



Romania: New player Rottco starts pump installations

New Romanian fuel retailer Rottco Synergy will install the first 30 pumps this week.

After announcing plans to create a network of independent gas stations in Romania last May, Bucharest-based Rottco is rolling out its first 30 fuel pumps, with a further 30 planned for December and January.

Rottco Synergy is a new gas station operator created in Romania through the affiliation of several individual fuel retailers, reports Romania Insider.

"The new gas station network of independent entrepreneurs will sell fuel of the same quality with of large distribution network of oil products, the network members having the option to choose suppliers of products respecting tax and specific quality conditions," said the company in a press release back in May.

Rottco funds the integration of gas stations and will coordinate the network's marketing programs.