



## **ORLEN Deutschland: heading the future with star and the eagle**

**Digitally, sustainably and with a whole new strategy – that’s how ORLEN Deutschland will approach the UNITI expo 2022. The Elmshorn-based company will use their unique, two-storey stand (1H20) in Hall 1 at the Stuttgart trade fair to demonstrate how they are realigning their retail business and, with their two-brand concept, how they aim to be co-creators in shaping the future of Germany’s petrol station market. Another highlight is a Dakar Rally buggy and an original Formula 1 vehicle of the ORLEN Group that can be admired on the trade fair grounds.**

“After a two-year break due to the pandemic, the anticipation for the UNITI expo is great. We are utilising the trade fair to present developments and forward-looking positioning, and to present ourselves as part of the ORLEN Group, as well as to push ahead with the expansion to the south,” says Waldemar Bogusch, CEO of ORLEN Deutschland GmbH. Even before entering the trade fair halls, visitors are greeted by the F1 vehicle of the Alfa Romeo Racing ORLEN team, which was already displayed at two petrol stations in Hamburg and Magdeburg as part of the co-branding campaign in autumn 2021. In addition to Formula 1, ORLEN Deutschland is also involved in the group sponsorship of the Dakar Rally. The Polish-German driving duo Jakub Przygonski and co-driver Timo Gottschalk regularly win top spots at the toughest desert rally in the world.

### **“Powering the Future: Sustainably”**

That’s the motto of ORLEN Deutschland’s corporate strategy, which fits into the framework of the sustainable and group-wide 2030 strategy of the ORLEN Group. What’s of fundamental importance for the German market, in addition to optimising the existing business and entering new business divisions – such as digitisation, e-mobility and alternative fuels –, is the further development of employees and partners at the stations. Targeted measures will be implemented to prepare them for the upcoming changes, which will turn the entire company into a learning organisation where knowledge is continuously exchanged. Talent management, diversity and flexibility are important aspects in this process, because further development can only succeed if everyone has the ability to adapt to changing conditions. For ORLEN Deutschland, this also means, above all, flexible working conditions and the use of existing potential and synergies within the entire ORLEN Group.

### **Growth: Expansion to the south**

ORLEN Deutschland has declared its goal of a further network expansion. New locations are being sought, especially in the south of Germany. The focus is on finding plots for the construction of full-range petrol stations, that include a car wash and shop, as well as for the construction of automatic petrol stations. ORLEN also welcomes existing petrol stations to

purchase, lease or supply. Within the framework of “new mobility”, the search for suitable locations for e-charging offers is also being intensified. When it comes to liquefied petroleum gas as an alternative fuel, ORLEN Deutschland is already in 2nd place nationwide with over 300 LPG pumps. There are also around two dozen natural gas petrol stations (CNG).

### **Digital transformation: Contactless payment with the tankstar app**

Another focus of attending the trade fair is addressing the continuous digitisation, which is a crucial key to increasing efficiency in production and sales, as well as improving the ecological footprint and strengthening customer relationships. That’s why the aspect of digitisation is also stipulated in the 2030 ORLEN strategy agenda. The tankstar app, which enables *star* and ORLEN customers to pay via smartphone directly at the petrol pump, is an example of the implementation of this strategy. The ORLEN trade fair stand will simulate the refuelling process for visitors by means of an animation followed by a quick, secure and convenient payment process as well as other app features, such as the petrol station finder and navigation system.

### **Two-brand concept: *star* and Orlen locations**

What makes the ORLEN Deutschland stations so special is particularly the feel-good ambience that they exude. The Elmshorn-based company finds modernity and offering new services important, both at the 580 *star*-flagged locations and at the seven ORLEN stations. Over 160 *star* stations have already been converted to suit the innovative “star connect” concept, and more are planned for 2022. Both the *star* and Stop. cafés are designed spaciouly and are gastronomically appealing; they are designed in warm wood tones in line with the corporate identity of the Polish parent company. The cafés offer different hot and cold snacks, which ensures that customers have a large selection of tasty delights throughout the day. Regional origin also plays a major visual role at each individual station: Large pictures of sights in the respective region welcome the guests in the bistro areas and also in the bathrooms, which are designed to be barrier-free whenever possible. The *star* and ORLEN station shops offer you a mixture of brand products and, increasingly, own products.

### **Sustainability: 100% organic disposable packaging**

Handling resources sustainably and acting in a more environmentally conscious manner is a determining factor at ORLEN, which is why in March of this year, the disposable packaging was changed to 100% organic, and is also recyclable and compostable. Trade fair visitors can enjoy their Dallmayr coffee at the ORLEN Deutschland stand in a completely sustainable way thanks to the lids made of Begasse, an environmentally friendly material that is obtained as a by-product from the fast-growing raw material sugar cane. In addition to the coffee cups, other disposable packaging such as bags for baked goods, Bockwurst/French fries bowls and napkins are completely biodegradable at the *star* and ORLEN petrol stations and can therefore be disposed of in the organic or waste paper bin. Moreover, the packaging of the own brand mineral water has also been changed and is now filled in rePET bottles with a new, modern design. rePET (=recycled PET) is a material that consists of collected beverage bottles and produces 50% less CO<sub>2</sub> during production than conventional PET.

The ORLEN Deutschland employees look forward to you visiting ORLEN Deutschland GmbH at the UNITI expo 2022 in Hall 1, Stand 1H20.



Download the images in high-res and license free [here](#).

### **star and ORLEN - the petrol stations of ORLEN Deutschland GmbH**

ORLEN Deutschland GmbH was founded in March 2003. It is a 100% subsidiary of the Polish multi-energy corporation PKN ORLEN S.A. and part of the international ORLEN Group. The company currently operates almost 600 *star* and ORLEN petrol stations on the German market. ORLEN Deutschland GmbH, based in Elmshorn, is one of the ten largest petrol station operators in Germany and has been the main sponsor of German handball record champion THW Kiel since 2016.

According to the slogan "More than just cheap fuel", *star* and ORLEN petrol stations offer quality fuels as well as their own brand products at an attractive price-performance ratio. Customers also benefit from the B2B-fleet-card and receive additional services such as car washing and parcel services at many stations. Filling stations with 'star café' and 'stop. café' invite you to take breaks in a feel-good atmosphere and offer coffee specialities, a large selection of tasty meals and hot and cold snacks all day long.

For more information, please visit our website [www.orlen-deutschland.de](http://www.orlen-deutschland.de)

#### **Media contact:**

ORLEN Deutschland GmbH

Birgit Schmidt

Head of Corporate Communications

[birgit.schmidt@orlen-deutschland.de](mailto:birgit.schmidt@orlen-deutschland.de)