

Petrol PLAZA

Certas Energy switches network of stores to SPAR

They will start rebranding the sites in the coming months.



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Certas Energy, the largest fuel supplier to the UK's independent forecourts, has appointed SPAR as its convenience partner across all 35 of its company owned petrol filling stations. The arrangement, which includes wholesale distribution, will commence immediately whilst in-store refurbishments and rebranding will start over the coming months.

It represents another milestone for Certas Energy and closely follows the announcement of an industry-first forecourt loyalty platform for its 500-strong Gulf branded network. With Certas Energy committed to further growth of its retail business, the SPAR tie-up will enable the company to strengthen the in-store experience for customers and bolster revenues.

"The forecourt shop has an increasingly important role within any local community and working with the UK's leading symbol group will ensure that we are able to maximise the potential across all of our Retail assets," confirms Richard Billington, Retail Director at Certas Energy.

“We undertook a rigorous tender process and were impressed with SPAR’s commitment to our business, its technical expertise, resources and the on the ground support that it was willing to place at our disposal.”