



Press Release

## **Perfect companion – the new star reusable coffee cup**

### **Individually adapted to customer needs: star introduces a sustainable alternative to the paper coffee-to-go cup**

**Elmshorn, 4 April, 2018 – robust, smart and sustainable: With the high-quality star reusable cup, the petrol station will now be offering its customers an eco-friendly alternative to the conventional paper takeaway coffee cup.**

To make a coffee cup that is ideally suited to customer needs, star first tested over 50 products to see whether they were leak-proof, dishwasher safe and resilient and whether they fit in cup holders and coffee machines. "With the reusable cup our intention was to maintain our usual quality standards and meet the needs of our customers," explains Wieslaw Milkiewicz, managing director and press spokesman for the petrol station brand star. "As no product on the market meets these requirements, we have decided to have a customised cup manufactured especially for star."

### **Top quality with classic design**

The reusable cup has a purist design made of high-quality stainless steel with a red accent colour. It is leak-proof, dishwasher safe and has a capacity of 0.4 litres – guaranteed to be suitable for any coffee from café crème to latte macchiato. It is also free from the plasticiser Bisphenol A (BPA).

### **Refilling is fulfilling**

Almost three million paper coffee cups are thrown away each year in Germany\*. With the reusable cup star is making an active contribution to reducing unnecessary waste.



The cup is now available at star petrol stations for EUR 5.90 including two speciality coffees. At each subsequent visit, the coffee is put straight into the cup – with a price saving of 10 cents. This is not an introductory promotion, it is a permanent offer. "The feeling of doing something good for the environment comes for free," says Wieslaw Milkiewicz.

### **Quality initiative at star petrol stations**

In accordance with the new star connect petrol station concept, the first stations are now offering a new feel-good experience. With a spacious design and warm wood tones, customers in the new star cafés can enjoy speciality coffees by the traditional company Dallmayr, and much more. The new Dallmayr coffee, developed exclusively for star, combines perfect flavour with sustainable quality. The green coffee for each variety comes from Fairtrade certified farms from the best growing regions in the world. In future the speciality coffees and meals in the bistro will be served using porcelain crockery from the brand Tafelstern.

\*<https://www.ndr.de/ratgeber/Coffee-to-go-Becher-Muell-im-Sekundentakt,zerowaste134.html>

### **star – a strong brand from ORLEN Deutschland GmbH**

star is the petrol station brand of ORLEN Deutschland GmbH, which has been operating more than 570 petrol stations in the northern half of Germany since 2003. The company, which is based in Elmshorn near Hamburg, is part of the Polish oil and energy group PKN ORLEN SA, which is the largest enterprise in Central Eastern Europe, with an annual turnover of EUR 18 billion in 2016.

PKN ORLEN is one of the leading players in the oil and energy market and the only Polish company included in the prestigious Fortune 500 list of the world's biggest companies.

PKN ORLEN operates a modern infrastructure capable of processing more than 30 million tons of different crude oils per year. With around 2700 petrol stations, the network is one of the largest in the entire region of Central and Eastern Europe.



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