave.

Egal Pads improves the fan experience by placing period products exactly where they are needed. The result is immediate relief in the moment, followed by a notably high level of post-event appreciation. Guest feedback shows that this small but considered amenity is frequently shared on social media, demonstrating both its practical value and its wider impact on perception of the venue.

Live sport is undergoing a cultural shift. Women's sport is experiencing record-breaking growth in attendance and viewership, bringing more women into stadiums than ever before. By modernizing and elevating the bathrooms with free and accessible period products, venues demonstrate their commitment to this growing fan base and will be rewarded with glowing guest appreciation.

87%

of women have been caught in public without period products**

60%

of Americans willingly spend more at businesses with clean, well-maintained bathrooms***

* "The Stadium Experience: Keeping sports fans engaged - and loyal", Deloitte

** State of the Period 2013 Study

*** Bradley Corp. (2025). www.bradleycorp.com/news/bradley-survey-illustrates-why-clean-restrooms-are-good-for-business

THE SOLUTION

Egal is introducing its innovative Pads on a Roll to event spaces. Designed to dispense next to the toilet paper in public bathrooms. Each comfortable and effective pad is individually paper-wrapped, and there are 40 pads in each roll.

Key Features:

- **Accessibility:** Egal dispensers are located right where they are needed, with easy access for those with mobility or fine motor challenges.
- **Stress-Free Experience:** Eliminates the awkwardness of leaving a stall to find a product once a period is discovered.
- **Compact:** Suitable for all bathrooms, including handicap, gender-neutral, and family bathrooms where vending machines would be too bulky.
- **Quick and efficient:** Refills in seconds, and with so many pads, requires less frequent refills than vending machines that may only hold 15 pads.
- **Cost-Effective:** Projected annual cost is less than 10% of the typical toilet paper budget.



Often, only small transparent bags are allowed, so women are discouraged from bringing period supplies."

Mercedes Benz Stadium Atlanta, GA

FIRST NFL STADIUM TO PROVIDE PADS IN THE STALLS

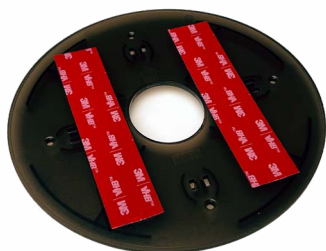
Home to the Atlanta Falcons football team, the stadium has a 75,000 visitor capacity and holds 50 public and 250 private events per year, making it one of the busiest stadiums in USA.

With over 20 stalls average in each woman's restroom, (about 1000 total) Mercedes Benz is dedicated to minimizing the wait, recognizing that this translates to high guest satisfaction.

When management understood the benefits of Egal Pads in the summer of 2025 they arranged a pilot study where three stalls (one handicapped) in each restroom would receive Egal Pads on a Roll. The stall door would be labeled with an Egal Inside icon. This was necessary to prevent patrons from searching for pads in other stalls. The restroom sign outside would similarly have a label, creating a journey from outside the restroom to the pads.

Egal Pilot Adapter

To aid in fast adoption, Egal Pilot Adapters were used. They allow attachment to wall without tools or drilled holes. 100 dispensers were initially installed.



QR Code

Each dispenser was labeled with the Egal Icon and a 'We've got you.' slogan - a recognition that the stadium cares for their visitors. The stadium logo was co-branded, and most importantly, a custom QR code was provided that would allow visitors to provide feedback in a linked survey.

Results

Within 4 weeks, the stadium had received overwhelming positive results from their visitors. Women had gone out of their way to express their gratitude in their own words. Management had done their own targeted research, and came to the conclusion that adding Pads on a Roll to the stalls for the fans translates to significant customer satisfaction. **They decided to put pads in every female and handicapped stall in the stadium.**

TESTIMONIALS FROM MBS GUESTS

"I forgot feminine products and this saved the day for me! I was so anxious about it and I felt taken care of when I saw this in the stall."

**"AMAZING WORK
- THANK YOU FOR
THINKING OF THE
GALS"**

*"Makes going to
football games feel
safe and accessible.
Thank you!"*

*"Thank you. this is a
very cool addition to
the stadium! is it much
appreciated to see that
MBS cares this much about
their patrons! keep up the
great work!"*



We've got you.



FEEDBACK



Allianz Stadium

Twickenham, UK

Allianz Stadium is the home of England Rugby and the largest dedicated rugby union venue in the world, seating up to 82,000 people.

The stadium has a strong history of exceptional visitor experience as well as being at the forefront of sustainable innovations. When introduced to Pads on a Roll, the team quickly recognised the value of providing menstrual products as part of the fan experience.

The trial began with staff facilities, then expanded into hospitality areas following positive feedback. After further success, Pads on a Roll was introduced in accessible toilets and selected cubicles across the main stand.

Feedback collected through QR codes, combined with organic positive social media response, demonstrated the impact of the initiative. With momentum building ahead of the Women's Rugby World Cup, Allianz made the decision to roll out Pads on a Roll in every cubicle. **By September 2025, the rollout was complete.**

"Access to a period products like Pads on a Roll is often the difference between being able to continue your day as normal and enjoy the match, versus a day of worry or indeed having to cut your day short. The needs of people who attend our events are evolving, and we want to be able to anticipate those needs as well as we can."

- Sue Day, RFU Chief Operating Officer, Chief Finance Officer and former Red Rose

The Impact

Visibility & Inclusion: Pads on a Roll makes equality visible in every bathroom, sending a clear signal that Twickenham is a stadium for everyone.

Customer Experience: Small details shape big memories — fans feel valued and supported, which drives satisfaction and loyalty.

Reputation & Reach: The initiative sparked conversation beyond the stadium, **with fans sharing their experiences on social media** and reinforcing Twickenham's initiative to roll out Pads on a Roll.



"I think this is an amazing initiative and makes me feel valued as a women. This should be in every bathroom!"

"I have had to end too many days/ nights due to my period. Thank you for giving my life back."

"I love this. It is often embarrassing to be asking for pads in a busy area this would be great."



Context

Women's stadium attendance has seen a significant increase, with average attendances **rising about 55%** between 2021 and 2024.*

Women now make up **over 40%** of the fan base for many major professional leagues in the U.S., a figure that has been rising over the last two decades.**

40%
of the fan base in
USA are women

55%
rise in woman
attendance 2021-
2024

Conclusion

By installing Egal Pads on a Roll, and sending the message of 'We've got you', these stadiums demonstrated a new level of care for their guests and have been rewarded with great reviews.

The most powerful brand signals are often the simplest. Providing period products next to the toilet shows foresight, empathy, and modernity - qualities audiences increasingly expect from world-class venues.

* McKinsey August 2025 Article
** Gemba 2020 Survey



Enhance your fan experience with Egal

To learn more about how Egal can enhance your facility's restrooms, visit [padsonaroll.com](https://www.padsonaroll.com) or contact us directly at sales@padsonaroll.com to get started!



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www.padsonaroll.com