



ORLEN Deutschland and THW Kiel are starting the 2021/2022 handball season with two new logos

Elmshorn, 9th of August 2021 – In the coming 2021/2022 season, ORLEN Deutschland is starting with two new logos on the THW Kiel jersey. It will no longer be just the star that appears on the Bundesliga jersey of the Zebras, but the co-branding logo of star and the umbrella brand ORLEN. However, on the international handball stage, the Champions League, only the ORLEN logo will be seen. ORLEN Deutschland GmbH belongs to the Polish parent company, PKN ORLEN S.A. The new logos are part of the international brand strategy of the leading multi-energy group from Poland in Central and Eastern Europe.

THW Kiel and ORLEN have stood together on the handball stage for nine years – since 2016, ORLEN Deutschland, as the operator of the star petrol stations, has been the main sponsor of the team. Previously only the star logo was featured on the Zebras' chests during matches. From the coming season, it will be replaced by the double logo of star and ORLEN on the Bundesliga jerseys, as well as the ORLEN logo on the Champions League jersey.

The first official appearance of the new Bundesliga jersey will already be on 8th of September at the Bundesliga opening match against HBW Balingen-Weilstetten. One week later, the new Champions League jersey will be put to use for the first time against HC Meshkov Brest. The Zebras are at home in Kiel and in Europe – that is not only underlined by the jerseys, but also by the main THW sponsor, ORLEN Deutschland. "star is part of the international ORLEN Group, which is at home in Europe, just like THW Kiel. With a proud chest, we would also like to show that on the German and international handball stage", says Waldemar Bogusch, Chief Executive Officer of ORLEN Deutschland GmbH and its petrol station brand star. "Winning the German Championship and the COVID-related delayed Champions League in the past season deserves our greatest respect. It is important to have strong partners, such as star and ORLEN, at your side. We are crossing our fingers that the new logos will bring THW just as much luck in the coming season and that we can continue celebrating successes side-by-side."

star – a strong brand from ORLEN Deutschland GmbH

star is the petrol station brand of ORLEN Deutschland GmbH, which has been on the German market since 2003 and is operating almost 600 petrol stations. The company, which is based in Elmshorn near Hamburg, is part of the Polish multi-energy group PKN ORLEN S.A., which is the largest enterprise in Central Eastern Europe (CEE), with an annual turnover of EUR 19 billion in 2020.

PKN ORLEN is a leading player on the fuel and energy market and is listed in prestigious global rankings such as Fortune Global 500, Platts TOP250 and Thompson Reuters TOP100.

The Group owns state-of-the-art integrated infrastructure, capable of producing more than 35 million tonnes of various crude oil types per annum and of marketing its products through the CEE-region's largest network of more than 2,800 modern petrol stations. PKN ORLEN's offering includes over 50 top-quality petrochemical and refining products sold in more than 90 countries around the world on 6 continents. 55 percent of the company's revenues are generated outside the country.

For the last few years, ORLEN has been established as the most valuable brand in Poland. PKN ORLEN is also the only company in the region that has been awarded the prestigious title of 'The Most Ethical Company' for the sixth time in a row by the American Ethisphere Institute.

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