

## **ORLEN Deutschland launches online shop for gift cards**

**Elmshorn, 2. September 2025 – To further drive digitalization, ORLEN Deutschland, together with KNISTR, a company specialized in loyalty and gift cards, has developed a modern, intuitive online shop. Customers now benefit from a simple ordering process, greater flexibility in topping up their fuel cards, and the ability to manage their vouchers digitally anytime and anywhere. With the launch of the online shop, ORLEN Deutschland is consistently pursuing its strategy to optimize the customer experience, expand digital services, and sustainably increase customer satisfaction.**

The new online shop [star.de/gutscheinshop](https://star.de/gutscheinshop) has been available since mid-August and is divided into a private customer and a business customer section, enabling companies in particular to conveniently and efficiently top up their fuel cards online. It not only simplifies access to fuel credit but also relieves station partners, as customers can now easily order their vouchers online.

In addition to the digital option, physical gift cards remain available at over 600 ORLEN and star service stations across Germany. These cards have been visually redesigned and are now offered in seven attractive themed designs, allowing customers to choose both practical and stylish gift options. Existing gift cards can still be redeemed but can no longer be reloaded.

“With this step, ORLEN Deutschland underscores its role in the digitalization of services within the service station environment. The combination of digital and physical products offers customers maximum flexibility, while station partners benefit from more efficient processes,” says Carolin Lohmann, Head of Cards at ORLEN Deutschland GmbH.

To raise awareness and support service station partners, various promotional materials are being used at the point of sale to highlight the new online shop.

“Our goal was to create a practical solution that works well and intuitively for all parties involved. The system is easy to use but also powerful in the background. That is exactly where the strength of our platform lies: maximum integration with minimal effort,” says Klaus Paul-Schierhorn, project manager at KNISTR.

The online shop thus represents an important building block in the company’s long-term strategy to continuously improve customer service, convenience, and satisfaction.



Image: Advertising material for the new online shop for gift cards from ORLEN Deutschland

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#### **About ORLEN Deutschland GmbH**

ORLEN Deutschland GmbH was founded in March 2003. It is a 100 per cent subsidiary of the Polish multi-energy group ORLEN S.A. and part of the international ORLEN Group. The company currently operates over 600 ORLEN and star filling stations on the German market. ORLEN Deutschland GmbH, based in Elmshorn, is one of the ten largest filling station operators in Germany and is involved in a wide range of sports and cultural sponsorship activities (e.g. handball, winter sports, music festivals).

In keeping with the claim “Moving forward together”, ORLEN and star filling stations offer high-quality fuels as well as their own shop products at an attractive price-performance ratio. ORLEN Deutschland is increasingly focussing on the expansion of electromobility offerings, alternative, sustainable fuels and the environmentally friendly use of resources. Customers receive additional services such as car washing, ATM and package services at many stations. Filling stations with 'star café' and 'stop.café' invite customers to take a break in a feel-good atmosphere and offer coffee specialties throughout the day, a wide selection of food, as well as hot and cold snacks.

ORLEN S.A. further expanded its market position in the DACH region at the beginning of 2024 with the acquisition of Turmöl fuel stations. With over 260 stations, ORLEN has a market share of around 10% in Austria, making it one of the three largest owners of fuel station networks in the country.

Further information about ORLEN Deutschland can be found on [www.orlen-deutschland.de](http://www.orlen-deutschland.de) as well as [www.star.de](http://www.star.de)

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