



# VALMA CELEBRATES 100 YEARS OF TRUSTED, AFFORDABLE QUALITY

From iconic leather wax to a European brand spanning car care and home care

**Eindhoven, The Netherlands** – Valma proudly celebrates its 100th anniversary, marking a century of trusted heritage and everyday reliability. What began a hundred years ago with a simple yet effective leather wax for car interiors has grown into a well-established European brand, known for delivering reliable and affordable quality in care and maintenance.



Since its earliest days, Valma has built a strong reputation in car care, offering practical solutions that are easy to use, widely accessible, and fairly priced. Products that do exactly what they promise – without unnecessary complexity. That philosophy has defined the brand for generations and remains at the heart of Valma today.

“Valma has always been a brand built on trust,” says Marcel de Bie, Purchase & Marketing Director at Service Best International. “For a hundred years, consumers have relied on Valma products because they are effective, honest, and accessible. That trust has been earned over generations – and it continues to guide everything we do.”

## A Century of Evolution With Everyday Life

Building on its strong roots in car care, Valma has continuously evolved alongside the needs of consumers. While the brand’s foundation lies firmly in automotive care, Valma has expanded its scope in recent years to reflect changing lifestyles and expectations.



With Valma Home Care, the brand now offers practical household cleaning tools such as cloths and sponges – developed with the same focus on functionality, ease of use, and dependable quality that made Valma a trusted name in car care.



In addition, Valma embraces a more sustainable future with Valma Home Care ECO. This line of liquid cleaning products and tools has been developed with environmental responsibility in mind, combining effective performance with a more conscious approach to ingredients and packaging.

“The essence of Valma has remained the same for a hundred years,” explains Dennis van Herwijnen, Category Manager. “Whether it’s caring for a vehicle or maintaining a home, consumers want products they can trust – products that work, remain affordable, and fit into everyday life.”

## Looking Forward, Built on a Century of Trust

Celebrating 100 years is not only a moment to reflect on Valma’s heritage, but also to look ahead. As part of its centenary celebration, Valma is introducing new products and limited-edition launches, including the Superslide Spraywax, the Detailing Master Brush Set, and an upgraded version of the popular Microfibre Drying Towel XL. Each of these products

reflects Valma's ongoing commitment to performance, usability, and continuous improvement.



Valma continues to evolve while staying true to its core values. After a century of trusted performance, Valma remains committed to what it has always stood for: reliable solutions for everyday care, accessible quality, and products built to last - for the next generation and beyond.

#### About Valma and Service Best International

Valma is part of the strong brand portfolio of Service Best International. With decades of experience, a robust European distribution network, and a continued focus on quality and continuity, Service Best International supports the development and availability of Valma across Europe.



#### Service Best International – One Stop Shop for car and bike accessories and home care products

Service Best International is a leading European wholesaler of car, bicycle, motorcycle and trailer accessories. Since 1954, the company has grown from a national wholesaler into a trusted international partner, serving thousands of retailers across more than forty countries.



As a true One-Stop-Shop, Service Best International offers a wide and carefully curated Good-Better-Best assortment of over 5,000 high-quality products. The portfolio includes strong own brands such

as Carpoint, Valma, Protecton and Dresco, complemented by renowned A-brands, like Philips, Bosch, AXA and Turtle Wax.

Operational excellence is one of Service Best's key strengths.

From its modern distribution centre in the Netherlands, equipped with advanced IT systems and a semi-automated storage solution, the company ensures fast, reliable and efficient delivery worldwide. Customers benefit from one central point of contact, data-driven sales advice, merchandising support, shop-floor optimisation and extensive marketing materials.

Quality, safety and reliability are deeply embedded in the organisation. All products meet strict certification standards, and the company continuously invests in sustainability through eco-friendly packaging, solar energy and efficient logistics.

For retailers, Service Best International offers strong margin opportunities and proven category-management concepts that drive conversion and maximise shelf performance. With a broad assortment, reliable supply chain and dedicated partner support, Service Best International helps retailers grow their business with confidence.



[www.valma.nl](http://www.valma.nl)  
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