

Luminous launches new colored PPF line blending custom style with advanced protection

Luminous, a leading U.S. car care brand, launches Colored PPF, a durable, customizable paint protection film with advanced self-healing technology.



Dubai, United Arab Emirates Aug 1, 2025 ([Issuewire.com](https://www.issuewire.com)) - [Luminous](#) is a leading U.S. brand specializing in premium car care products, proudly announces the launch of its latest PPF product: Luminous Colored PPF, a premium Thermoplastic Polyurethane Paint Protection Film that combines robust surface protection with stunning color and finish customization.

Designed to meet the growing demand for vehicle personalization without compromising durability, [Luminous Colored PPF](#) protects paintwork from scratches, chips, and environmental hazards while delivering a head-turning new look, similar to a high-end vinyl wrap but with superior resistance and longevity.

“Our mission at Luminous has always been to push the boundaries of what’s possible in automotive care,” said W. Mari, Sales Director at Luminous. “The introduction of Luminous Colored PPF gives our partners and their customers a unique solution: top-tier paint protection combined with endless design possibilities. It’s style and security in one advanced film.”

The new film boasts advanced self-healing technology, high-gloss or matte finishes, superior chip and

UV resistance, and easy maintenance thanks to its hydrophobic surface. It's available in a wide range of colors and finishes, including satin, metallic, and color-shifting options, and comes with a 5-year limited warranty.

Viola Car Care, one of Luminous' trusted Certified Installers, was the first in the Middle East to demonstrate the film's exceptional performance:

"We were excited to be the first to try this premium product," said Viola Car Care. "After extensive research of both the Middle East and global markets, we found that Luminous Colored PPF stands out as one of the best options available today. That's why we confidently chose to install this advanced film on our customer's vehicle, knowing it would meet and exceed their expectations for quality, protection, and satisfaction."

Professional installation is required to ensure a flawless application. The film can be applied partially or as a full wrap for complete transformations. It can also be removed safely without damaging the original paint, offering flexibility for customers who want a reversible color change.

"Giving our partners the tools to deliver choice and premium results is what sets Luminous apart," added W. Mari, Sales Director. "By expanding our PPF offerings with Luminous Colored PPF, we empower car care professionals to attract new customers, grow their service portfolio, and provide best-in-class protection and personalization."

Join the Luminous network: partnership opportunities available

Car care professionals looking to expand their PPF offering, enhance their reputation, and secure a stronger position in the automotive care industry are invited to contact Luminous to learn more about these exciting partnership opportunities.

For more details on the partnership programs and how to become a partner, visit the Luminous website's [Luminous Car Care Installers](#) Program and [Luminous Car Care Dealers](#) Program pages, or contact the team at info@luminous-me.com.

About Luminous Premium Car Care

Founded in 2014, Luminous embodies the American commitment to automotive care. The company is renowned for its superior range of auto detailing products, specializing in high-quality waxes, car cleaning products, paint protection films, automotive window films, ceramic coating, and detailing accessories. Designed to preserve and enhance the beauty of vehicles, Luminous products set a high standard for automotive professionals. Potential customers can try [free samples of car care products](#) before making any commitment. Through the Luminous Car Care Academy, auto detailing professionals can access the latest automotive industry news and gain expert tips on car care product installations, ensuring they stay ahead in their field.

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