



ORLEN Deutschland remains the main and jersey sponsor of THW Kiel

Elmshorn, June 12, 2022 – ORLEN Deutschland will continue to adorn the THW Kiel jerseys with its petrol station brands *star* and ORLEN. The partnership between the record-holding German handball team and the Elmshorn-based company has been in place for over ten years, with ORLEN acting as the main and jersey sponsor since the 2016/17 season. In addition to sponsoring the professional team, the cooperation also includes the development of young talent, and the implementation of joint social projects.

Six German championships, five Cup wins, and two Champions League triumphs – these are just a few of the successes since the joint partnership began in 2011. In the final THW home game of the 2021/22 season against Frisch Auf Göppingen, the two partners announced the extension of the contract for a further three seasons.

“Over the years, a very close and trusting relationship has formed between ORLEN Deutschland and THW Kiel. We are very happy with the contract extension and are confident that we will continue to celebrate success side by side with Germany’s most successful handball club and further expand our brand awareness,” says Waldemar Bogusch, CEO of ORLEN Deutschland GmbH.

ORLEN Deutschland GmbH, which operates almost 600 *star* and ORLEN petrol stations across the country, will continue to occupy the most attention-grabbing advertising space on the chest of the professional team’s jerseys. The co-branding logo of *star* and the parent brand ORLEN will be used in national tournaments, while the ORLEN logo will be used exclusively in the Champions League. This difference emphasises the affiliation of the Elmshorn-based company to the international ORLEN Group and is part of the international brand strategy of the Polish multi-energy group. Furthermore, the rights package includes, for example, the branding of team and training clothing, an oversized floor sticker on the Wunderino Arena court, as well as advertising spots on the TV-relevant LED boards.

In addition, the “Zebra Duel” presented by ORLEN on THW’s social media channels, will provide personal and amusing insights into the lives of the professional players, pitting them against each other in some unusual duels. ORLEN will also allow handball fans to get up close and personal with their THW stars at a Meet & Greet through regular prize drawings.



“We are entering a new decade with *star* and ORLEN at our side. This long partnership period is impressive and illustrates the close relationship between the two partners. The personal congratulations received from *star* and ORLEN staff when we win titles also shows us how close we are. We look forward to shaping the future together with *star* and ORLEN and are confident that we can further intensify the cooperation that has been so successful to date,” says Viktor Szilágyi, Managing Director THW Kiel.

Development of THW’s young talent and social projects

In addition to supporting the professional team, ORLEN Deutschland is also an “Official Partner of THW Kiel’s Young Talent Development”. Giving talented players the opportunity to pursue a professional career and supporting them along the way is the focus of the partnership for young talent.

A further integral part of the cooperation is the joint social commitment of the partners. For example, 100 euros will continue to be donated to the Children’s Cancer Centre at the University Hospital Schleswig-Holstein (UKSH) for every goal scored by ORLEN sponsor player Patrick Wiencek. Since 2012, this initiative has already raised a total of over 80,000 euros. “The social projects with THW Kiel are an important part of the cooperation for ORLEN and are particularly close to our employees’ hearts,” says Christina Puchert, Head of Marketing & Sponsoring at ORLEN Deutschland.

Joint projects in the area of e-mobility

As part of its corporate strategy, “Powering the Future Sustainably”, ORLEN Deutschland is increasingly focusing on climate-friendly mobility through renewable energies. This will also play a greater role in the partnership with THW Kiel in future. For example, e-charging stations are being planned at the THW training centre in Altenholz, which will allow players, employees, and visitors to charge their electric vehicles during their visit. Identifying further potential of THW Kiel is the express goal of both partners.



Waldemar Bogusch (l.), CEO ORLEN Deutschland GmbH, and Viktor Szilágyi, CEO THW Kiel.



The co branding logo of star and ORLEN-Logo will remain on the THW jerseys (player in action: Patrick Wiencek).

To download the pictures in high-res [click 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

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