



PRESS RELEASE

Helector's New Corporate Identity Marks a New Era as a Member of the Motor Oil Group

Athens, June 2, 2025. The integration of HELECTOR into the Motor Oil Group earlier this year marked the beginning of a new and dynamic chapter for the company. As a leading force in waste management and a pioneer in the production of alternative fuels, HELECTOR is now part of a powerful business group with a strong and long-term vision for the Circular Economy and sustainable development.

The new logo modernizes the company's corporate identity, symbolizing its entry into this new era. At the same time, it reflects its position as one of the core members of one of the largest business groups in the country.

The equilateral triangle—a defining element of the company's visual identity—served as the foundation for the new design. Through a process of aesthetic refinement, a modern symbol emerged that clearly references the letter "H." The use of Latin script highlights the company's international orientation. Its color palette conveys concepts such as energy and renewable sources, while also reflecting technological advancement, sustainability, and innovation.

You can view the related video at the following [link](#)