



Press release

## **Expectations exceeded: In its first year, star sells more than twice as many as the anticipated amount of its own reusable cup**

**star is actively contributing to the reduction of waste as well as supporting various projects with its donations to the environmental organisation “One Earth – One Ocean e.V.”**

**Elmshorn, 15<sup>th</sup> of May 2019 – Twelve months after introducing the star reusable cup, the petrol station brand is happy to report sustained success. With more than 55,000 cups sold, the product has exceeded all expectations and is affirming the contribution the company is making, together with its customers, in preserving nature. But environmental consciousness isn’t the only crucial factor – the design and quality of star’s stainless-steel cup are also convincing customers.**

Every hour, around 320,000 single-use coffee cups are used in Germany alone. This amounts to nearly three billion cups that end up in the bin after just one use.<sup>1</sup> star’s reusable cup, made of robust stainless steel and BPA-free material, offers an environmentally friendly alternative. Thanks to its high-quality processing, it is exceptionally durable. Based on the observations made by star petrol station partners, the cup is particularly popular among customers between the ages of 18 and 35 and has turned into a top seller at many star petrol stations. Due to the extremely high demand, production of the next batch had to start much earlier than planned. “Since we wanted to offer our customers a completely new cup designed in line with our own ideas, we had to start with a very high quantity for our first order”, Waldemar Bogusch, CEO of ORLEN Deutschland, reports. “We had originally estimated sales of 20,000 to 25,000 cups a year, but in the meantime, we have sold more than twice as many. We are delighted that our expectations have been exceeded and, thanks to our customers, to be able to make an important contribution in curbing the flood of plastic cups.”

### **One cup for all: the perfect companion**

Aside from its high-quality design and good value for money, the cup particularly appeals to petrol station customers because it is leakproof, dishwasher-safe, and fits into cup holders as well as coffee machines. The highest compliment our product has received so far comes

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<sup>1</sup> Source: <https://www.duh.de/becherheld-problem/>



from Potsdam: The local transport services have provided all of their approximately 100 bus drivers with a reusable cup by star. Social media star Anna Heiser is also a big fan: The cup accompanied her and her husband Gerald Heiser on their entire road trip from Berlin to her native country, Poland.

star's reusable cup holds 0.4 litres and can be purchased at star petrol stations at a price of €5.90. The price includes two specialty coffees of your choice; every subsequent coffee purchase comes with a discount of €0.10. star coffee, exclusively created together with Dallmayr, also has a fair-trade certification.

### **Supporting the fight against plastic waste**

During the "European Sustainability Week", which runs from 30<sup>th</sup> of May to 5<sup>th</sup> of June, star will donate one euro for every purchased reusable cup to the German environmental organisation "*One Earth – One Ocean e.V.*", just like it did last year. The organisation is working to reduce plastic waste in the world's oceans. Approximately 150 million tonnes of plastic waste are floating in the oceans, and this number increases by another eight million tonnes every year. The donations are distributed to different projects. In 2018, star donated €3,000 to support research on microplastic conducted at the organisation's lab in Kiel, national and international educational work on the topics of marine debris and waste prevention, as well as clean-up operations with the waste collection ship "Seehamster".



### **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 more than 580 petrol stations. The company, which is based in Elmshorn near Hamburg, is part of the Polish oil and energy group PKN ORLEN S.A., which is the largest enterprise in Central Eastern Europe (CEE), with an annual turnover of EUR 25 billion in 2018.

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. 60 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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