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Petronas signage change `a matter of time'

KUANTAN, Sun. - It is only a matter of time for Petronas Dagangan Bhd, the subsidiary of Petroliam Nasional Bhd, to change its signages back to the original colour scheme.

This is because the change only involves 200 of the 518 Petronas stations nationwide, Minister in the Prime Minister's Department Datuk Dr Siti Zaharah Sulaiman said.

"Although we did not give them a deadline to make the changes, we do not want the redesigned signages to be exploited by certain Opposition parties," she said.

On the cost involved in changing the signages to the original colour scheme, Siti Zaharah said she did not ask about the cost involved because the Government only directed the change to take place immediately.

She said Prime Minister Datuk Seri Dr Mahathir Mohamad, Deputy Prime Minister Datuk Seri Abdullah Ahmad Badawi and First Finance Minister Tun Daim Zainuddin had agreed to the change.

"The new signage was conceived in 1994 but only implemented at some of the Petronas stations in 1996.

"However, the new signage was exploited by certain quarters who want to take advantage of the situation and the current political scenario."

The decision to redesign the signage, while maintaining the Petronas logo, was made by Petronas Dagangan after it was listed on the Kuala Lumpur Stock Exchange in 1994.

Petronas Dagangan has since 1994 embarked on an exercise to change its image and rebuild its service stations to enhance its position in the retail market.

This involved among others a decision to redesign the signages at the stations to make them more attractive, brighter and friendlier by incorporating vibrant colours to match the new improved overall design of the stations and the stations' facilities.

It said the signages emphasised the "Petronas Green" colour adopted since the company's incorporation in 1974.

The issue of the Petronas signage was brought up at the recent Umno General Assembly by Senator Datuk Abdul Aziz Abdul Rahman who claimed that the new signage was similar to the Pas party logo.

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