



PetrolPlaza launches new website and corporate image

PetrolPlaza is proud to announce the launch of a new website and corporate design. The attractive visual design and a functional system will thrill loyal readers and attract many new ones.

PetrolPlaza has been the information hub for the fuel retailing industry since it first went online in 1998 – a few months before Google started to shape today's Internet. The first online industry publication for the sector, during almost 20 years PetrolPlaza has maintained its position as the most reliable source of information for the retail petroleum sector. We have also been at the helm of numerous business endeavours due to our networking efforts and professional listings, where suppliers and distributors can connect and push the industry forward.

Our Technology Corner has served as a platform for industry experts to explain new technical features, industry-changing innovations. In PetrolPlaza's new website these articles will be catalogued under 'Knowledge' along with company case studies.

"The last two decades have seen this industry move forward with unrelenting pace. PetrolPlaza's new design stays in line with its loyal readers while including new features and a more attractive look," says Bruno Boroewitsch, CEO of com-a-tec and publisher of PetrolPlaza.

PetrolPlaza understood that traditional pump-only gas stations were going to give way to modern service stations and decided to broaden its coverage to include key sectors like car wash, convenience and fuel logistics, while keeping a careful eye on the development and expansion of alternative fuels.

Following on from last year's successful PetrolPlaza Specials, the publication will continue to cover relevant topics in detail with first-hand, exclusive information. Our goal is to continue growing along with the industry, welcoming innovations and facing future challenges together.

As we wish to have a proactive relationship with the industry and our readers, we have made the 'comment' section more accessible and we encourage everyone to get involved with us and other readers.

Our presence in industry events across the world and the co-organization of a leading trade fair such

as UNITI expo are testament to our strong relationship with the industry.

We encourage all our readers to provide feedback on our new website with comments and suggestions.