

# Star brite Names Erik Applegate President

## Company Announces Leadership Transition as Gregor Dornau Moves into Senior Advisor Role

**FORT LAUDERDALE, FL – JULY 11, 2025** – Star brite announces that Erik Applegate has been appointed President, marking the next chapter in the company's leadership evolution. As part of this transition, Gregor Dornau, who has served as President since 2022, will move into a new role as Senior Advisor, continuing his active involvement with the company.

Erik Applegate has been part of the Star brite family for over twelve years. A Summa Cum Laude graduate of the University of Central Florida with a degree in Marketing and Sales Management, Erik began his career at Star brite as an intern and steadily rose through the ranks, managing major retail and distribution accounts across the country. As President, he will oversee all aspects of the company's operations, strategy, and continued growth.



*Erik Applegate promoted to new role as Star brite President*

"I'm honored to step into the role of President at a company I'm deeply passionate about, alongside people I genuinely consider family," said Erik Applegate. "Star brite has been part of nearly my entire adult life, and I'm incredibly grateful for the mentors, teammates, and friends who've helped shape me—both personally and professionally.

We have the best team in the industry, and Gregor and Peter have done an exceptional job building a culture rooted in passion, camaraderie, and a drive to win—values I wholeheartedly share. There are certainly big shoes to fill, but with Gregor's continued guidance and the strength of our team, I'm excited to lead Star brite into its next chapter."

Gregor Dornau—son of Star brite founder Peter Dornau—has spent his career growing alongside the company. Over the course of four decades and multiple roles, he helped lead Star brite through a period of significant expansion, growing the business fourfold and launching successful multi-million-dollar brands like Star Tron. Following the company's acquisition by OneWater Marine in 2022, Gregor was appointed President and named Erik as his Executive Vice President.

"Erik has been my right hand for many years, leading significant divisions of our company," said Gregor Dornau. "His passion, intellect, and work ethic position him to be a great leader. With the strength of our team around him, I'm confident the winning culture and continued success of Star brite are in good hands.

I'm looking forward to my new role as Senior Advisor and staying actively involved in the business over the next year or two—this time as *his* right hand—as he transitions into the position. It's been a true pleasure captaining this ship for so many years, and I want to thank the entire crew at Star brite and Kinpak for all their support."

This leadership transition reflects Star brite's commitment to promoting from within and building a leadership team rooted in experience, vision, and shared values. It also reinforces the company's continued investment in its people, its products, and its position as a trusted name in the marine and outdoor industries.

### About Star brite

Star brite is a leading manufacturer of premium appearance, maintenance, and performance chemicals and accessories for the marine, RV, automotive, and outdoor markets. Celebrating over 50 years of innovation, the company is headquartered in Fort Lauderdale, FL, with manufacturing operations in Montgomery, AL. Star brite proudly produces "Made in the USA" products, including its flagship Star Tron® Enzyme Fuel Treatment.

