

Luminous reinforces its commitment to eco friendly car care across the USA and the Middle East on World Environment Day

On World Environment Day, Luminous highlights its commitment to sustainable automotive detailing by delivering eco-friendly car care, paint protection, and vehicle maintenance solutions for professionals across the USA and the Middle East.



automotive care brand, is marking World Environment Day by reinforcing its commitment to delivering eco-friendly car care solutions that combine high performance with environmental responsibility across the United States and the Middle East.

As global demand continues to rise for sustainable automotive detailing products, Luminous is focused on equipping car care professionals, distributors, and automotive businesses with solutions that align with evolving customer expectations while maintaining professional application standards.

Responding to a changing automotive care landscape

Environmental awareness is reshaping the automotive aftermarket, with professionals and consumers increasingly prioritizing [eco-friendly car care products](#) and responsible detailing practices.

Luminous addresses this shift through a product development approach that emphasizes:

- Reduced reliance on harmful chemicals in cleaning and detailing formulations
- Integration of environmentally responsible ingredients
- Lower emissions and reduced environmental impact during product use
- Consistent performance across automotive cleaning chemicals, waxes, and protection systems

This approach allows automotive professionals to deliver safe, effective, and environmentally responsible services without compromising workflow efficiency or results.

Supporting partners with sustainable product innovation

For car care centers, detailing professionals, and distributors, sustainability is no longer a niche requirement; it is becoming a core expectation within the industry.

Luminous enables its partners to:

- Meet growing demand for eco-friendly automotive detailing solutions
- Expand service offerings with environmentally responsible products
- Strengthen customer trust and brand credibility
- Differentiate their business in increasingly competitive markets

“The shift toward environmentally responsible car care is not temporary; it is redefining the industry,” said W. Mari, International Sales Director at Luminous.

“Our role is to ensure that our partners are equipped with products that meet both performance expectations and sustainability standards, allowing them to grow confidently in evolving markets.”

Balancing sustainability and performance

While environmental responsibility is increasingly important, performance remains critical for professional applications.

Luminous, eco-friendly formulations are designed to maintain:

- High-quality cleaning performance
- Consistent surface care and finish results
- Compatibility with professional detailing workflows

- Reliable performance across diverse working environments

“Sustainability should not come at the expense of performance,” Mari added.

“At Luminous, we focus on developing solutions that deliver professional results while supporting a more responsible and future-ready approach to car care.”

Positioning for long-term industry growth

As climate awareness and environmental standards continue to evolve, automotive professionals are actively seeking solutions that combine performance, safety, and sustainability.

By investing in:

- Advanced automotive detailing products and cleaning chemicals
- Premium paint protection films and window film solutions
- Responsible product development practices

Luminous continues to position itself as a forward-thinking partner supporting the next generation of automotive detailing businesses.

About Luminous

Founded in 2014, [Luminous represents American expertise in automotive detailing and protection solutions](#). The company develops a comprehensive portfolio of car care products, waxes, cleaning chemicals, paint protection films, window films, and detailing accessories, designed to help professionals maintain and enhance vehicle appearance.

With a growing presence across the United States and the Middle East, Luminous delivers solutions built on performance, innovation, and reliability, supporting automotive professionals in a rapidly evolving industry.

Partner with Luminous

Automotive professionals looking to expand their services in car care, detailing, and vehicle protection solutions are invited to partner with Luminous.

By partnering with Luminous, businesses gain access to premium product systems, consistent quality, and a brand committed to long-term growth and professional excellence.

To learn more about partnership opportunities through the [Certified Car Care Installer](#) Program or the [Authorized Car Care Products Dealer](#) Program, visit www.luminous-me.com or contact info@luminous-me.com.

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