

Petrol PLAZA

Parkland to expand 'On the Run' across USA

Parkland acquired the license for the exclusive use of the On the Run trademark in USA, positioning the operator to create a unified North American c-store brand.



On the Run location. | © Parkland Corporation

Parkland Corporation has acquired the license for the exclusive use of the On the Run trademark in the majority of U.S. states. The acquisition positions Parkland to expand On the Run across the U.S. to create a unified North American convenience store brand.

“Building on our existing On the Run brand image, product assortments and private label goods in Canada, we look forward to meeting the convenience needs of our U.S. customers under the On the Run banner. Our U.S. customers will enjoy enhanced interior and exterior rebranding elements, larger and brighter canopies and a variety of new product offerings,” says Doug Haugh, President, Parkland USA.

Through this acquisition, Parkland has acquired the perpetual license for the exclusive use of the On the Run trademark in the majority of U.S. states. The deal includes an option to purchase the On the

Run U.S. trademark together with the license owner's On the Run franchise business.

Parkland is an independent supplier and marketer of fuel and petroleum products and a leading convenience store operator across Canada, the United States, the Caribbean region and the Americas.